

EQUINE LINE



Volume 4, Issue 1 January/February/March 2010



Editorial by Audrey Reith, Equine and Livestock Educator

As family and business budgets have been tightened with the recent downswing in our economy, the impact upon our local equine businesses has been sorely apparent. Cornell Cooperative Extension (CCE) offices in the lower Hudson Valley, event sponsors, and supportive businesses have experienced a higher demand for education programs targeted at marketing opportunities to strengthen the viability of the equine industry. The Cornell Cooperative Extension educators with equine responsibilities, and through the direction of regional equine farm owners and agri-business volunteers, have proposed to expand the outreach of the printed regional equine activities calendar and to offer a website to map and promote regional farms, shows, activities, services and educational opportunities. I am confident that with targeted educational programming and collaborative marketing of the horse industry, our farms will see an increase of sales, services and attendance in the wide variety of horse events, both recreational and competitive, offered throughout the Lower Hudson Valley.

The CCE Mission statement reads: *"The Cornell Cooperative Extension system enables people to improve their lives and communities through partnerships that put experience and research knowledge to work."*

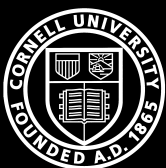
Cornell Cooperative Extension's Strategic Initiatives are focused upon four main ideas:

- 1.) **Agricultural Sustainability** - To encourage farmers in Orange County to adopt proven production and/or business management practices that have been shown to improve profitability.
- 2.) **Enhancing the Environment** - To improve the quality and sustainability of the environment and natural resources by promoting environmental stewardship, sound decision-making and best management practices.
- 3.) **Strengthening Youth and Families** - To empower youth and families to reach their fullest potential through experiential learning opportunities that develop critical life skills, foster civic responsibility and strengthen the community.

(Continued on Page 2)

In This Issue:

Cornell Veterinary Researchers Investigate Atrial Fibrillation	2
Demystifying Business Planning: Concept, Customer, Cash	2
How can I prevent the transmission of strangles?	5
How do I get rid of rain rot?	6
NY FarmNet/FarmLink to Offer Retirement Planning Program Series	7
Parasite and Equine Nutrition Program	7
What causes headshaking?	8
Victoria Paese 2010 Congress Queen	8
Equine Business Management Series	9



Cornell University
Cooperative Extension
Orange County

Agriculture
Family & Consumer Sciences
4-H Youth Development

18 Seward Avenue, Suite 300
Middletown, NY 10940-1919
845-344-1234
Mon.-Fri., 8:30 AM - 4:30 PM
www.cce.cornell.edu/orange

4.) Economic Development - To effectively utilize the research based resources and appropriate local partnerships to educationally program and to positively impact Orange County economic vitality.

With this in mind, I ask for your continued support in the programs that CCE offers to all levels of horseman in the Valley. Together with the professional experiences of my colleagues in CCE Dutchess, Jen Fimble, and CCE Columbia/Geene, Mick Bessire, Equine Line will continue to bring timely information to your inboxes/mailboxes. We encourage our readers to contact us with ideas for creating educational opportunities that are of importance to you, for both professional and personal growth. It is you, our horse community, that we enjoy partnering with.

The horse community that we provide programming for, plays a vital role in the health of our agricultural communities. With deep seated presence in the region, the total numbers of the horse farms can be directly correlated to the survival of forage growers, feed and supply services, and regional agri-tourism. Many of the horse farm clientele, horse show participants and event attendees support local businesses and farm markets in support of preserving and maintaining the Region's farms, farmland and open space.

Cornell Veterinary Researchers Investigate Atrial Fibrillation

By Cornell University, January 12, 2010, Article # 15624

When Sophy Jesty was 20 years old and an animal science major at Cornell, she met N. Sydney Moise, DVM, MS, Dipl ACVIM (internal medicine, cardiology), now professor of medicine and chief of the section of cardiology at Cornell's College of Veterinary Medicine. Jesty had worked with horses all her life, having been attracted by their gentle nature. She began assisting Moise as a student research assistant and that experience, Jesty says, "put the cardiology bug in me."

Today, as a member of the College's first class of innovative Clinical Fellows, Jesty BS '94, DVM '01, Dipl ACVIM (large animal internal medicine, cardiology), has spent some of the last two years tackling the most common cardiovascular cause of poor performance in horses: atrial fibrillation.

Supported by the Harry M. Zweig Memorial Fund for Equine Research, she has evaluated a new antiarrhythmic drug for its efficacy in equine atrial fibrillation. If proven safe and effective, the drug could serve as an alternative for quinidine, which although effective, is associated with harmful side effects.

"We found the new drug to be effective in converting the atrial fibrillation to a normal rhythm in all of our test cases," said Jesty, who worked closely with Drs. Robert Gilmour, Bruce Kornreich, and Flavio Fenton to perfect a system by which promising anti-arrhythmic pharmaceuticals could be tested safely. "Using the equine atrium optical mapping setup, we can screen for new antiarrhythmic drug efficacy without risking the welfare of the animal during initial tests," said Jesty. "In addition, the knowledge that we gain from the in vitro tests helps to ensure the safety of the animal in future tests. With the results we have in hand, we are poised to safely and efficiently evaluate the pharmacokinetics and pharmacodynamics of the new drug in horses."

Demystifying Business Planning: Concept, Customer, Cash

By Lisa Derby Oden

I hear it over and over - "I found an example of a business plan, but it really has nothing to do with horses." What is really needed here is a translation from business speak into horse business speak. The underlying issues of business planning are universal, just as the underlying fundamentals of good horsemanship. Sometimes the uninitiated believe that there is a business plan out there that has already been written, that they can grab off the shelf and run with. But there is no cookie-cutter approach to planning your horse business. Your concept itself is very subjective, and there are regional variations in costs and practices. Your concept is your "baby." Be prepared to give your baby the time and attention it deserves.

Research

As you work on your horse business plan, you will be doing lots of research. You will learn more about the horse industry and how it fits into the economy than you know now. You will learn about past trends and keep a sharp eye for developing trends, not only in the horse industry, but



also with the American public in general. You'll take a look at any regulations, licenses, and other business-shaping aspects that will affect your horse business. As an industry grows and develops, it is prone to more regulation.

The horse industry is no exception. Environmental, safety, and animal health and welfare issues are key areas to investigate. You will study your competitors in depth. You may get to know them better than even they perhaps know themselves. Many horse business start-ups make the mistake of only eyeing the full-page glossy ads of prospective competitors, and then making the leap to thinking "Well these ads are EXPENSIVE! Look at how SUCCESSFUL these folks are." Dig deeper and you may find that this business owes many others lots of money. Or you may discover that it is a hobby business. In any case, you want to know more about your competitor than just how they compare to you for services and prices.

You will develop a profile of your prospective customer, one that gives you a deeper understanding of how to provide satisfaction for them and therefore success for you. Is your primary audience the youth market with a zest for competition, or perhaps the professional woman who longed to ride as a child, or perhaps families who live the equestrian lifestyle? Each of these audiences will have some similar and some different needs. Identifying these is the start to keep them coming down the bridle path to your horse business door.

You will construct budgets to project how the money will move in your business, as well as what financial needs you may have as you grow and expand. Better to take a hard look at the numbers ahead of time than have them sneak up on you and bite you in the back. You will also examine where you will get the supplies and services that your horse business requires to operate. Hay, grain, shavings, farriers, and vets all come into play here, as well as contingency plans if needed.

As you conduct this information gathering you will make new acquaintances and discover new resources that will serve you well as your business grows. You will also discover a lot about the character of those you network with. Some are very open and sharing, with a belief that the marketplace expands with all new entrants. Others are closed, some are suspicious, and some fear that they may lose some business when you open yours. This is all more background for you about the culture and environment you will be operating in.

Peer and Professional Review

Once you have written your plan, test the waters. Ask at least one other person in a similar horse business to review it for a reality check. Choose someone that you trust, respect, and that is successful. Having it reviewed by more than one provides even more critical, and perhaps crucial, input. If horses are your strength, and the business aspects are secondary to that, having a business-oriented peer outside the industry review your plan may provide additional benefits. Since this is your baby and can be a subjective process, it is this review stage that can interject much needed objectivity. Consider what your reviewers have offered you and whether you need to re-think and reshape your plans in any way.

Try not to be in a rush when you are preparing your plan. This process can take several months to accomplish unless you can devote yourself to it entirely. For a simple straightforward business plan you will need to allocate 20-40 hours of time. The time commitment increases for more complicated concepts. Do not be discouraged or overwhelmed because of the time element. It is all well worth it. Business planning provides you valuable added depth to your decision making process.

Concept, Customer, Cash

As a horse business entrepreneur taking the first steps of developing a business plan, you will need to consider three core areas: I) Concept, II) Customer, and III) Cash.

- I) **Concept:** This is your "dream" and why you will succeed. It covers the nuts and bolts of how your dream will be achieved.
 - A) *Vision* - This is the fun part. Be creative, think boldly, be idealistic. Where do you see your dream 10-20 years from now? At the Olympics? Breeding top winning stock? Coaching the nation's best equestrians? Providing therapeutic benefits to riders and/or horses? These are but a few dreams.
 - B) *Mission statement* - Your purpose for existing simply stated and easily related.
 - C) *History* - Where your business has been if expanding to the next level; how the dream originated if you are a start-up.
 - D) *Legal structure* - Sole proprietorship, LLC, partnership, incorporation.



- E) *Organization structure and management* - Key people and tasks, chain of command, and qualifications that show why you will be successful with this horse business.
- F) *Competition* - Analysis that shows who the competition is and where you fit into the herd.
- G) *Product, service or program overview* - What you are offering to the market place.

II) Customer: This is who will join you in your dream, and how they will hear about your dream. It covers your market research and plan. It is here that you'll become a super sleuth, learning as much as you can from research, surveys, interviews, market tests and more.

- A) *Location* - Where you will locate and why?
- B) *Product features and benefits* - A more intimate description of what and why; what your market advantages may be.
- C) *Target markets* - Needs and sensitivities.
- D) *Customer demographics* - Can you paint a picture of what your customer looks like, lives like, and buys like?
- E) *Distribution* - Channels that you will utilize to get your products, services, programs to market.
- F) *Promotion* - Business image, advertising, public relations.
- G) *Pricing* - Cost basis, competitor basis, market share basis.

III) Cash: Sharpen your pencils and take off the rose-colored glasses that you put on to develop your vision and concept. This aspect is how your dream will become a reality. It covers what will be needed to get started and what will be needed as the business grows. It's important to realize that it is not unusual for a business to lose money during its start-up phase, and that for some horse businesses the start-up phase is very long and can be from 6 to 10 years. In this day and age of instant gratification, horse business plans are often written showing the business breaking even and/or making hefty profits in year one. Do not write your plan this way merely to convince, or perhaps fool, yourself. The horse businesses that do make a profit right away may have been developing their client base at another stable or horse business prior to going on their own. Or they may have a business advantage, like they just inherited the farm mortgage-free. It is

crucial to have realistic financial projections. In preparing them, talk to lots of people already in the same horse business.

The other thing to realize is that just because your horse business may lose money initially, it doesn't mean that it always will. Your financial projections will also show when your horse business will become profitable, because you utilize proper planning and business management.

- A) *Initial investment or start-up funds* - Shows how much you need to spend before you even open the doors; will include facilities and equipment needed to start business.
- B) *Income statement* - Shows profit or loss for a specified period of time.
- C) *Cash flow* - Shows how the money will come in and go out monthly over a year's time.
- D) *Balance sheet* - Shows what is owed compared to what is owned.
- E) *Sensitivity analysis* - Shows what may result if the best of all possible worlds don't happen.
- F) *Break-even analysis* - Shows how much business is needed to start to turn a profit.
- G) *Ratio analysis as appropriate* - Shows your financial aspects as % which can be more meaningful than raw numbers.

These are the key components of the process. Once these aspects have been given due attention, be sure to examine the fourth "C" - Controls.

IV) Controls: Monitoring your business for performance and legal and regulatory adherence. Be sure to put this into your schedule. If you don't pause to see what is working and what isn't working, you can't make the necessary improvements. With honest evaluation you could turn your losing business into a winner, or better yet, keep your winner in the champion circle.

- A) *Marketing review* - Ensure that you are making the most effective use of your marketing budget.
- B) *Legal services* - Be prepared for legal situations by searching out counsel you trust.
- C) *Accounting services* - Work with someone that understands the horse industry.
- D) *Record keeping* - Horse health, equipment purchase and repair, employee, and other tedious work perhaps, but these are crucial.
- E) *Computerization* - A wonderful tool to keep track of all the above.



Lisa Derby Oden has been providing business development, marketing, and association consulting services to the horse industry since 1995. Oden is author of "Growing Your Horse Business" and "Bang for Your Buck: Making Sense of Marketing for Your Horse Business." She is the 1999 AHC Van Ness Award recipient for outstanding service to the horse industry. She can be reached at: 603-878-1694; email at Lisa@horseconsulting.com; or visit her website at www.horseconsulting.com/.

How can I prevent the transmission of strangles?

Source: Ask The Expert; www.esc.rutgers.edu

Strangles is a highly contagious disease caused by the bacterium *Streptococcus equi*. Found throughout the world, strangles is considered to be an obligate parasite of equine and now known to survive mostly in moist or wet environments. Transmission of the bacteria from horse to horse usually involves direct face-to-face contact or exposure of horses to contaminated feed, water, hands, veterinary instruments, grooming tools and twitches. The disease can also be acquired from exposure to a contaminated environment as long as the organism remains viable. However, a dry environment quickly kills the bacteria.

Strangles is characterized by sudden onset of fever, loss of appetite, painful swallowing, drooling, swelling between the jaw and base of the ear, nasal discharge, cough and abscess formation. Horses usually develop fevers two to nine days before they become infectious to other horses, making isolation of horses with fevers a potential key to limiting the spread of the disease on a farm.

Although the clinical diagnosis of strangles is fairly straightforward, there are advantages to culturing for the bacteria. Such culturing permits a definitive diagnosis of the disease, and an antibiotic sensitivity test will be performed in the lab to aid in selecting the appropriate antibiotic if determined that it is needed. Antibiotic therapy is usually not included in the treatment of strangles because of the inherent risk of developing the generalized form of the disease, known as bastard strangles. Bastard strangles is a more serious, often fatal, disease, compared to the typical case of strangles, which is more of a nuisance than a long-term health threat to the horse.

Antibiotics are sometimes used if:

- ◆ The size or location of the abscess becomes life-threatening.
- ◆ Vital signs become compromised.
- ◆ Owner insists on antibiotic therapy.

Treatment of uncomplicated strangles typically involves monitoring the vital signs, temperature, heart rate and respiratory rate, and treating symptomatically.

The best strategy for your situation, (though by no means foolproof) would be to assume that there are cases of infectious disease at all times, and implement a biosecurity plan to minimize the spread of disease. Such measures include: entry to the show requires a valid health certificate, provided within 30 days; a normal rectal temperature (< 101.0 °F) the morning of the show and upon entry, and vaccination against infectious diseases (this can be determined by the stable, but general recommendations include: tetanus, rabies, EEE, WNV, influenza, equine herpes virus, and possibly also strangles, Potomac horse fever and botulism.)

At the show, perhaps have a designated, experienced, impartial person visually checking all horses upon arrival and if nasal discharge/coughing are noted, take the rectal temperature. If it is a hot day and the horses were on a trailer for more than 30 minutes or so I would not worry about a slightly elevated (101.5-102) temperature but anything over 102 °F should be sent home!

Monitor your horse's temperature for two weeks after the show. If it is over 102 °F when the horse has not been working, call your vet immediately and institute quarantine precautions until the horse is given a clean bill of health.

Where strangles is present the following control and disinfection plans are recommended:

Strangles: control plan

- ◆ Isolate newly-introduced animals for two weeks and observe for signs of strangles or other diseases.
- ◆ Immediately quarantine affected or suspect cases.
- ◆ Obtain rectal temperatures of in-contact horses twice daily for two to three weeks and separate horses with temperature elevations of 1.5° F or greater.
- ◆ Culture recovered horses on three occasions at four-to-seven-day intervals following abscess drainage to determine cessation of shedding. Culture specimens should be obtained from nasal swabs or washes.
- ◆ Prophylactic administration of an antibiotic such as penicillin G should be utilized only in severely affected horses and as recommended by the attending veterinarian.
- ◆ Practice good fly control.
- ◆ Vaccinate before an outbreak occurs.
- ◆ Practice good biosecurity techniques.



Disinfection of Equine Facilities

Proper disinfection of facilities is paramount in disease prevention. An appropriate disinfectant should destroy the organisms on the surfaces where they are located. The chemicals effectively used in human hospitals to disinfect linoleum, stainless steel, plastic and glass are vastly different from those used in barns and on horse equipment. Farms have a variety of porous and nonporous surfaces so the disinfectant must be effective in the presence of organic matter in which the majority of pathogens are found.

Streptococcus equi, *S. zooepidemicus*, influenza and herpes virus are present in nasal discharges; *Salmonella*, *E. coli*, *Actinobacillus* and rotavirus are found in feces.

Steam is an effective disinfectant, killing both viruses and bacteria particularly when utilized with a detergent to remove organic debris. Literally hundreds of disinfectants are on the market for veterinary and medical use. Because of their effectiveness in the presence of organic matter, phenolics are recommended for use in horse facilities. Bleach and quaternary ammonium compounds are inactivated by organic matter. Iodophores and chlorhexidine are most appropriately used for hand washing. Formaldehyde, although highly germicidal, is too dangerous for routine use. It is necessary to carefully read the product label to identify the active ingredients. Phenolics can be recognized by the "-phenol" or "-phenate" at the end of the chemical name. Quaternary ammonium compounds are identified by "-ammonium chloride" in the active ingredients. Iodophores contain iodine or povidone iodine. Many different phenolic compounds are commercially available.

When the labor-intensive process of cleaning and disinfecting stalls is undertaken, the most effective germicidal compounds should be used. The most important, and the most overlooked, step in disinfecting a stall is thorough washing of surfaces with an anionic detergent using a steam cleaner to remove as much soil and organic matter as possible. Cationic and nonionic detergents interfere with the actions of phenols. Even the best disinfectants do not work effectively when poured directly on organic debris. Surfaces must be cleaned, rinsed and allowed to dry. The disinfectant should be sprayed on, allowed to dry, and repeated. Contact time with the surface is important to ensure effective germicidal activity. Rinsing off disinfectants is not advisable except when used on feed and water containers.

Besides disinfection of facilities and equipment, isolation of sick animals and use of protective clothing is an absolute necessity. Separate grooming and stall cleaning

equipment should be used for sick animals. However, if this is not possible, these items require cleaning and soaking in disinfectant solution for a minimum of 10 minutes. Clothing and towels used on horses should be soaked for 10 minutes in disinfectant solution prior to laundering. Footbaths at the entry to barns and stalls need to be replenished with fresh disinfectant at least twice daily, more with heavy use. Here's a good rule of thumb: if it isn't edible and doesn't move, disinfect it!

Regular hand washing is essential after working with sick animals. Povidone iodine or chlorhexidine hand washing products are best, but alternatively germicidal soap can be used. In instances where water is not available, waterless hand foams, containing >62% ethyl alcohol, are germicidal and can be purchased through human medical supply stores. These products are rubbed onto the skin and evaporate within one minute with no sticky residue.

This answer was written with the help of Sarah Ralston, VMD, Ph.D., dACVN, Rutgers University, Equine Science Center and approved by Nancy E Halpern, DVM, State Veterinarian, Division of Animal Health, New Jersey Department of Agriculture.

How do I get rid of rain rot?

Source: Ask The Expert; www.esc.rutgers.edu

Rain scald (aka "rain rot") is a condition similar to mud fever, except it affects the back, flanks and hindquarters. It is a bacterial (*Dermatophilus congolensis*) infection of the hair follicle resulting in scabby lesions, hair loss, and inflamed, irritated skin. In extreme cases it can result in severe pain and loss of body condition. In its early stages, small bumps are felt when a hand is run over the infected area. These bumps enlarge into scabby and painful lesions.

Rain rot occurs most commonly in horses turned outside full-time, usually during humid and persistently wet seasons. Repeated exposure to moisture softens the skin and washes away the natural oils that protect the hair follicle, allowing bacteria access to the site of infection.

It is important to treat rain scald as soon as it is detected, as this will speed up the healing process and help prevent more severe or secondary bacterial infections that can become persistent and difficult to treat. In mild cases, simply keeping the skin dry, removing the scabs and gentle grooming should take care of the infection. *Dermatophilus*



congolensis is an anaerobic organism (one which thrives in the absence of oxygen), so removing the scabs is important. Be thorough but gentle when removing scabs, as this process may be uncomfortable to the horse.

With more severe or persistent infections, scabs should be removed and a medicated shampoo used to thoroughly cleanse the infected area. The clean open sores should be kept dry; only large gaping sores should be treated with an antibiotic ointment to help prevent secondary infections. There are several over-the-counter medicated or iodine shampoos that work for mild to moderate infections; however, a prescription medicated shampoo and possibly a systemic antibiotic should be obtained from a veterinarian for severe or persistent infections. The afflicted areas should be washed daily until the infection is resolved. Consult an equine nutritionist or your veterinarian if your horse shows signs of losing body condition. They can help you safely and effectively adjust your horse's diet to counter this.

There are situations where bathing the horse is not an option (such as in extremely cold weather). Anecdotal reports indicate that daily spot treatment (following the removal of scabs) with anti-microbial agents such as chlorhexadine or povidone-iodine helps remedy the infection. This process tends to be tedious and messy, however, and generally results in a longer healing time.

In any case, be sure to thoroughly wash your hands with soap and water, disinfect your grooming tools, and wash halters, saddle pads and blankets after every exposure to infected skin to prevent re-infection or transferring the bacteria to other animals. A 5 - 10 % bleach solution will do the trick. If keeping horses out of the elements is not an option, use of a fitted rain sheet or blanket can help keep the skin dry in inclement weather. Be sure that your blanket is truly waterproof before use, otherwise it may work against you by trapping moisture against your horse's skin instead of keeping it off. As always, proper nutrition, regular grooming, and keeping pastures and facilities clean can help prevent rain scald.

Specifically for your case, I would recommend consulting with your veterinarian. He or she will probably suggest discontinuing the ointment as it may be working against you by providing a moist, anaerobic environment that the organism thrives in. Additionally, it may not have strong enough antibiotic properties to completely kill the organism. I would recommend gently picking those scabs and getting some prescription medicated shampoo from your veterinarian and using that daily for at least a week or until the infection is resolved. In my experience it works very well and in most cases clears an infection up faster than other spot treatments. If the infection is severe or persistent enough, you might want to discuss using an oral antibiotic with your vet. As for prevention, make sure you clean

and disinfect anything that comes into contact with the infected skin to prevent re-infection. Keeping your horse clean and dry will allow the natural oily skin secretions to protect against infection. This is probably the best defense against rain rot.

This answer was prepared with the help of Emily Lamprecht, Rutgers University, Doctoral Graduate Student in Animal Science and reviewed by Shari C. Silverman V.M.D., Senior Veterinarian, Division of Animal Health, New Jersey Department of Agriculture.

New York FarmNet/FarmLink to Offer Retirement Planning Program Series in February and March 2010

The New York FarmLink Program will be offering a 3-part planning program series on retirement, estate, and farm succession issues. The series will offer farmers strategies for developing and implementing a plan. Speakers will include FarmNet/FarmLink staff, financial planners and attorneys. The programs are scheduled as follows:

Retirement Planning, February 11
Estate Planning, February 25
Farm Succession Planning, March 11

Participants can attend one or all classes. The series is offered at the Cornell Cooperative Extension office in Liberty. Please contact Linda Schwartz for registration information at 845-292-6180 or by email at lds82@cornell.edu.

Save the Date!

Parasite and Equine Nutrition Program

March 23, 2010

Cornell Cooperative Extension Dutchess County
Main Office: Farm and Home Center
2715 Route 44, Suite 1, Millbrook, NY 12545

This program is open to *all* horse professionals, business owners and enthusiasts from in and around the Hudson Valley!

For more information or to register for this upcoming program, please contact CCE Dutchess:
Phone: 845-677-8223, Fax: 845-677-6563,
Email: dutchess@cornell.edu



What causes headshaking?

Source: *Ask The Expert*; www.esc.rutgers.edu

Head tossing or shaking in horses can be caused by multiple things. It could be a behavioral vice (possibly caused by boredom); done out of nervousness due to lack of companionship, in response to pain or irritation to flies; or caused by an allergy. Typically, if it is caused by an allergy, you will see it occur more often starting in spring and continuing through fall but almost non-existent in winter months (especially in a freezing climate). Some affected horses have more severe head shaking at rest and others during exercise. In the latter, the problem is generally exacerbated during exercise and thus renders some horses practically useless for riding, depending on the rider's tolerance level. However, take note if this behavior occurs only when riding or being handled; this may be more of a behavioral protest. If the horse shakes her head in the field even when fly population has decreased (in fall or very early spring), it may indicate an allergy-related cause. There really isn't any consistent pattern in how the problem begins; in some, head shaking arises spontaneously with no apparent change of season, ownership, barn, country or discipline.

In horses with a seasonal affliction there may also be symptoms suggestive of an allergy: nose rubbing, a watery ocular and nasal discharge, low head carriage, sneezing, snorting, head pressing, and pressing the muzzle into the ground. Head shaking has also been reported to worsen in bright sunlight, on warm and humid days or when the wind blows into the horse's face. Some affected horses will actively seek out shade. In some instances, allergens such as pollen, oilseed rape volatiles, dust, etc. can get into the horse's nose. The horse may appear to be having a reaction to an unusually irritating stimulus in the nasal passages. Horses affected with mild clinical signs of head shaking may simply exhibit mild, periodic head movements and low-grade twitching of muscles in the face, but may be rideable. Moderately affected horses may be rideable with some difficulty under special circumstances (cooler weather, protection from bright sunlight, and on non-windy days). More severely affected horses are difficult to control, uncontrollable or unrideable.

To eliminate allergy as a possibility in your horse it would be best to contact your veterinarian. There is also the possibility that a prescription allergy medicine will cure the head tossing or at least decrease its severity.



Victoria Paese: 2010 New York Southern Tier Quarter Horse Association Queen

Since 1968, the second year of the All American Quarter Horse Congress, an accomplished horsewoman has represented the Congress and, in turn, the Quarter Horse industry. Candidates for Congress Queen must represent a state, regional or provincial Quarter Horse association.

Kerhonkson resident, Victoria Paese, was selected to represent New York State in the 2010 All American Quarter Horse Congress Queen contest. As a nineteen year old student at Ulster County Community College, majoring in Math and Early Childhood Education, Victoria's goals to inspire younger horseman and to give back to an organization that has supported her ambitions came to life as she began her rein as the New York Southern Tier Quarter Horse Association Queen on January 16, 2010.

From a very young age, Miss Paese has been riding in local, regional and interstate shows. Her love of Quarter Horses grew stronger in her teens as she trusted her beloved mounts through four years of All American Quarter Horse Congress competitions. Victoria has also participated in the National Youth Activity Team Tournament (NYATT). NYATT is a tournament for state and regional Quarter Horse youth teams to participate at the Congress in friendly competition in which members compete in Showmanship, Horsemanship, Western



Pleasure, Hunter Under Saddle, Reining and Barrel Racing. At the 2009 Palomino Horse Breeders of America Youth Show, Miss Paese was elated to earn an 8th place finish with *Coosas Diamond Chip* in the Youth Color class. "Diamond" is Victoria's PHBA and AQHA registered mare, who also settled in at 6th in the nation for Youth Showmanship 14-18. Victoria's newest ride, *A Beau Kay of Grey*, aka Sophie, is currently under saddle at Dorian Equestrian in Campbell Hall.

When asked how she was going to spend her year as New York State's Quarter Horse Association Queen, Miss Paese thought for a moment, "I would like to focus upon our local horse shows, and attend as many events in the Hudson Valley as possible. My experiences have had such a positive affect on me that I wish to share my enthusiasm

for the horse industry and its future with as many people as possible."

It is the mission of the New York Southern Tier Quarter Horse Association to promote in all ways the interest of the NYSQHA breeders and exhibitors, and increase the number of New York breeders and owners of Quarter Horses registered by the American Quarter Horse Association. The All American Quarter Horse Congress is the World's Largest Single-Breed Horse Show. The show receives more than 17,000 horse show entries and will house more than 8,500 registered American Quarter Horses during its three-week schedule. The Congress attracts more than 650,000 people to the Columbus, OH area, bringing more than \$110 million to the central Ohio economy.

Equine Business Management Series

At Cornell Cooperative Extension Orange County
18 Seward Ave., Middletown, NY 10940-1919

Cornell Cooperative Extension Orange County is hosting an Equine Business Management Series to expand access to training of professionals with interests in sharpening their business skills within the horse industry. The classroom instruction includes interactive seminars, workshops and handouts, and features speakers familiar with the dynamics of the Hudson Valley horse industry. The program cost is \$20 per person, per session; only \$15 if you subscribe to *Ag Focus*. Sorry, no refunds. If you can not attend, please send someone in your place.

This Business Management Series is open to ALL horse professionals from the lower Hudson Valley. Attend one session, or attend them all!

SESSION 1 - Tuesday, Mar. 9, 2010, 12:00 - 4:00 PM
Registration deadline is March 5, 2010.

Hiring and Retention of Employees

They come and go...but why? Get the inside scoop on all of the behind the scenes need a business has to keep up with in order to hire and retain employees.

Farm Business Record Keeping

Business is not done by just a handshake anymore. The reason for a business, regardless of size, is to make money. Properly recording all business transactions and having all services provided to clients through your farm in writing is essential. Any job is not truly complete until all of the paperwork is done...and on file!

SESSION 2 - Tuesday, Mar. 23, 2010, 12:00 - 4:00 PM
Registration deadline is March 19, 2010.

Customer Service

For customers, service begins the moment they come into contact with you, your employees and your facility - and they make a decision in a few seconds whether you really care about them or not. Words and actions set the tone for your customer's experience. An exceptional customer service plan helps sharpen an employee's skills to consistently provide the ultimate customer experience. It also increases

awareness of a customer's needs, improves skills for dealing with customers, and increases an employee's self-worth through communication and cooperation with other employees.

Making Sense of Marketing

Marketing isn't about using one medium. It's about getting and keeping customers. Yes, Internet marketing can help you do that but only if you use it in conjunction with other tactical tools. In order to have continued success, every company must have brochures and other forms of printed sales literature to hand out to customers and prospects.

SESSION 3 - Tuesday, Apr. 6, 2010 9:30 AM - 3:30 PM
Registration deadline is April 2, 2010.

Growing Your Horse Business

Learning how to examine your financial statement's bottom line will mean a world of difference! In this session participants will find out how to create financial records that will lead to sound business decisions for improving or beginning a farm business.

Business Plan Basics

Financial strategies can help to develop new business plans or to revive an old one! Participants will review the basic needs of a business plan and then outline steps for a Strategic Business Plan that is a suggestion for presenting the facts to an investor or bank.



For more information or to register call 845-344-1234 or email cah94@cornell.edu.





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EQUINE LINE



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