

## Special Interest Articles

- Bison Adventure Wear adds new Division: Risk Out West**
- Public Relations for your horse business**
- Junior Dressage rider wins runner-up award in State wide High School Photo Contest for Horse Photo**

***RISK OUT WEST*** announces a new book coming in **Summer 06**, Go to the Web site and learn how to get a book for **FREE**  
***"This book could save your life"***

***101 ways to keep you and your horse safe.***

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**FREE** Teleseminar – PR for your Horse Business May 3<sup>rd</sup> Go to the Web site for details

## **Breaking News!! "New Book"**

### **101 ways to keep you and your horse safe**

**Released in Summer 06- Go to web site to find out how to get a Free book**

**Bison Adventure Wear Horse Blanket Washing and Repair** adds New Division: **Risk Out West** – Tools to keep you and your horse safe!!!

We have a launched a new division that is intended to provide tools to keep you and your horse safe. After witnessing several accidents and injuries, we felt we had something to share to help people keep safe around horses. Not that people are unaware, but we all get complacent and let our guards down and that's when the unexpected happens. What we hope to accomplish is to make you aware that to let your guard down, even for a second could end up in disaster.

Our web site is packed full of information ranging from barn safety to legislative issues, to how to get and keep volunteers. This idea sparked from several of our own safety issues. Sometimes we were lucky and sometimes we weren't. I know that everyone out there who owns a horse has said at one time or another, "I can't believe I did that" or "I knew better or "I wish I would have double checked that".

We are not trying to

scare you off from owning horses. We make a living on horses and we want you to enjoy them for many more years to come. We want you to say, "I'm glad I didn't let me guard down and it kept me safe" or "I'm glad I had that with me it saved my horse and my life."

We hope you find this information helpful and someday it saves you or your horse's life. We welcome feedback and questions.

## **Horse Blanket Tips**

Well, here we are in winter again. Did you get your blanket cleaned and repaired? If not you can drop off at one of our locations: **Equiline in Colorado Springs on Tues, or Castle Rock Feed in Castle Rock & Spirit Horse in Elizabeth on Wed.** Have your items there the day before. For 10 or more items, we can pick up at your location or you can mail them to us.

But in case you have to use your blanket and don't have time to get it repaired, there's a solution.

For tears, you can use the old stand by: duck tape. If your horse blanket gets muddy, let it dry and use a stiff brush to get it off.

If you lose a back leg strap you can cross underneath to

the other side and then it might not slide sideways as much.

It's not very pretty, but if you lose a front or side surchingle you can use twine and tie in a loop. If you lose a side surchingle, you will have to loop another piece of twine in the leg strap and tie it.

The down side is you'll have to cut the twine, but the blanket won't slide sideways and eventually off.

If you don't have a spare blanket, do whatever you can to get the blanket to stay on the horse, because if a horse spooks and steps on the blanket, not only will it tear, the horse could get caught up in it and get hurt.

If you do decide to wash

your blanket use very little soap and run it through the cycle another time without soap. Soap will clog the pores and cause it to lose some of its waterproof properties. Scented soap, it could cause your horse to have a reaction. Also, we may not be to repair a blanket that has been washed in a scented soap since we have allergies.

**Coming in May you will be able to receive your invoices via email and be able to pay by credit card.** Just fill out the enclosed info request or email it to us. We will not give away or sell your personal info to any third party unless we sell this portion of our business, in which case we will give you 2 weeks notice to remove your name and info.

" Promoting your business doesn't have to cost you the farm."

**Tune in May 3<sup>rd</sup> at**

**7 PM MST**

**FREE Teleseminar on PR**

**for**

**your Horse Business**

**Go to the Web site for Details.**

**RISK OUT WEST**

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## Public Relations for your Horse Business

Promoting your business doesn't have to cost you the farm. You can get more attention for your business and it will hardly cost you a dime and you might even get more attention than advertising. This month I will give you a basic overview and over the next 4 newsletters I will address each section in more detail. Just sign up for our free email newsletter and get all the information first, you can also join me for a

**FREE Teleseminar on May 3<sup>rd</sup> at 7 pm MST just go to: [www.riskoutwest.com](http://www.riskoutwest.com)**

The media wants to have information that is newsworthy and there are 5 criteria for writing

a press release.

1. Does your business or event affect many people?
2. Proximity to the media, your local papers, TV, or Radio is always looking for a story.
3. Do something out of the ordinary; the media will eat this up.
4. Have an event and have a local celebrity attend.
5. Conflict/drama - If there is a local issue, such as trail shutting down.

**How to write a press release?**

Remember Who, What, When, Where, and Why. These are important to have in all press releases. Start with

an outline and write in an inverse pyramid. The media might need to cut your press release so have the most important information in the first paragraph.

**How to get the media to pay attention.** Get to know your media contacts. Take advantage of what is going on in the media; Find a hook to get your information noticed.

**What to put in the Media Kit.** Press Release, General info on your business, extra logos, articles and put it in a nice folder and envelope.

**Go to our web site to see examples of some press releases.**

## Emergency Kit Essentials could save your life

We never think of anything until we need it. Don't make the mistake of leaving home without an emergency kit in your vehicle, whether you're hauling a horse or driving to work. A co-worker that moved here from California rolled her car and didn't have anything to keep her warm and no way to contact someone, she was rescued, but she was pretty cold.

1. Flashlight and extra batteries, batteries loose a charge fast in the winter.
2. Non-clumping Cat litter - It will help when you

3. Small shovel - you might have to dig yourself out
4. Extra clothes, socks, and boots
5. A blanket or sleeping bag
6. Extra food, something that won't freeze or spoil, such as trail mix.
7. Water
8. Cell phone
9. Flares - if you're stuck in a blizzard you might need to signal for help
10. Don't leave your car when you can't clearly see where to go and how far away help is.

Sherry Busch was a Respiratory Therapist on a High Risk Neonatal, Pediatric, and Maternal Transport Team And Bruce and Sherry were Ski Patrollers, so they have a working knowledge of winter emergency care and emergency winter kits.

Sherry has an extensive background in Public Relations, working on National and International Sporting Events.

For More Tips go to: [www.riskoutwest.com](http://www.riskoutwest.com) Watch for our book coming out in Summer, 2006

## Local News

### Congratulations Corner

**Elaine Cramer, Dressage Trainer and John Marion, DVM** finally tied the knot on October 7, 2005 at 3p.m. in Castle Rock, CO.

Elaine Cramer is a successful Eventer and Dressage rider who practices, that if you're not having fun you're doing something wrong. She

trains at Dark Star in Castle Rock, Co and trains with Sue Halez,

Dr. John Marion is a large animal veterinarian and has his practice in Castle Rock, CO. His specialty is Breeding and lameness. He has been known to diagnosis carpal tunnel in a horse, now that's talented. I feel

blessed that both these people are not only in Colorado but Elaine is our daughter's trainer and Dr. Marion is our veterinarian.

After many challenges Elaine was able to get her bronze medal in Dressage this year.

Let us know if there if you or someone you know has something to celebrate.

## Questionable Judging at Dressage Show

Judging has become a travesty. I was appalled at the judging I witnessed at a show this summer. At this same show I managed to witness some of the worst judging I've yet to see. Now, I am not one to complain and usually the judging might be a little off, but this was atrocious. Most riders were experiencing an 8-10 point spread from previous shows. I overheard a junior saying why bother, this is frustrating.

I also witnessed some judges at this same show making inappropriate statements about riders and their horses. The impression I got was that these judges thought that we were a bunch of cowboys who were trying their hand at dressage. Funny we have several people in this state that are long listed for the Olympics and others not far away from being on the Olympic team. And we manage to get some of the top trainers and riders to come here and put on clinics.

Also, I was pretty upset at the management. The staff was not only rude, but they wouldn't give away the prizes for 1<sup>st</sup> place unless there were a certain number of competitors in the class or met certain scores. Every competitor pays the same amount of money whether there is one person in the class or 15.

We pay dearly to participate in this sport with no public display of our accomplishments, at least give us the prizes, we deserve it. If you don't like what you do, get out and do something else, don't take your frustration out on those who don't deserve it.

I am not saying to caudle the amateurs, but there needs to be some kind of discipline for such obvious un-professionalism. And remember this, without amateurs there is no sport

- Amateurs buy the horses that the trainers ride.
- Amateurs pay for the lessons the trainers give.
- And amateurs pay the dues that support the sport.

**Upset the amateurs and watch the sport die.**

For more information go to: [www.riskoutwest.com](http://www.riskoutwest.com)

Watch for our book coming out in Summer, 2006



Photo by Tiffany Busch  
And the Cover of our Book

Boo-Boo Bear  
My Jackpot – Appendix  
Our beloved protector  
Great grandson of Native Dancer  
and great, great grandson of  
Crafty Admiral by War Admiral.

*" This book could save your  
life" Release in Summer 06*

*101 ways to keep you and  
your horse safe.*

### **Junior Dressage Rider Wins Runner-up in State High School Photo Contest from over 1,000 Entries.**

Tiffany Busch, a junior Dressage Rider, has won Runner-up for her picture of Leslie Whittle and Fortune who appear in the Adult Dressage calendar that Tiffany produced this year.

She will be honored for her achievement on January 29, 2006 at the University of Denver. She beat out over a 1,000 entrants for 2<sup>nd</sup> place.

Tiffany is a junior Dressage rider who is currently riding at 2<sup>nd</sup> level and schooling 3<sup>rd</sup> and 4<sup>th</sup> level on a seasoned horse trained to Prix St. George. She chose to shoot pictures of adult dressage riders because she wanted to honor some of the

people who work so hard to support this sport. She chose to produce a calendar because she thought this would be a way to publicly support those who work so hard and to help support her dream.

This past summer Tiffany donated her time and money to help support her dream of becoming an Equine photographer. She attended many shows in order to photograph our adult dressage riders, so she could put together a Black and White calendar.

Next year she is planning a calendar of some of the top trainers in the world and will auction it off before Christmas. She is also planning to produce a book of riders who have overcome impossible odds to do the sport they love so much. So if

she takes your picture, be prepared to sign a photo release provide your bio of your achievements.

Tiffany has given up many hours to put together this calendar; won't you give up some money to support our future Equine Photographer?

**Adult Dressage Black and White 12 month calendar priced at \$12+\$2 S/H.** You can either order online or call. **Tiffany Busch can be reached at: 719.237.4115 or [tiffany\\_busch@yahoo.com](mailto:tiffany_busch@yahoo.com).**  
OR

Go to: [www.riskoutwest.com](http://www.riskoutwest.com)  
To get a peak at what you can expect and see Leslie and Fortune, called the Passion of Love, and isn't that how we all feel about our horses?

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**We're on the Web!**  
*See us at:*  
[www.riskoutwest.com](http://www.riskoutwest.com)

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## Trainers Corner – Are you really protected by releases?

A parent shows up and wants their child to take lessons. You proceed to tell them about your program and they are impressed. They decide to take lessons and you have them sign a release, but, are you really protected if something happens? **Well, according to the Supreme Court, no. The Supreme Court ruled that a parent cannot sign**

**away the future rights of a child.**

1991, the highest court in the land, the United States Supreme Court, promulgated the general rule that a parent cannot waive the right of a child to sue. In 2002, in the case of *Cooper v. Aspen Skiing Co*, 48 P.3d.1229 (2002) the Colorado Supreme Court held it was against public policy to allow parents to

waive the potential litigation right of their child. This was because the parent has an "unacceptable conflict of interest" when the parent is deciding to release, or waive, "...a minor's own prospective claim for negligence".

Read more about this at my website [www.riskoutwest.com](http://www.riskoutwest.com), go to case studies and parents can't sign.

## Contact us to speak at your next event or meeting. Visit our web site for Program descriptions

Our Mission is to promote Horse, Handler, and Rider safety through communication and education. To provide Boarding Facilities, Boarders, Volunteers, & Show Managers with information and knowledge to help guide them in avoiding injuries & property damage through:

***Application tools, educational workshops and materials, and on-site consultation.*** We are committed to promoting a better understanding of the inherent risks involved in all equine activities and how to avoid potential danger. Our ultimate goal is to reduce your risks by 50% or greater. web site is

written by Sherry and Bruce Busch who have been involved in the Horse Industry for 10 years, with their own Horse Blanket Washing and Repair business serving Colorado. **Sherry has an extensive background in PR** promoting National and International Sporting Events and she can help promote your Horse Business.

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