

July 2018 Newsletter

Welcome to the July issue of the League News! We had a great time at the 2018 League Board Meeting, sharing in camaraderie and gearing up for this year's activities. Read on to learn a little more about happenings at our board meeting, plus a member profile on Ted Webster and a feature on a one-of-a-kind product for sifting arena sand.

2018 Annual Board Meeting



We had a ~~fantastic~~-very productive time at our annual face-to-face board meeting in Lexington, KY! Every summer, our board convenes for a day and a half to assess our activities and make plans for future events. This year, our insurance agency LEGISequine.com ~~joined in for a fun and informative~~participated via Skype ~~and gave us~~ an overview of ~~how~~ our insurance policy covers our ~~unique~~ activities.

Coming together in person allows us to review what the League is doing well, what we can improve, and allows for those ~~It is a constructive meeting of the minds that~~ sparks of great ideas to be born. Best of all, the board members ~~everyone~~ leaves feeling excited and pumped up about the League.

Welcome New Members

We are happy to welcome the following ~~new~~-returning members to The League. We hope you take full advantage of all your membership has to offer:!

~~Welcome back~~ Forrest County Multi-Purpose Center, Michael Turnage,
Hattiesburg, MS

2018 League Summer Footing Academy Review

A review from Crystal Smith, Ed.D., PAS, Teaching Associate Professor, Equine Management, West Virginia University, Morgantown, WV

Members gathered at the Grange Park Equine Facility in Centre Hall, PA for the League's annual Footing Academy on May 22-23. It was an educational event where members like Crystal Smith had the opportunity to learn more about footing while networking with others.

"We gathered a wide-range of information from this year's footing academy," Crystal explained. "Jim has a wealth of information to share. The footing analysis was very helpful. We gained a lot of valuable information not only from the event, but also from networking with the other facility managers in attendance. It was enjoyable to be able to bounce ideas off others, asking how they handle certain situations at their respective facilities and getting to share ideas."

Board Member Profile: Ted Webster

WW Manufacturing and Livestock Systems



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As a long-time member of the League, Ted Webster, received a special award for 20 years of continued sponsorship. Today, Ted is semi-retired and enjoys being part-owner of his family company, WW Manufacturing, while having the flexibility to take vacations with his family and travel to attend League events.

“In 1946, my grandfather started the business,” Ted shared. “He worked for a while in the oil industry in Texas, but he had grown up on a farm and always dreamt of creating a product to restrain animals to be able to tend to them. The business grew out of his dream.”

WW Manufacturing makes a variety of products for the livestock, equine, and fair industries. “We make roping shoots, arena fencing, holding pens, and more,” he said. “I started working there when I was just a boy and worked my way up.”

Ted cherishes being a member of the League, and even acts as the organization’s informal photographer during group events.

“We have a lot of fun on our outings, but also get a lot accomplished during the meetings,” Ted said. “I’ve looked at this as a more of a great group of people and friends. I love going to the events every year and seeing different venues. My favorite part is taking pictures on each of the tours and sharing them with the group.”

Being part of the League has forged many personal friendships for Ted and has created a wealth of business relationships as well.

“We’ve been able to do a lot of business over the years with different groups associated with the League,” Ted said. “Probably more than half of the business we’ve done since our sponsorship started has stemmed from the League. It’s been a such fun ride. I’ve gotten to meet a lot of great people. There is phenomenal value in networking and sharing ideas. It’s simply unbeatable!”

Ted felt grateful to receive the sponsorship award from the League. “I was very humbled to receive this honor,” he said. “I really wasn’t expecting anything. It has been a lot of fun being part of the group and I’m proud to be part of the League.”

2018 League Symposium Recaps

Eye Sore to Eye Candy: Elevate Your Brand Online

Presented by Cassie Roberts Dispenza of Saffire Websites & Ticketing

Online brand presentation is important, and the key is keeping your website clean and up-to-date. Cassie Roberts Dispenza of Saffire Website and Ticketing shared some useful tips:

- Have professional quality photos. High quality, professional images add a lot to your website.
- Have a logo that’s simple and meaningful. Consider having a logo that will appear well in a variety of mediums—online, on a banner, or printed on paper.
- As your brand evolves over time, it is natural for your logo evolve as well.
- Have multiple photos on your website to show off multiple aspects of your business.
- Have a variety of angles in your images. It is important to have overhead aerial images well as close-ups and ground-level images.
- Optimize your website to be viewed across multiple platforms—computer, mobile phone, and tablet.
- In terms of social media, there are many different platforms ranging from Facebook to Instagram to Twitter and more. Figure out which platform is best suited for your target audience.

Biosecurity Panel

James Holloway of Synbiont Global, George Chatigny of Los Angeles Equestrian Center, and Dr. Kent Fowler, Animal Health Branch Chief of CA Department of Food and Agriculture

James Holloway, George Chatigny, and Dr. Kent Fowler came together and discussed the importance of biosecurity. The three described actions that could be taken in event of an outbreak as well as ways to prevent outbreaks.

Tips for during an outbreak:

- Be sure to isolate a potentially sick horse as quickly as possible, even if that means having to go off-site.
- Closely monitor all other horses that may have been exposed to the sick horse.
- Develop a clear isolation area that has checkpoints going in and out, limit the amount of people allowed in the isolation area.
- Create a tailored emergency plan for your own facility.
- Keep everyone involved on the same page and avoid withholding information.
- Have lots of signage posted to alert people about what they need to do.
- Sometimes the first testing of a disease comes back negative and it isn't positive until the second testing.
- Have someone in charge of media and rumor control; the public in the surrounding areas should be kept informed.
- Temperature logs are critical. Make sure each horse has its AM and PM temperature taken and logged.
- Limit or even stop healthy horses going in and out of the facility in the event of an outbreak, quarantine on the entire facility helps limit the spread.
- Make sure you have adequate fencing and a guard on site at all times, even overnight.

Tips for preventing an outbreak:

- Wood stalls make the chance of a virus higher since the particles get trapped in the wood.
- Keep feed and manure separated and tidy.
- Identify transmission risks such as shared water or feed buckets, even shared hoses or feed scoops, anything that contacts multiple horses.
- Direct contact is the main form of transmission.
- Clean everything well before disinfecting; otherwise disinfectants won't work as effectively.
- Show stalls should be stripped of bedding between each show and disinfected as often as possible.

Stay healthy!

Feature Article: Cherrington Enterprises

Facility managers understand how important it is to maintain arenas that are free of rocks and debris. Meanwhile, Evan Huckaby and Cory Stubblefield of Cherrington Enterprises understand the needs of facility managers and enjoy being part of the League.

“We are the only manufacturer in the world that makes self-propelled screening units that are self-contained,” Evan explained. “The machines are built to be used in horse arenas and sod farms, while the military uses them for picking up ammunition shells. We also sell to a large beach market ~~who~~ that needs help picking up trash and unwanted debris off the beach.”

The technology behind their product is unique. “Our cleaning technology is a true sifting machine that lifts up the entire surface and processes the sand and soil by taking out all the unwanted debris,” Evan said. “Our product can remove debris like cigarette buds or bottle caps. For horse arenas, it helps take away rocks and prepare the arena before competitions. It can also be helpful to use this machine on farms before harvesting to remove rocks.”

For Evan, being a part of the League has been a stimulating way to network. “I learned a great deal and met a lot interesting people through the League,” he added “It’s been fun to hear about the different types of arenas too.”

Fellow sales representative, Cory, enjoyed being a part of the footing symposium as a vendor at the event. “I attended the footing symposium in January and did a demo with the machine,” he recalled. “It started conversations and I was able learn, connect, and network. Meeting people who manage arenas across the United States is very valuable for me as a vendor.”

For more information about Cherrington’s products, click [here](#).