

# THE *work* HORSE

JANUARY 2006 VOLUME III

OFFICIAL NEWSLETTER OF THE KENTUCKY EQUINE  EDUCATION PROJECT

**Horses  
Work**  
for Kentucky.

## NINE IN 10 VOTERS WANT AN OPPORTUNITY TO VOTE ON CASINO GAMING SUPPORT FOR CONSTITUTIONAL AMENDMENT SURPASSES 65 PERCENT

More than nine in 10 Kentucky voters (92 percent) believe they should be given an opportunity to vote on a constitutional amendment allowing for casino gaming even if they are opposed to expanded gambling. That is the finding of a recent survey of 801 Kentucky voters conducted on behalf of KEEP. In addition, more than 65 percent of respondents said they would definitely (27 percent) or probably (39 percent) vote yes for a constitutional amendment that would allow for full gaming casinos for racetracks only with dedicated revenue.

"The message is clear; voters want a chance to have input on the issue," said Jim Navolio, executive director for KEEP. "We looked at the largest number of people opposed to one of four scenarios to make sure that we had the most significant number and still, more than 90 percent of them support allowing the people a vote on the issue. Clearly, it's time to let the people decide."

The poll, completed three days before Christmas, was conducted by Preston-Osborne, a marketing communications and research firm based in Lexington. Voters were selected at random with equal weights by Congressional District. The four scenarios used were: full gaming casinos; casinos at racetracks only; racetracks only with dedicated revenue; and not racetracks only with dedicated revenue. Results for each question were:

*There has been a good deal of discussion recently in Kentucky about casino gaming to raise revenue for the state and to compete with neighboring states that already offer gaming. If the General Assembly asked Kentuckians to vote on the issue of whether to allow casino gaming in the state, would you vote :*

Yes 58.2  
No 40.4  
Depends 1.4

*How would you vote if the constitutional amendment specifically limited casinos to horse racetracks where gaming already occurs?*

*Would you vote:*  
Yes 46.2  
No 52.5  
Depends 0.9

*How would you vote if it specifically limited casinos to existing horse racetracks AND guaranteed that a portion of the revenue generated would go to public education, health care, local governments and the environment. If this were the constitutional amendment you were voting on, would you vote:*

Yes 65.2  
No 32.9  
Depends 1.5

*Let's say the amendment allowed no more than 9 casinos throughout Kentucky, but didn't limit them to just being at racetracks. Some of the 9 might be at racetracks, while others would be elsewhere. If this were the amendment AND it also guaranteed that a portion of the revenue went to the things I mentioned earlier- education, health care, local governments and the environment- would you vote:*

Yes 63.1  
No 35.2  
Depends 1.5

"Our message is resonating throughout the state," said Navolio. "We see evidence that people understand that 'tracks only' cuts down on the issue of proliferation, which is why it edges out expansion to include non-track locations. But the greater message is that dedicated revenue makes this a winnable issue in every corner of the state from the Second Congressional District where support is the lowest (57.2 percent) to the Third District in Louisville where support is the highest (72.9)."

"Another thing that is clear is that people want a voice and a vote on the issue. We have argued that from day one. It's part of the eight-point rationale our board adopted back in September and that message is hitting home," said Navolio. "Yet some of the more vocal critics are going to great lengths to keep the issue off the ballot even calling it irresponsible leadership if legislators allowed it to be voted on. Based on these results, our message moving forward is **'What do they have to hide? Let the people decide.'**"

The survey of 801 voters has a maximum margin of error of + 3.5 percentage points at the 95 percent confidence level. A copy of results related to the casino gaming questions can be seen at [www.horseswork.com](http://www.horseswork.com).

## TRAIL AND RECREATIONAL EQUINE COALITION FORMED

Trail and pleasure riders from across Kentucky agreed Saturday (Dec. 17) to form a Kentucky Equine Education Project (KEEP) sponsored coalition (in cooperation with the Kentucky Horse Council) of organizations and individuals dedicated to improvement of conditions and facilities for trail and recreational equine activities.

More than 50 individuals, representing various equine breeds throughout the state met to learn about the economic impact of the trail and pleasure riding industry in Kentucky while voicing concerns about the obstacles confronting the state's largest segment of horse owners.

"It was especially gratifying to have such a broad array of horse persons take time out of their busy schedules this time of year to discuss these vitally important issues to the trail and pleasure riders," said Gene Clabes, KEEP equine director. "From this gathering KEEP will work with the Kentucky Horse Council to appoint a steering committee to select a board for the new organization."

Clabes said the steering committee would be named by early January and would have its recommendation for its board by March.

"This organization will be geared to work with existing trail and pleasure riding clubs, organization and individuals as a clearing house for information as well as representing trail and pleasure riders on issues such as attempts to close public lands to horseback riding. It's sad that in Kentucky, "The Horse Capital of the World" that horses are not allowed in most state parks," Clabes said.

"There are increasing pressures on trail facilities. Horses are a way of life central to what Kentucky is about. It's high time this segment of the industry stands up for itself."

"KEEP's mission is to represent all breeds of horse in the state," said Jim Navolio, KEEP executive director. "It is essential that we work with trail and pleasure riders in Kentucky. They represent the largest segment of horse persons and pump millions of dollars annually into the state. They represent perhaps the greatest potential for economic growth in many of the state's rural counties. The sheer beauty of the state's vast forest lands offers unlimited opportunity."

Once this group is organized, a posting of events and contact information for trail and pleasure groups will be maintained on the KEEP and Kentucky Horse Council websites.

Ward Stutz, from Amarillo, Texas, representing the American Quarter Horse Association, the country's largest

breed registration, said recreational riders represent the largest segment of the Quarter Horse breed. In fact, Mardy Smith of Taylorsville, coordinates the largest AQHA ride in America at the Land Between The Lakes, sponsored by the American Quarter Horse Association where more than 400 head of horses are brought in for the three-day event.

"These kinds of events pump thousands of dollars into the local economy," Stutz said.

Robert Jones, who operates Midway Trailer Sales in Calvert City, said trail and recreational riders, industry figures show, purchase most of the high end trailers with living quarters. Those units cost from \$40,000 to over \$100,000.

Jerry Fruth, of Evansville, IN. representing American Horse Council, said today's climate is leaning more toward "preservation versus recreational riding at the expense of you riding on your land".

He urged organizations to unite and pointed to

successful efforts in Indiana by trail riding organizations working through the legislature.

Dr. Greg Jones, an endurance rider representing the Kentucky Horse Council, outlined work to increase trail riding in the Cave Run Lake area in Eastern Kentucky as a project that needed the support by all trail riders in Kentucky. He outlined the potential economic impact for the area that has traditionally had difficulty with economic development.

The meeting, sponsored by the University of Louisville Equine Industry Program, KEEP

and the Kentucky Horse Council was held at the Pritchard Community Center in Elizabethtown.

*"It's high time this segment of the industry stands up for itself." - Gene Clabes, KEEP Equine Director*



*Gene Clabes addresses the audience at the Trail and Pleasure Economic Summit.*



UNIVERSITY of LOUISVILLE

# KEEP ANNOUNCES MEMBERSHIP DRIVE CONTEST WINNERS

## MADISON AND GRAYSON COUNTIES ARE TOPS IN THEIR DIVISION.

In August, KEEP launched a major membership drive. In just four months the organization added 2,000 new members and the membership momentum doesn't seem to be slowing down.

As part of the membership drive, the county team leaders were challenged to a competition to see who could recruit the most new members. The top three winners in each division would receive a horse blanket from KEEP.

In October, Grassroots Committee Chairman Jack Smith raised the ante in the contest. Smith, a member of the KEEP Board and a prominent Thoroughbred owner and organizer of syndications donated four box seats to the Kentucky Derby next May as an added incentive to the two Team Leaders with the greatest increase in memberships.

This week, KEEP calculated the numbers and announced the following winners in the contest:

Large County Division:

1st Place - Maury Floyd, Madison County  
2nd Place - Jerry Jolly, Hardin County  
3rd Place - Hopyy Bennett, Shelby County

Small County Division:

1st Place - Nancy Cain of Grayson County  
2nd Place - Bitsy Ogata and Mike Rockas, Co-Team Leaders in Mercer County  
3rd Place - Nathan Smith, Spencer County

"I think rewarding the team leaders for their efforts provides great motivation for them to continue recruiting members. I want to thank each and every leader for helping to shape KEEP into what it is today. If we all continue moving forward and working toward our goals, I believe that we can accomplish amazing things in Kentucky's equine industry," said KEEP's executive director, Jim Navolio.



*Hancock County 4-Hers show Gene Clabes the kit KEEP's funding purchased.*

## KEEP AROUND KENTUCKY



*In Metcalfe County, KEEP helped in the purchase of helmets for this riding group.*



*Powell County Horse Show, Fall 2006. KEEP sponsored awards.*

## TEAM LEADER UPDATES

KEEP Continues to add to the team leader ranks throughout the state. The following are the latest of these additions.

- Joe Cain, Russell County co-Team Leader, Thoroughbred Trainer.
- Dale Barnett, Calloway County co-Team Leader, Professor at Murray State University and approved judge of Pinto and Paint Associations.
- Anna Johns, Taylor County co-Team Leader, Owns American Saddlebred Horses and local County Fair Coordinator.
- Susanne Minor, Taylor County co-Team Leader, Thoroughbred Trainer.
- Tammy Kennedy, Spencer County co-Team Leader, Owner of Red Barn Arena owns American Quarter Horses.
- Sonny Murphy, Shelby County co-Team Leader, Owns and shows American Quarter Horses.

## The Dynamic Duo: John Long & John Nicholson are instrumental in bringing the 2010 World Equestrian Games to Kentucky.

Two Kentuckians, who are major players on the national equine scene, have emerged as the dynamic duo that was instrumental in securing the 2010 World Equestrian Games for Kentucky.

John Nicholson, Executive Director of the Kentucky Horse Park and John Long, CEO of the United States Equestrian Federation and KEEP Board of Directors led the five-member delegation. Other members making the presentation were Rob Hinkle, Director of Operations at the Kentucky Horse Park; Derrick Ramsey, Deputy Secretary of the Commerce Cabinet; Tandy Patrick, Chair of the Kentucky Horse Park Commission.

The FEI World Equestrian Games (WEG) is the world's largest equestrian competition. Now, for the first time WEG will be held outside of Europe in 2010, when the world will gather in the center of the "Horse Capital of the World" Lexington, Kentucky. Kentucky's bid to host the games at the Kentucky Horse Park was victorious over the bid from Normandy, France. The announcement came Tuesday, December 6th from almost halfway across the world in Bahrain where FEI officials heard the bids from various countries.

In 2002, Lexington was runner-up to Aachen, Germany in their bid to host the 2006 games. "When we found out we were runner-up in 2002, within the hour, we decided we would bid for 2010" said Nicholson. "From there the stars aligned correctly and three factors ensured the win for 2010."

Those three factors were the resolution between the AHSA and the USET where John Long emerged as the CEO; the states determination in securing the games and Peter Timely, DMV was able to resolve issues with Piroplasmiasis, a disease in horses, to ease the entrance of overseas horses into the United States. With those factors in play there was synergy among the KY Horse Park and USEF, the Thoroughbred Industry and the Sport Horse Industry and between John Long and John Nicholson that pushed the efforts forward and commanded a victory for Kentucky to win the bid for the 2010 WEG.

On December 14th at KEEP's board meeting, a special presentation was made to two of the five-member WEG delegation, John Nicholson and John Long. Governor Breton C. Jones and KEEP's board presented Long and Nicholson, each with a celebratory bottle of American champagne.

"Now that we have the games, major events must and will take place," said Nicholson. "The construction of a new \$35 million show arena, the construction of a resort hotel

and upgrading of the roadway system at the horse park, will ensure a successful event."

*"The 2010 World Equestrian Games is a great opportunity for Kentucky to demonstrate to the world the unity of the Kentucky Horse Industry."*

*- John Long,  
CEO USEF*

Along with the work done by the Kentucky Horse Park and its staff, the USEF will be assisting in its own way to ensure a successful event.

"USEF will provide support through our people," stated John Long. Within the next 6 months USEF will establish a "Games Team" that will work from the USEF office, some full time and some part time, to ensure a success in 2010. Long continued, "We are here to offer our experience and our manpower to aid in the efforts of planning that lie ahead."

Along with these major additions, an estimated \$33 million is needed for the operational costs of the games which will be secured through ticket sales, sponsorships, etc. The unique construction of the Kentucky Horse Park gives it a major edge over most other locations in that it already has a well established facility to hold the games. Because of this, it is estimated the games will net a profit of \$800,000.

John Nicholson shared, "I think the 2010 World Equestrian Games is a great opportunity for Kentucky to demonstrate to the world the unity of the Kentucky Horse Industry."

Long added, "This is the opportunity for the world to recognize that Kentucky is 'The Horse Capital of the World' and to see the Bluegrass as more than Thoroughbred farms and the Rolex Three Day Event."

Long feels this will give Kentucky the opportunity to "show off" its horses and people. He believes the games are not an end but a beginning for the entire Equine Economy of Kentucky.

"This will be the opportunity to breakdown barriers of disciplines and breeds to share the love and spirit of the horse for the horse community," shared Long. "Through these games a trail rider will get to experience and appreciate the world of vaulting and an individual who show reining will get to see driving in all its excitement,"

WEG is the world championships for seven equestrian sports: dressage, eventing, show jumping, driving, vaulting, endurance, and reining. The games are governed by the FEI, which is based in Lausanne, Switzerland and is recognized by the International Olympic Committee. The games will take place during two weeks in the fall of 2010 and have estimated economic impact of \$100,000 million dollars to Kentucky. During this period more than 1,000 athletes from 50 different countries will descend upon Lexington to compete in the games. It is estimated that there will be ticket sales of 300,000. The games will be broadcast live to 40 different countries. For the first time WEG will be staged at one single venue. This is because the Kentucky Horse Park is the only venue in the world that houses such a vast variety of equine facilities.



*John Long and John Nicholson at KEEP Board Meeting are presented with bottles of American Champagne.*

## MAMMOTH CAVE TRAIL RIDERS SUPPORT KEEP

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The following is a note from the Mammoth Cave Trail Riders Association. It goes to show how large and important Pleasure and Trail Riding is to Kentucky. Reprinted with permission.

*December 22, 2005*

*Friends,*

*As 2005 draws to a close, we should be very thankful for what we've accomplished this year. The trails at Mammoth Cave have been greatly improved. Also, your letters have stopped a proposal that would have most likely threatened our ability to ride the trails at the park.*

*While these are great accomplishments, there is still much to be done. We still have no access to Sal Hollow, and the Acting Superintendent has stated that there will be additional reviews concerning the trails. I doubt the cyclists will stop their efforts to gain access to additional trails north of the river. We must stay vigilant and work with the park to maintain the trails! Otherwise, other groups will work--and they will be given preferential treatment in future decisions regarding the trails.*

*One thing I learned at the trail summit was that there is strength in numbers. We should join forces with other groups and make our presence known. With this said, I'd like to encourage everyone to join KEEP (Kentucky Equine Education Project). KEEP has more than 8,600 members and is in the midst of a membership drive to reach 10,000 members by December 31st.*

*If you are not a member of KEEP, please open the attached form and join today. For the first time, Kentucky's horse industry has come together as never before. This unified effort has caught the attention of the legislature and will garner greater recognition as they reach their 10,000 member goal. Kentucky's equine industry is poised to solidify its position as the Horse Capital of the World. Please join us in our efforts to make this happen.*

*Also--I am working on a newsletter to send to all our members that will have information regarding topics covered at the trail summit. Please send me any articles or notices you'd like to include!*

*May you have a very Merry Christmas!*

*Bonnie Fields,  
MCETRA Secretary  
bcc: MCETRA Members (with email)*

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### **BENEFITS OF A KEEP MEMBERSHIP**

- Receive all KEEP newsletters, press releases and updates
- Free admission to Kentucky Pari-mutuel Race Tracks (excluding the Kentucky Derby, Kentucky Oaks and the Breeders' Cup) through December 2006
- Free admission to the Kentucky Horse Park/American Saddlebred Museum through December 2006 and 15% discount at the Horse Park Gift Shop

### **THE KEEP MISSION**

The Kentucky Equine Education Project (KEEP) was formed to build broad-based education and grassroots initiatives to increase awareness of the benefits of Kentucky's horse economy, including all breeds, and to promote and preserve jobs and economic opportunities within the equine industry for Kentuckians throughout the Commonwealth.

## KEEP CALENDAR OF EVENTS

### JANUARY 2006

January 6th	KTA Board Presentation, Lexington, 3:00 pm
January 6th	KEA Board Presentation, Frankfort, 8:00 pm
January 7-8th	Ky Quarter Horse Breeder's Assoc. Stallion Auction, WKU Ag Expo Center
January 9th	WKU Radio Show, Bowling Green 3:30 pm
January 9th	Hardin County Trailblazers 4-H, 7:00 pm
January 10th	Campbell County Leadership Council. 7:30 am
January 10th	Logan County Fiscal Court, 9:00 am
January 10th	Harrodsburg Kiwanis Club, noon
January 12th	Sue Wiley Radio Talk Show, 10:00 am
January 13th	Kentucky Walking Horse Association Annual Meeting, 7:00 pm
January 14th	Pinto and Paint Horse Associations, Cynthiana, 12 – 3 pm
January 16th	Kentucky Quarter Horse Association Annual Strategic Planning Mtg, NKY
January 17th	Local Health Directors (KHDA) Frankfort
January 18th	Kentucky State University Small Business Group, Hyatt Regency, Louisville, 11:00 am – 3:00 pm
January 21st	Kenton County Mayors Meeting, Park Hills 9:00 am
January 23rd	Cave Run Trail Riders, Clark Co. Extension Office, Winchester KY 6:30 pm
January 25th	Estill County Public Meeting, 6:30 pm
January 28-29th	Mid-South Equestrian Dressage Assoc., Marriott, Lexington
January 28-29th	Southern Kentucky Team Penning Association, WKU Ag Expo Center.
January 30th	Taylor County 4-H Club, Taylor County Extension Office, 6:30 pm

### FEBRUARY 2006

February 4th-5th	South Kentucky Ranch Horse Association, WKU Ag Expo Center
February 8th	Lexington Ad Club, Lexington, Noon
February 11th	POOKy Horse Show
February 16-18th	AHSA Annual Meeting and Youth Conference, Embassy Suites, Lexington.
February 24-25th	American Ranch Horse Association Annual Convention, Holiday Inn University Plaza, Bowling Green.
February 24-25th	Kentucky 4-H Volunteer Forum, Hyatt Regency, Lexington.
February 25th	Hardin County Trailblazer's Annual Stallion Auction, Elizabethtown.

### MARCH 2006

March 4th	Young Guns Tack Auction, Boone County Extension Office, 6:00 pm
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## HAVE A STORY IDEA?

If you have an idea for a story in The Work Horse, contact Cara Stewart at [cstewart@horseswork.com](mailto:cstewart@horseswork.com).

## HOW TO BECOME A MEMBER

- Join online by visiting [www.horseswork.com](http://www.horseswork.com)
- Call our office toll free at 866-771-KEEP