## Maryland Horse Forum August 7, 2014 Prince George's Equestrian Center

TIME	ACTIVITY	LOCATION
8:00 a.m.	REGISTRATION	Main Arena
	Pastries, Fruit Juice, Coffee	
	Vendor Area Open	
9:00 – 9:45 a.m.	OPENING SESSION Welcome	
	-Jim Steele, MHIB	
	- Jane Seigler, MHC	
	- Jeneanne Hunter, PGEC	
	- Earl (Buddy) Hance, Secretary of Agriculture MDA	
	Opening Keynote:	
	- Patti Colbert, AHC	
	Maryland's 'Equine Identity' - A Horse Park Among Us!	
	Maryland is the leader in reaching out to the general public to engage	
	them in equine activities (as spectators and participants); Maryland	
	Equine Experience Centers network and our Maryland State Horse	
	Park Network concept are cutting edge!	
	Plus Door Prizes!	
9:45 – 10:00 a.m.	BREAK	
10:00 a.m. – 11 a.m.	MORNING SESSIONS	
- <del>-</del>		The Tack
	TRACK I MARKETING & PROMOTION	Room
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	Topic 1: MHIB Marketing Initiatives since 2009	
	<b>Proposed Discussion Points:</b> As a result of the 2009 Maryland Horse	
	Forum, MHIB identified and launched a number of programs to increase	
	awareness of and involvement with horses in Maryland. These programs	
	include, but are not limited to, Horse Pals & Social Media. Equine	
	Experience Center Network, the Maryland Horse Park System, Maryland	
	Horse Heritage Trails, Touch of Class/Positive Media Awareness Program,	
	MD Tourism Council	
	Who should attend this session? Anyone operating (or thinking about	
	operating) an equine-related business dependent upon attracting "non-	
	horse people," including (but not limited to) spectator events, guided trail	
	rides, horse rental operations, carriage operations, pony ride businesses,	
	bed & breakfasts, beginner lesson stables, equine camping facility	
	operators, members of local Chambers of Commerce, representatives from	
	State and local offices of business enterprise and tourism.	
	TRACK II BUSINESS & REGULATORY	
	Topic 1: How vulnerable are we? Insurance & Liability	The Paddock
		Room
	<b>Proposed Discussion Points:</b> What has been accomplished since Forum	Room
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	challenges and costs of increasing regulation while trying to maintain a business bottom line.; is there is disconnect between local zoning ordinances and state agricultural definitions, practices and goals? Which "conservation" definitions support horse operations and which do not? How can we better promote horses as environmentally friendly? Do Ag enterprise zones work for horse businesses? Which zoning terms are best suited for lesson and boarding stables? Because every county is different, participants are encouraged to bring their own local planning and zoning definitions.  Who should attend this session? Farm owners interested in figuring out if it is worthwhile for them to participate in environmental stewardship programs or Ag, land or open space preservation programs; farm owners concerned about current zoning situations that seem to run counter to State Ag definitions and/or practices; developers seeking to incorporate horses into their communities; local officials and planners; members of conservation and preservation boards; county extension agents; Soil Conservation District representatives; county Farm Bureau leadership; builders, excavators and other farm service providers.  TRACK IV: MANAGING THE MARYLAND HORSE POPULATION	
	Topic 1: Breeding Horses in Maryland	The Green Room
	<b>Proposed Discussion Points:</b> What has happened since 2009 to change the landscape for breeders in Maryland? Do we need to grow that segment of the industry? If so, how do we grow the opportunities for breeding without creating more unwanted horses?	(Arena Floor)
	Who should attend this session? Breeders (stallion and mare owners, as well as owners of mare-care facilities), dealers, operators of large equine programs, MD Racing Commissioners, State lawmakers, track owners, managers of equine rescues, land planners, State vets, MDA representatives, leaders in organizations or alliances that promote alternative careers for horses.	
11:00 – 11:45 a.m.	REVIEW OF MORNING SESSIONS	Main Arena
Noon – 2:00 p.m.	PLENARY SESSION (lunch will be served during this session)	Main Arena
	Keynote Speaker: Stephen Day, President and CEO, Dover Saddlery "Spurring Growth in the Equestrian Business Arena"  Stephen Day has built several successful equestrian businesses from the ground up, including State Line Tack, EquiSearch and Dover Saddlery, now a publicly traded company on the NASDEQ stock exchange. Dover Saddlery is a multi-channel business utilizing web, print and 21 retail stores to generate sales of 93.8 million dollars in 2013.  Guest Speaker – Lieutenant Governor Anthony G. Brown  Industry & Community Awards  - MHIB Touch of Class - MHIB Distinguished Service - MHC Legislative Leadership Awards  AFTERNOON SESSIONS	
2:15 – 3: 15 p.m.	AFTERNOON SESSIONS	
	TRACK I: MARKEING & PROMOTION  Topic 2: Going Forward: What now? What next?	The Tack Room
	<b>Proposed Discussion Points:</b> How will we capture, serve and measure the increased involvement as a result of the above programs? If we build it, and if they come, can we serve all of them? How will we know if these programs are effective? Have these programs covered every aspect of the industry, or is something missing?	
	Who should attend this session? Anyone operating (or thinking about operating) an equine-related business dependent upon attracting "non-horse people," including (but not limited to) spectator events, guided trail rides, horse rental operations, carriage operations, pony ride businesses, bed & breakfasts, beginner lesson stables, equine camping facility operators, members of local Chambers of Commerce, representatives from State and local offices of business enterprise and tourism.	
	TRACK II BUSINESS & REGULATORY	The Paddock
	Topic 2: HELP! Labor, Employment & Worker's Comp	Room

:00-5:00 p.m.	EQUIERY WINE & CHEESE RECEPTION – All invited  Film & Preview Screenings  - Racing the Times  - Ballad of Baltimore	Winner's Circle Lounge
:15 – 4:00 p.m.	REVIEW OF AFTERNOON SESSIONS  CLOSING	Main Arena
	Who should attend this session? Breeders, dealers, operators of large equine programs, managers of equine rescues, animal welfare officials, animal control officers, owners and managers of abattoirs, owners of large animal cremation businesses, land planners, State vets, MDA representatives, volunteers at shelters, rescues and sanctuaries, leaders in organizations or alliances that promote alternative careers for horses.	
	<b>Proposed Discussion Points:</b> How do we measure the size and scope of the unwanted horse problem in Maryland? What factors contribute to or mitigate the problem? What solutions are out there, and which of them are acceptable? Which of them are economically and logistically feasible? [Are we any better at end of life options today than we were in 2009? If not, what can we do about it? If so, where are we still falling short? Are zoning and landfill regulations still making disposal a challenge? Are large animal composting businesses a foreseeable alternative?	(Arena Floor)
	Topic 2: Coping with Surplus Horses; and handling end of life issues.	The Green Room
	Who should attend this session? Leaders in local trail groups and hunt clubs; representatives from DNR and MNCPPC; officials from county and local park systems; officials from the State Highway Administration; local and state lawmakers.  TRACK IV: MANAGING THE MARYLAND HORSE POPULATION	
	worse since 2009; how are DNR, MNCPPC and other jurisdictions and holders of public lands coping with decreased budgets and increasing trail-related maintenance; the challenges of multi-user trails; trail networks; shared land-use issues. How can we grow and preserve Maryland's equine friendly trails and camping facilities? How can we improve integration with State vs locally owned public trails? How do we identify the trail needs of various user groups (individual trail riders, carriage drivers, foxhunters, guided trail ride providers, trail clubs)? Where will future funding come from? How do we ensure that lands donated to the State or a local government specifically for equestrian-related uses are maintained as such? What about acquisition of public easements on private land for access to park trails? How do we ensure that the equestrian community is represented on planning/zoning boards and on advisory committees for parks and other public lands?	
	Topic 2: Public Lands, Wildlife Heritage Areas, Parks & Trails  Proposed Discussion Points: What has changed, improved or gotten	Circle Lounge
	TRACK III LAND, GREENWAYS & GOING GREEN	Winner's
	<b>Who should attend this session?</b> Farm owners and managers; show owners and organizers; immigration specialists; representatives from the Farm Bureau; federal lawmakers working on immigration issues; insurance agents; directors of college and university equine management programs.	
	2004 & 2009? What still needs to be done? How can we recruit and hire for positions, make workers compensation insurance coverage more affordable, educate the workforce we have and enhance equine management programs at local colleges and universities? How do we utilize foreign labor sources? How is the industry coping with HB2 Visa labor restrictions and, are 0-1 and 0-2 Visas useful options for the equestrian labor force?	