

WISCONSIN STATE HORSE COUNCIL

ACTIVITY REPORT FISCAL YEAR 2004-2005



132A S. Ludington Street, Columbus, WI 53924
Voice: 920-623-0393 Fax: 920-623-0583
www.WisconsinStateHorseCouncil.org



WISCONSIN STATE HORSE COUNCIL

ACTIVITY REPORT FISCAL YEAR 2004-2005

I. Awards – Mary Foster and Gail Seazor, Co-Chairpersons

- **Director of the Year Award** – Sandie Brick-Margelofsky won the award. Additional nominees were Marsha Cooper and Don Schwandt.
- **Horse Person of the Year Award** – Kelly Mahloch won the award. Additional nominees were Marijo Kent-First, Will Swierenga, and Gary Whiteny.
- **Judge of the Year Award** - Joan Harms won the award. Additional nominees were David Pansy and Roy Schwab.
- **Lifetime Achievement Award** - Skip and Lyla Lemanski won the award.

Voting packets for Director of the Year; Horse Person of the Year; Judge of the Year and Lifetime Achievement Award were mailed February 2, 2005 with a return deadline of February 21, 2005.

The Midwest Horse Fair program page listed the winners and all nominees for 2005, the history of past winners of the awards, and the article on the AI Ott award presented for 2004. All nominees participated in the ceremony at MHF on April 16, 2005.

Winners received an award plus an engraved frame. The awards were the same as was used for the AI Ott award given for 2004. Non-winners received double frames with a certificate in the left side. All had their picture taken by MJM Sharpshooters and received the pictures to go in the frames.

Legislator of the Year Awards -

- 2004 - AI Ott - Award presented November 20, 2004. Article appeared in the CouncilLetter.
- 2005 – Jake 'Doc' Hines – Award given to Sandie Brick-Margelofsky the end of June 2005 for presentation. Article appeared in the October CouncilLetter.

II. Budget and Finance – Ron Miller, Treasurer

The committee met and compiled a working budget for the organization based on the prior year actual vs. projected income and expenditures.

III. By Laws – Nap Bourdeau, Chairperson

As far as I am aware the By-laws Committee does not exist anymore. This committee was put on hold due to the strategic planning conducted by the Council.

Following the Retreat held at Wisconsin Dells a new committee, the "Restructuring Committee" was formed by the Executive Board. The charge to this Committee was to develop a plan to restructure the Wisconsin State Horse Council.

The Original members of this Committee were:

Nap Bourdeau, Chair, Ron McHugh, Ron Miller, Lee Sackett and Maury Mertz. Soon after, Dave Petrie joined. Several months later Maury dropped out and Kate Blackburn joined.

Following our first meeting the Executive Committee gave us an additional charge to come up with a Code of Conduct. The Code of Conduct was to take precedents over the new by-laws and



WISCONSIN STATE HORSE COUNCIL ACTIVITY REPORT FISCAL YEAR 2004-2005

restructuring of the Council. It took us about six weeks to come up with the Code of Conduct. The Code was presented to the Council by Maury and approved by a unanimous vote of the Council!

Following the development of the "Code", we began working in earnest on the new by-laws that would be the basis of restructuring the Council. We attempted to do most of the work using email; however, that did not work and we started meeting once or twice a month. Email was used extensively but it could not and did not replace the face to face meetings held in Portage. At that time Maury withdrew from the committee and Kate joined us.

There was a lot of face to face discussion. Everybody had good and not so good ideas, there was a lot of give and take. There were details that had to be gone over many times. Sometimes a great idea would conflict with a previous great idea and changes would have to be made. Early on, we decided that we would not publicize what we were doing as we would have to waste a lot of time explaining over and over our reasons for each particular point.

The most significant change to the Council's structure is the creation of five Districts with Directors sitting on the Board of Directors and the Executive Board. This is to make the Council a truly State wide Council.

We have completed the first phase of our task and Ron Miller will present our plan at the February meeting of the Council.

We are asking the Directors to send their comments, in writing to Nap Bourdeau so the Committee can make meaningful corrections to our proposal. We hope to have the final plan operational by July 1, 2006.

IV. Education – No current Chair, no Activity FY 2004-2005

V. Extension – Mike McGowan, Chairperson - No Activity FY 2004-2005.

VI. Health Issues – Howard Ketover, DVM, Chairperson

This year minimal actions were taken by "Health Issues". The fielding of individual questions from members and non-members were directed to this committee from phone calls and e-mail received by the WSHC office.

Health issues and recommendations were not posted do to possible liability and privacy issues and do to the fact that most health issues should be answered on a cases by cases bases, with an individual horse owners veterinarian being most qualified for fielding questions.

Furthermore, when information resource networks handle individual cases publicly word will spread quickly often resulting in abuse of the service. In the future general health questions will continue to be handled in this manor, but as an additional resource for the equine population quality website links will also be posted on our site. Any additional thoughts on how to improve this committee are welcome.

VII. Humane Action – Esther Schwartz, Chairperson – No Activity FY 2004-2005

VIII. Judges Program and Seminar – Kathy Findley and Ron Miller, Co-Chairpersons

This year the Judges Seminar returned to a two day format in order to accommodate an increase in materials covered and the opportunity to re-introduce mandatory live judging. The field sessions were West Wind Equine Center, in Waukesha, while the classroom session was held at the Holiday Inn Express in New Berlin.



WISCONSIN STATE HORSE COUNCIL ACTIVITY REPORT FISCAL YEAR 2004-2005

Halter judging was covered by clinician Jon Wolfe, Applied Science Department Chair at Blackhawk College in Kewanee, IL.

Pleasure and obstacle driving was covered by clinician Wes Licht, a proven combined driving competitor driver with over 50 years of experience.

Longe Line judging was covered by Ron Miller, 2002 WSHC Judge of the Year, and an accredited judge for the National Snaffle Bit Association as well as WSHC.

93 paid participants attended, with the following break down:

- 38 Certified Judges
- 31 Judge Candidates (those working toward their WSHC certification)
- 24 Auditors

A voluntary, anonymous event evaluation was included in seminar materials with 65 participants returning the evaluation to the office. The rating scale ran from (5) Very Satisfied to 1 (Very Dissatisfied). Data showed participants rated clinician Jon Wolf and the seminar materials packet both received 5; Wes Licht and Ron Miller both received 4 (Satisfied); the 2 day format, live judging, classroom session, and demonstrations at the field location (barn) all received 4 (Satisfied). The location, east side of the state, received a 3 (Neutral) rating.

Comments and suggestions were collected from the evaluation forms and will assist in continuing to improve the seminar.

IX. Legislative – Dave Petrie, Chairperson. Jolene Plautz, Lobbyist

The Legislative Committee work again this year with Jolene Plautz, our professional Lobbyist, lobbied on behalf of WSHC on the following items:

- **Assembly Bill 145** – Expands language current law creating an income and franchise tax credit for livestock farm modernization or expansion for livestock. *WSHC supported this bill.*
- **Assembly Bill 218** – Modification of current law. New language provides that castration of a dog, cat, or horse must be done by licensed veterinarian. *WSHC supported this bill.*
- **Assembly Bill 300** – Modification of current law. Removes axel separation requirement language regarding trailers or semi-trailers used to support livestock. *WSHC supported this bill.*
- **Assembly Bill 342** – Modification of language on new bill requiring DOT number on livestock transport vehicles. Modified language exempts transportation of livestock in a farm truck or dual purpose farm truck, or semi-trailer or farm trailer when the registered owner of the vehicle is not for hire. *WSHC supported this bill.*
- **Assembly Bill 762** – Modification of current law. New language exempts any farm truck or dual purpose farm truck combined with any semi-trailer or farm trailer, or any vehicle combined with a horse trailer, if the vehicle combination's gross combination weight rating, registered weight, and actual gross weight do not exceed 26,000 pounds from any motor carrier vehicle marking requirement. *WSHC supported this bill.*
- **Assembly Bill 889** - Modification of current law. Would allow county, town, village or city to pass an ordinance to collect an annual \$40 registration fee for animal-drawn vehicles. Fee would be paid directly to the county, town, village or city. *WSHC does not support this bill.*



WISCONSIN STATE HORSE COUNCIL ACTIVITY REPORT FISCAL YEAR 2004-2005

X. Membership – WSHC Office

Membership in FY 2004-2005 reached 9,864+ members and broke down as follows:

- 53 Association members representing 6,355+ members
- 95 Group members representing 3136+ members
- 56 Business members
- 371 Single/Family members

XI. Nominations – Nancy Kissel and Joan Petrie, Co-Chairpersons

The nominations committee worked to present the candidates at the May and June meetings. The results are:

2006 WSHC Executive Board:

- President – Sandie Brick-Margelofsky
- Vice President – Gail Seasor
- Treasurer – Ron Miller
- Secretary – Troy Brick-Margelofsky
- Mike McGowan
- Ron McHugh
- Dave Petrie
- Gary Steers

Midwest Horse Fair Board:

- Gary Steers
- Nap Bourdeau

WSHCEF Board:

- Lee Sackett – 4 year
- Joan Petrie – 3 year
- Corky Smith– 2 year
- Diane Sackett – 1 year

XII. Olympic Incubator – Caryn Vesperman, Chairperson

The 2nd Annual Olympic Incubator Clinic was held October 30-31, 2004 at the Wyngate Dressage Center in Walworth, WI. The featured Olympic clinician was Steffan Peters. Riders were Julie Davenport on Sambuco; Lisa Froehlig on Welfenprinz; Galina Shelepov on Doria; Shelly Reichart on Bravado; Andrea Feller on Emcee; Patti Becker on Leiflander; and Jessico Jo Tate on Bawdy.

More than 120 people attended the two day clinic, and both auditors and riders expressed appreciation and thanks to WSHC for providing the opportunity to participate in the clinic.

XIII. Policy – Don Smith, Chairperson - No Activity FY 2004-2005

XIV. Promotions – Don Smith, Chairperson. Report not submitted.

XV. Scholarship – Susan Piper, Chairperson

We had another fine group of candidates for this years scholarship awards. There were a total of 13 applicants, all with good credentials.

The scholarship winners were presented at the 2005 Midwest Horse Fair this past April, and I would like to thank Ann Paape for arranging the wagons the recipients rode and also for setting



WISCONSIN STATE HORSE COUNCIL ACTIVITY REPORT FISCAL YEAR 2004-2005

aside the presentation time in the busy program schedule on Sunday.
This year's recipients were:

- Maria Ozarowicz - Maribel, WI. \$1000 winner. Attends UW-Madison. Will graduate in 2005 with a Doctor of Veterinary Medicine degree.
- Zachary Tiry - Stanley, WI - \$1000 winner. Attending UW-River Falls. Majoring in Animal Science.
- Angela Manlick - Auburndale, WI - \$1000 winner. Attends UW-Eau Claire. Majoring in biology.
- Nicole Dugan - Columbus, WI - \$500 winner. Attends WU-River Falls. Majoring in Animal Science and Agricultural Engineering.
- Allison Janz - Allentown, WI - \$500 winner. Attends UW-Washington County. Majoring in Animal Science.
- Sarah Grundahl - Whitewater, WI - \$500 winner. Attending UW-Whitewater. Majoring in Special Education Teaching and Therapeutic Riding Instructing.

The Jefferson Draft Horse Association made donation of \$100 to the WSHC Scholarship Fund. This amount was awarded to:

- Stephanie Jost - Hilbert, WI - \$100 awarded. Attends UW-Green Bay. Majoring in Animal Science.

XVI. Sponsorship – Don Schwandt, Chairperson

The Sponsorship Committee was very active this fiscal year, receiving requests for sponsorship from many organizations.

The organizations receiving sponsorship were:

Organization Name	Amount
Columbus Carriage Classic	\$ 500
Columbus Fireman's Park	\$ 250
Dodge County Horsemen's Association	\$ 750
FFA Foundation	\$ 1,000
Free SPIRIT Riders	\$ 2,000
Oregon Horse Association	\$ 1,500
Natures Edge Therapy Center	\$ 1,000
Three Gaits Therapeutic Riding Center	\$ 1,200
University of Wisconsin, River Falls	\$ 1,200
Wade House	\$ 2,000
Wisconsin Donkey and Mule Youth	\$ 400
Wisconsin 4-H Foundation	\$ 350
Wisconsin 4-H Horse Association	\$ 3,500
Wisconsin High School Rodeo	\$ 2,500
Total	\$18,150

In addition, the Committee has been working with Jane Tauber to finalize the design on the first Sponsorship brochure. The brochure is expected to be ready for publication early in February 2006.



WISCONSIN STATE HORSE COUNCIL ACTIVITY REPORT FISCAL YEAR 2004-2005

This tri-fold brochure will be made available to the public on the website and can be distributed through the promotions booth at events. Included in the brochure are the Guidelines for Sponsorship and an Application.

XVII. Strategic Planning – Sandie Brick-Margelofsky, Chairperson

1. Wisconsin State Horse Council Equine Survey launched January 1, 2005

Survey Questions/Content Developed by Strategic Planning Committee
Survey Adapted to Computer Format/Initiated by Troy Brick-Margelofsky

Key Results

- Over 675 Completed Surveys
- 70% of respondents were non WSHC members
- Top Counties responding – Dane, Waukesha, Columbia, Rock, Sheboygan
- Top Events People Participated in – Midwest Horse fair, Trail Maintenance/Construction, Judges Seminar
- Top Horse related activities – Recreational Riding/Driving, Showing, and Dressage
- 69% of people are satisfied with WSHC events and services
- Where should WSHC focus – Midwest Horse Fair, Trails, Trail Guide, Legislation

2. Wisconsin State Horse Council Strategic Planning Retreat held March 12 & 13th, 2005

Coordinated by: Sandie Brick-Margelofsky Facilitated by: Kathleen Haas

Attended by: Nap Bourdeau, Sandie and Troy Brick-Margelofsky, Ken Carpenter, Marsha Cooper, Mary Foster, Howard Ketover, Nancy Kissel, Ron McHugh, Maury Mertz, Ron Miller, Ann Paape, Joe Parr, Dave and Joan Petrie, Lee and Diane Sackett, Live Sandberg, Esther Schwartz, Gail Seator, Jane Tauber

Key Results

*Creation of Four New Groups

Restructuring – Our structure motivates, never handicaps our ability to achieve our goals. Our structure is efficient, ethical and user friendly. Our structure provides an environment that produces leadership, profit, creativity and resources.

Director Development – We, the directors, agree that we shall at all times be: A team player, accountable to our constituents, will represent WSHC in a professional and respectful demeanor and will conduct ourselves ethically.

Member Services – We are an equine resource network that's the first place to inquire for everything equine. This service and information is provided by a blending of traditional communications and modern delivery systems.

Public Relations – The WSHC aspires to become a network of visible directors who communicate resources effectively. We are educating our members and the public with enthusiasm by disseminating information. We are ready to listen to our members to better understand their needs. To be a committed cheerleader. For understanding the economic impact of the number 1 agriculture group in the state.

3. SP Breakout Sessions at Wisconsin State Horse Council Meetings -



WISCONSIN STATE HORSE COUNCIL ACTIVITY REPORT FISCAL YEAR 2004-2005

March – Ron Miller and Troy-Brick Margelofsky present Retreat Highlights and Survey Results to Wisconsin State Horse Council Board of Directors.

June – Sandie Brick-Margelofsky facilitates Strategic Planning Update Session to get all directors on board with Strategic Planning Information developed at retreat.

August – Sandie Brick-Margelofsky facilitates Strategic Planning Breakout Sessions to allow all Directors an opportunity to voice ideas, input, suggestions in regards to the four newly created Strategic Planning Groups.

September – Sandie Brick-Margelofsky facilitates Strategic Planning Breakout Sessions to allow all Directors an opportunity to become involved with and voice suggestions in regards to the four Strategic Planning Groups.

October - Maury Mertz facilitates Strategic Planning Breakout Session to allow all Directors an opportunity to understand and offer input into the four Strategic Planning groups.

XVIII. Trails – Marsha Cooper, Chairperson

January through April found us working towards Midwest Horse Fair and our trail grant program. Karen Kroll is the program coordinator for the grants. We had 11 grant applications and awarded money to 10. The one that didn't get money was for an incomplete application and it was on private property. See chart below for the awards. Our grant program is very valuable to the horse industry and we hope it continues to grow.

During this same time period we worked on developing brochures that would be helpful to send to people as questions come to us. One of the brochures is on the trail committee itself and the other is on funding sources for horse trails.

Our Riding/Driving program, Joann Schill program coordinator, had 22 participants with 13 of them receiving the pin showing the numbers of hours riding/driving in 2004. Sandie Brick-Margelofsky, WSHC president, with 275 hours and was presented her pin in the coliseum arena at MHF. We got some good press from Kay Kruse-Stanton, a participant in the program, in The Country Today Newspaper. This program is growing in popularity and currently has 38 participants for 2006.

In May, Marsha, Ken, Karen, Dan and Linda traveled to Louisville, KY for the Ohio Valley Trail Symposium. Here we met Mike Riter as he gave a presentation on building sustainable trails. We also went out on a trail and looked at two water problems that had been fixed. The first one was preventing a wet area and the other was at a crossing of a stream. We have briefly discussed that WI should be a part of this organization. That also means putting on the symposium in Wisconsin.

In July, Marsha, Ken, Karen, Dan and Linda traveled to Greenville, SC for the South Eastern Trail Conference. Here we heard speakers on horse manure, shared use trails, federal highway dollars. The speaker from Washington really stressed that equine trails are included to use this grant money, even though equines are not listed. That was an oversight and not meant to exclude equines. After trying to include equines in the new bill that went to Congress, the language which stated equines were included was

unintentionally cut out. Currently there is a statement on the Federal Highway web page that states equine trails are included.

In September, 2005 the TC hosted the first ever Horse Camping 101. It was held at Ukarydee Equestrian Campground near Arkdale, WI. We had 28 people attend.



WISCONSIN STATE HORSE COUNCIL ACTIVITY REPORT FISCAL YEAR 2004-2005

Round table discussions, led by Marsha, took place Friday evening, Saturday morning and Saturday evening. Sunday rained on our event and we called it quits early. Discussions included what the TC is and how it can help, volunteer opportunities, styles of camping, campsite etiquette, trail etiquette, safety and first aid and horse confinement. Again we got good press from Kay Kruse-Stanton. We are looking forward to doing this event again.

In November Marsha Cooper traveled to Colorado Springs for the State Horse Councils Advisory Committee Annual meeting. We heard from two presenters on equine rescue. Eric Thompson from Emergency Equine Response Unit and also from Janet Church, from MI, who traveled to Louisiana to help with horse rescuing because of Katrina, the killer hurricane from hell.

Trail Grants were awarded as follows:

Kickapoo Valley Reserve	Hay Valley Trail	Reroute trail and stabilize	\$2,000.00
Kickapoo Valley Reserve		Hitching posts, signage and another reroute	\$1,000.00
McCarthy Park	Dane County	Establish road to equestrian campsites	\$2,000.00
Northern Kettle Moraine	NKMHTA	Stabilize trail going through wet areas	\$1,940.00
Southern Kettle Moraine	SKMHTA	Maps and new trail signage	\$2,000.00
Wild Rock Trails	Neillsville Saddle Tramps	Add 3 more picket lines to campground	\$1,250.00
County Forest	Chippewa Valley Trail riders	Put in picnic/rest area on new horse trail connecting loop to separate rest area from other users	\$1,000.00
Eau Galle Recreation	Willow River Riders Saddle	Fencing around area where farmer keeps his cows.	\$ 610.00
Area Spring Valley, WI	Club		
Taylor Co Horse Camp and Trails	Black River Riders, Inc	Manure pit, signage, hitching posts, stalls, fire rings, high ties	\$3,000.00
Northern Kettle Moraine	NKMHTA	Repair/modify horse stalls, construct a manure pit and purchase tools for campers to help keep the grounds clean	\$1,194.27
		Total Grants Paid Out	\$15,994.27



WISCONSIN STATE HORSE COUNCIL ACTIVITY REPORT FISCAL YEAR 2004-2005

		Grant Money Budgeted	\$20,000.00
		Grant Money Available of 06/30/05	\$4,005.73

Unfinished projects are organizing a trailer safety clinic and choosing a format for the new trail directory.

It has been a very successful year for the TC and this report would be incomplete if it didn't mention the number of emails and phone calls received by the WSHC office and forwarded to us. We learn from you to help others, so keep the questions coming.

XIX. Wade House – Esther Schwartz, Chairperson – No Activity FY 2004-2005

XX. Technology – Troy Brick-Margelofsky, Chairperson

During 2005 the technology committee consisted of 2 individuals, Troy Brick-Margelofsky (Chair) and Jane Tauber (WSHC Administrative Assistant). There were 3 large initiatives that were completed during the year.

- Wisconsin State Horse Council Equine Survey – As part of the WSHC strategic planning initiative Troy created the 1st WSHC electronic survey by utilizing Zoomerang, an online web service. The content creation work was completed and the survey was launched on January 1st, 2005. The survey results were instrumental to the overall strategic planning initiative. The committee is expecting to utilize the survey tool with more frequency in the future.
- New WSHC Website Design – During the 1st half of 2005 the committee initiated a complete redesign of the WSHC website. The initial structure was completed with the assistance of an outside consultant. Jane Tauber worked many hours during July adding content into the newly designed structure. In August the new site was officially “open for business” and was advertised in the WSHC newsletter. Successful page requests to the site increased from about 11,000 in June to over 32,000 in October.

Recently Jane successfully completed a new section of the site titled “Everything Equine”. This link is a result of the strategic planning initiative and is targeted at becoming an online resource for equine information.

- Office computer replacement – In fall of 2005, Troy worked on a replacement of 3 of the 4 systems in the WSHC office. The desktop systems that were in the office were over 4 years old and no longer met the needs of the office staff. The systems were replaced with current technology hardware and software that should meet the needs of the office staff for the next 3 to 4 years.