



NEWS from MHC'S INDUSTRY PROFESSIONAL MEMBERS

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Member **Maryland 5 Star at Fair Hill** welcomes Connie Sawyer and Dan Laufer to their growing team of professionals. Connie is a veteran of the equestrian industry with vast experience as the manager of the Longines FEI Jumping World Cup™ North American League (NAL). She will be leading all aspects of the broadcast production and streaming for the Maryland 5 Star. Dan's career spans over 20 years in the production of large-scale indoor and outdoor events, including his time as the Director of Operations for the Citi Open tennis tournament. Dan will be responsible for directing all event overlay and operational logistics for the Maryland 5 Star in close cooperation with the Maryland Department of Natural Resources and the new Fair Hill Special Event Zone.



Kudos to member **Denise Parsons**, who was recognized by the National Association of Realtors for her volunteer work with her 501c3 charity Gaited Advocate Intervention Team, Inc. (GAIT), which has helped to rehabilitate or retrain over 200 horses since it was founded in 2016.

Most folks in the equestrian community know **JoAnn Dawson** as the owner and operator of Fairwinds Farm in Cecil County, but what they may not know is that she is also a SAG actor, movie & tv animal wrangler, book author and now movie script writer. Her script *Cream of the Crop* is now in the early stages of fundraising and production. "The movie is about a subject that is dear to my heart: the preservation of family farmland for future generations. The relationship that develops between the young couple personifies the struggle that faces so many farms today – the desire of a family to keep the farm they love against all odds." The main character of the screenplay is Jodi Stafford, a high school Ag Science teacher. JoAnn's SAG name is also Jodi, and she teaches Equine Science and Acting at Cecil College. Coincidence???

Member and realtor **Laura Lee Jones** has pledged to donate \$1,000 to the Maryland Horse Council Foundation/Maryland Equine Transition Service from each sales transaction if her client mentions "METS."

CLARIFICATION



In this column in the March issue, we published "Taxes in Time of Covid" by member and dressage rider Nikki Wingire, but we inadvertently spelled her name incorrectly and neglected to tell you anything about her business, Cappetta LLC.

Cappetta is pretty cool, as it specializes in working with businesses in the equine and agricultural industries. With 15+ years of accounting and bookkeeping experience, services include general bookkeeping (for example, monthly reconciliations, general ledger maintenance, accounts payable and receivable), controller services (for example, regular client reviews of financial reports)

and assisting clients' CPAs with year-end planning and tax preparation. Cappetta is Quickbooks certified.

WELCOME NEW MEMBER: CLARITY RIDING

Originally from a tiny town in Vermont, "wedged way up north between Lake Champlain and Canada with more cows than people - with some Morgan horses mixed in," Elizabeth Farina landed in Maryland mostly for the weather ("the air hurts your face in Vermont from October through March), but stayed because of our "amazing equestrian community." Elizabeth sought out a career in the horse industry, earning a BS in Equine Science from the University of New Hampshire, studying at the University of Limerick in Ireland, and completing a two-year apprenticeship in farriery back in the U.S, teaching and training throughout those years. She continued to do both after arriving in MD in 2008, and in 2016 launched her own business, Clarity Riding in Davidsonville. With rapid growth taking her through several properties, Clarity has evolved into an active riding school for all ages and training program focusing on dressage, endurance, gaited horses, and jumpers. Clarity also partners with GAIT to assist in training and adopting rescue horses.



Elizabeth took a creative approach to learning how to be a small business owner. She enrolled in SCORE, a program to foster small business owners through mentorship and education. Little did she know how much that mentorship would pay off until her business faced the crisis of the pandemic. In Elizabeth's own words:

COVID was scary. As a riding school, our overhead is about 30% more than what we can cover with boarding/training horses alone. If the school horses aren't working, we are underwater. We had a rainy day fund and our barn family was amazing with many people continuing to pay lease and lesson fees throughout the stay at home orders. I am incredibly grateful that I had the knowledge and ability to have proper business licenses and procedures set up so that we could utilize COVID grant and loan programs. I spent a lot of stressful hours filling out convoluted applications but it paid off when we were able to receive a PPP loan, EIDL, and Maryland grants.

During Phase One reopening, we adapted our riding lesson and summer camp program to COVID guidelines and added in a farm-based education program for the fall. We added more time between students and hired more instructors to space out riders. We did have to raise lesson and board rates to cover some added expenses, but on the whole I feel so grateful and lucky that our outdoor and naturally distanced set-up has allowed the riding school and training program to get almost back to normal and provide an outlet for kids and adults to socialize safely.

Looking ahead to 2021 we are optimistically anticipating a full schedule for our 3 competition teams, a safe summer camp season, regular private and semi-private riding lessons, and some extra educational programs.

ABOUT MHC'S INDUSTRY PROFESSIONAL MEMBERSHIP



WELCOME NEW MEMBER: PROMISE LANDING FARM

Promise Landing Farm is new to Maryland's community of therapeutic riding programs, opening its doors literally the week before the pandemic shut down the state.

Fueled by the Taishoff Family Foundation, PLF's therapeutic riding program teaches horsemanship and riding skills that promote independence, intellectual engagement, and physical strength to individuals with disabilities. Every lesson is taught with an emphasis on understanding and building cognitive skills.

What is the Taishoff Family Foundation, and why therapeutic riding?



In 2001, Jacqueline "Jackie" Lee Taishoff was born with Down syndrome; in 2001, hospitals still asked parents of newborns with Down syndrome if they wanted to take their child home. Not only did they take their daughter home, Jackie's parents made her life as full as possible. Jackie started riding when she was just 10 years old, and it changed her life. With that, the Taishoff Family Foundation was established, and since then, the imaginative philanthropic work of the Foundation in the disability community has become well known.

The latest project is Promise Landing Farm. In 2018, 115 acres in Upper Marlboro were acquired to establish a new community of people who respect all abilities in an environment that maximizes the power of horse and human interaction. Therapeutic riding will be the priority but non-riding programs will help to make Promise Landing Farm unique. From a first-time rider to a seasoned equestrian to someone who prefers to connect with their horse from the ground ... all are welcome and respected for what they bring to this inclusive community.

"We wanted people to have interaction with horses, with other riders, and with people who don't even ride," explained Jackie's father, retired Navy Captain Rob Taishoff. "I started to think ... if we could overlay what (the Taishoff Family Foundation) is doing in education, including teaching socializing skills, we could do something important in therapeutic riding," he said. "We have watched InclusiveU (at Syracuse University) and Annapolis Christian School include all students, to the benefit of everyone. And we've seen how good the socialization is for the typical kids as well as for the kids with disabilities."

PLF welcomes individuals coping with amputation, ADHD, Autism, blindness, Cerebral Palsy, deafness/hearing impairments, Down syndrome, Multiple Sclerosis, Muscular Dystrophy, orthopedic impairments, Spina Bifida, Traumatic Brain Injury (TBI), visual impairments, and more.

When PLF opened its doors, COVID-19 promptly shut them. "What a beginning!" exclaims Executive Director Rachel Neff. "The good news about being a start-up in a pandemic was that we were very flexible. There was no established routine to disrupt. We returned with un-mounted programs in June and resumed adaptive riding lessons in July 2020. As the pandemic begins to slow and we're able to safely gather, we are looking forward to launching small group programs and hosting events at the farm later in 2021."

RENEWED MEMBERS

Welcome back Dr. James Casey D.V.M., Equine Veterinary Services, and Corinne Pouliquen, Park Overlook Farm LLC.

THIS EQUIERY COLUMN IS FOR YOU!

This monthly column in *The Equiery*, (which is owned and published by the Maryland Horse Council) is designed to meet the demands of MHC's Industry Professional Members: a place where you can publicize your professional news and updates. Have you taken on a new partner? Hired a new manager or trainer? Brought a new vet into your practice? Promoted an employee? Moved your location? Received a commendation or award? Changed brokerages or practices? Hired a new director of development? If so, we want to know! Please send your news to IndustryNews@mdhorsecouncil.org.

WHAT IS AN INDUSTRY PROFESSIONAL?

Industry Professional Memberships are open to owners and managers of equine or equine-related businesses, farms and shows/events, and to independent contractors and service providers.

Equine businesses include (but are not limited to) farms and stables offering any equine-related service (such as boarding, training, lessons, trail rides, pony parties, breeding, mare care, foaling, carriage horses, and equine entertainment).

Equine-related businesses include (but are not limited to) tack, feed and other retail stores; trailer manufacturers, sales & service; shipping; feed mills; manufacturers of saddles, supplements, tack, and shoes; hay, straw, shavings, feed, and other products; insurance, financial, legal, accounting, and marketing services; auction houses and sales sites; competition venues and race tracks; veterinary practices and hospitals.

Independent contractors include (but are not limited to) veterinarians, farriers, equine therapists, saddle fitters, trainers, instructors, stall muckers, braiders, and equine dentists.

Industry Professional Membership Benefits include:

- direct input into policy and advocacy by the Maryland Horse Council on State of Maryland legislative and regulatory affairs, to protect and grow the diverse Maryland horse industry
- exclusive invitations to Business Networking events and seminars (not open to any other membership category)
- business logo and link on MHC member directory page
- discounts on select nationally known products and services, such as John Deere, Sherwin Williams, Suncoast, Nationwide, Redbrand, US Equestrian, New Holland, Toro, eXmark, tenda – and more
- exclusive discounts for advertising and marketing via *The Equiery's* multi-media products. Contact Tracy McKenna to find out more! tracy@equiery.com or 410-802-4219

Annual Membership Dues: \$100
Lifetime Membership: \$1,000

This feature is a benefit for MHC Industry Professional Members. To learn more or submit news & updates, contact Business Network Co-Chairs Jane Seigler & Crystal Brumme Pickett at IndustryNews@mdhorsecouncil.org

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