



# 4<sup>th</sup> Annual Equine Industry Symposium

## “Change”

NOVEMBER 17, 2019  
ROZANSKI HALL, UNIVERSITY OF GUELPH

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Hosted by students in the Bachelor of Bio-Resource  
Management degree program in Equine  
Management

# Executive Summary

The 4<sup>th</sup> annual Equine Industry Symposium was held on November 17, 2019 in Rozanski Hall at the University of Guelph. The theme for this symposium, “Change” was embodied by the three international speakers. The first speaker, zooarchaeologist Dr. Sandra Olsen, captivated the audience with her knowledge and research of horses during ancient times. As horses traveled to different locations through trade, importation, tributes, marriage, gifts and war booty, care and management practices traveled and evolved with them. However certain management practices have not changed since ancient times, such as the stabling of horses.

The second speaker, Debbie Busby, spoke to the audience about “Human Behaviour Change for Animals”. Busby stated that human behaviour is the root cause for most animal suffering, and detailed the four pillars of change: the stages of behaviour change, the psychology of change, the environment of change and the ownership of change. Busby gave examples of behaviour change with positive outcomes for horses based on her own equine behaviour consultancy in the United Kingdom.

## ***“Are we masters of change, or slaves to change?”***

The third speaker, Lisa Ashton, entreated all horse lovers to be the change that horses need. We are the ones who need to make a difference, and evidence-based research on best practices can help us know better and do better. Ashton also spoke about the different stages of change, and what we can do to help make change happen.

The entrepreneurial panel presented five professionals from various areas of the equine industry as “Agents of Change.” Warren Byrne representing Canna Horse, Linda Hauck representing Tapestry Equine Products, Anthony MacDonald, representing TheStable.ca, Gayle Ecker representing Equine Guelph, and Lisa Ashton representing EquiSci each spoke about the change we need to make for horses and how they are creating change in the industry. All their different areas of expertise stimulated a very engaging discussion with the audience.

The Equine Industry Symposium was organized and hosted by 2nd year students in the Bachelor of Bio-Resource Management degree majoring in Equine Management. They wish to thank all the sponsors that made the day possible including the lunch sponsor Ontario Racing, the breaks sponsor the Horsemen’s Benevolent and Protective Association, the Ontario Agricultural College and the departments of Animal Biosciences and Food, Agriculture and Resource Economics, the Grand River Agricultural Society, System Equine, Schleese Saddlery. Raffle prizes were donated by Greenhawk, Saddlefit4Life, Jennifer Bailey, Stride Snacks and Lea-Louise Gadsby. The networking game played during lunch featured the Working on Optimal Equine Welfare (WOW) playing cards depicting the first principles of training, and the winners received a full-sized poster of the first principles.

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# Symposium Schedule

9:00am	Official Welcome. Picking up from the last Symposium & Goals of the Day <i>Akaash Maharaj</i>
9:30am	Management of Horses, Donkeys and Mules in Antiquity <i>Dr. Sandra Olsen</i>
10:30am	Break Sponsored by HBPA– Horsemen Helping Horsemen
11:00am	Human Behaviour Change for Animals <i>Debbie Busby</i>
12:00pm	Lunch, WOW Networking Activity & Action Groups Presentations Sponsored by Ontario Racing
1:30pm	Entrepreneurial Panel: “Agents of Change” <i>Warren Byrne, Anthony MacDonald, Linda Hauck &amp; Lisa Ashton</i>
2:00pm	Open Discussion
3:30pm	Break Sponsored by HBPA-Horsemen Helping Horsemen
3:50pm	“Be the change your horse needs” An evidence-based approach to training and riding <i>Lisa Ashton</i>
4:50pm	Closing Remarks Raffle draws

# Speaker Bios

## Moderator:

### Akaash Maharaj

Akaash Maharaj was a triple gold medalist at the International Championships of Equestrian Skill-at-Arms. He also led the Canadian Equestrian team and federation as CEO to the team's most successful Olympics and Paralympics of all time.



## Keynote Speakers:

### Dr. Sandra Olsen

A renowned scientist and zoo-archaeologist, Dr. Sandra Olsen is known for her research on the development of horse-human relationships throughout time and the impact of equine domestication on society. She has documented the earliest known remains of horses and follows the development of ancient saddles and bridles.



### Debbie Busby

A Clinical Animal Behaviourist, Debbie Busby is one of five equine specialists registered with the UK's Animal Behaviour and Training Council and is accredited by the International Association of Animal Behaviour Consultants as a Certified Horse Behaviourist. She also works with referring vets on complex equine behaviour problems.



### Lisa Ashton

Lisa Ashton is the leading authority in the UK on the application of Equitation Science. Lisa is the author of the chapter 'Behaviour & Handling of the Horse' in Aspinall's Complete Textbook of Veterinary Nursing. Lisa founded EquiSci to help more horses via clinics, workshops, and lectures.



## Entrepreneurial Panelists

### Warren Byrne

Warren Byrne has played a major role in the racing industry with the purchase of stallions including Sires Court Vision, Marchfield and Frac Daddy. He was also a part of North America's first lottery-based racing game and is the founder of CannaHorse which develops medical cannabis products for horses.



### Anthony MacDonald

Anthony MacDonald is the Co-Founder and President of TheStable.ca, the largest harness racing stable in Canada. This award-winning fractional racehorse ownership business is based in Guelph, ON. Anthony and his wife Amy created this innovative and engaging model to encourage people to “own a little and love it a lot”.



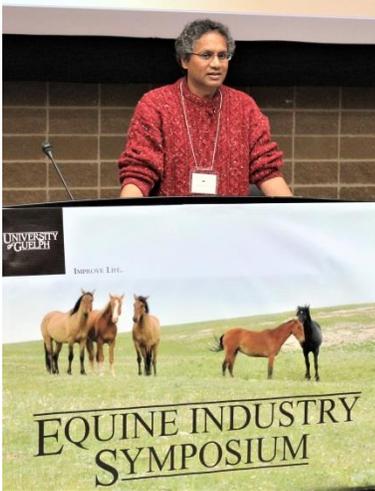
### Linda Hauck

Linda Hauck is the owner of Tapestry Equine Products and Tapestry Equine Services. She has extensive experience competing, officiating, coaching and training racehorses. Linda holds a BSc from the University of Guelph. Linda's two patented products include the more humane Spursuader and the revolutionary Tapestry Comfort Girth.



# Speaker Summaries

## Akaash Maharaj – Moderator



Maharaj opened the event by speaking about change and elements of successful change in the horse world. He began with the evolutionary change we have seen in the species equus over time, and the change in horsepeople from prehistoric cave artists to cavalry to modern day sport and recreational riders. Maharaj emphasized the massive effect that the fiction book “Black Beauty” had on the welfare of horses used for taxi cabs at the turn of the 20<sup>th</sup> century. He explained that in order for change to happen, it is important to address society at large, not only those involved in the equine industry, to appeal to hearts and minds, communicate effectively, and create incentives. We must effectively communicate the issues at hand and offer easily understood solutions. We need to create incentives to inspire change

– show the benefits of change, reward those leading by example, and create adverse consequences for those who choose not to follow. A modern day example of ongoing change is the use of taper gauges to address adequate space between the noseband and the horse’s face. Social media has a huge impact on social practice. Maharaj offered the quote by Ghandi - “You must be the change you wish to see in the world.”

## Dr. Sandra Olsen



Dr Olsen’s lecture focused on the change in the care and management of horses through the progression of history. Horses were rare in certain colonies in the world however, as a whole, the horse population increased throughout history. Evidence comes from archaeological remains, ancient art, and ancient texts in various forms and languages. Initial acquisition of horses occurred through wild capture, domestic breeding, trade, gifts, tax payments, tributes to royalty, marriage dowries or war booty. The Botai were the first people to domesticate and care for horses. Evidence shows the presence of corrals dating back to 5500 BCE. Other methods of restraining horses included hobbling, picket lines, and stables. The largest ancient stable discovered was built in 1250 BCE by Ramesses in

Egypt and housed up to 460 horses. In Megiddo, Israel is the best archaeologically preserved stable built in 1000 BCE for 450 horses.

Earliest domesticated horses were pastured on natural vegetation, but biblical texts show that barley was fed to donkeys, horses and mules. Barley had been domesticated as a crop by 8000 BCE, so this would be a likely concentrate fed to equids. Mares were kept for breeding and for milk production.

Stallions were generally preferred for riding as they were more aggressive and stronger. However stallions were also culled more frequently as more archaeological remains of stallions have been found than mares. Castration was practiced as early as the Iron Age as it was discovered that castration yielded taller horses. Other forms of reproductive control included stallion rings to prevent insemination. Various breeds of horses began to emerge including the Arabian developed for chariotry and the draught-type Nisean horse.

The earliest training text known is the Kikkuli tablet, referring to chariot horse warfare training. This training occurred over a 7-month period. Horses were stabled, rugged, washed down with warm water, fed oats, barley and hay 3 times a day, got warming down periods, and intermediate breaks during canter work to relax the horses. Xenophon wrote the definitive text on the care and training of horses. He discussed the choosing of horses, grooming, mounting, bridling, training difficult/dull horses, biting recommendations, etc. The fact of grooming indicates that there were skilled equine workers, especially for royal households. Much attention was paid to the mane and tail of royal horses. War horses often had braided or roached manes to keep bows free. Tails were often pulled, cut, braided or wrapped. Sometimes horses were decorated with henna, which also has antibacterial properties. In early years, people didn't use saddles, but as history progressed, people had engraved customized tack.

Veterinary care was important from the beginning of domestication. People would observe medical conditions in herds to try to discern what was wrong. Shalihotra was the founder of veterinary medicine in India. Fragmented Greek veterinary texts have been pieced together and translated. An Egyptian papyri mentions a professional vet in 257 BCE.

Donkeys were domesticated around 3000 BCE. They were used for packing heavy loads, pulling carts and battle wagons, and riding. Mules were recognized from early times for their strength and endurance. They were used in ancient mines, and some cultures viewed them as three times more valuable than a chariot horse.

## Debbie Busby



In her daily practice, Busby focuses on human behaviour and training humans to train horses to improve the horse's welfare. This is due to the fact that she believes human behaviour is the root cause of most animal suffering. Human compliance in following patient/client treatment plans can be anywhere between 22-72%. However she does realize that teaching and discussing human behaviour change for the welfare of animals will not have any impact in countries/regions in which the concept of the term 'welfare' is not prevalent.

In her teaching, she introduces how human behaviour change can impact the horse's life; she views it as a process that happens over time. During a consultation, Busby asks many questions to expose

people to why they should maybe change their ways when dealing with horses. Do people know what they should change? Do they know how that change will benefit the horses and why it will? Good welfare is not just about surviving, but it is about animals thriving and having a good life.

Busby uses the four pillars of change in her approach to a behaviour consultation:

1. Change is a process. It takes place in stages including pre-contemplation, contemplation, preparation, action and maintenance. At any of these stages, there is a possibility for a relapse to occur where progress made can be lost and can go back to the beginning. When starting, she does not make assumptions about what people know or do not know. Busby referred to the behaviour change wheel which can be used to help people determine what can be done in order to change a horse's behaviour. She considers the capability, opportunity and the motivation of an individual to learn/change their behaviours. She considers the methods in which the behaviour can be introduced/what people may need to successfully implement the behaviour, or in what ways intervention is required i.e. Education, training, persuasion, coercion, restrictions, environmental restructuring, incentivization, etc. Finally she considers how to put change into effect i.e. Guidelines, legislation, regulation, fiscal measures, environmental/social planning, etc.
2. Understanding psychology is key in driving change. Confrontation is the biggest predictor of failure. An empathetic approach through listening to how others think will more likely lead to change. One message isn't universally successful at implementing change in everyone. Messages must educate/be empathetically similar to an individual's values to make an impact. Psychological reactance is very real. People will find reasons that are 'opposite' to the obvious change needed. Beliefs, barriers, attitudes and emotion all play a role. The mind processes new information leading to confirmation bias – we hear what we want to hear.
3. Setting the environment for change. Different people's environments or lifestyles can prevent them from changing, such as culture, legislations, education or money. Understanding these barriers and why owners do not change can help in finding ways to assist owners in improving. Suggested tools must match the barriers to help people move past them.
4. Ownership of change. The best way to get someone to understand how to change would be to involve the person in the process of change. "Tell me and I forget, show me and I remember, involve me and I truly understand" – A Chinese Proverb.

Putting these principles into practice is harder than simply talking about them. Are we a barrier to change? How do we feel when people disagree with our ideas/knowledge? How do we feel when people criticize our ideas? How do we feel when someone chooses to use a quick fix over our long-term solution? Are we good at not being judgmental? Are we persuasive? Prompts and nudges help prompt people to take action and encourage people to continue taking action. So much of behaviour is habitual: 45% of daily behaviours consist of habits; habits save energy; habits are stronger than intention; habits can be a barrier to change – it can be easy to ignore positive intentions when fighting previously established habits. Routine and repetition are relevant for behaviour change – to change habits, we must understand them.

Effective Communication is critical. We must be clear about what is being communicated, as confusion is a barrier and can result in decreased motivation. Different people prefer different messages: Listen for what the person wants (i.e. facts/ reassurance/superiority) to target their motivational message

Motivational Interviewing as a tool:

- Step 1. Engage
- Step 2. Focus
- Step 3. Evoke
- Step 4. Plan

Key in solving ambivalence. However, 'advice' that is too strong or direct might cause reactance. If people think their range of choices is restricted, they will stop listening or considering any choices at all. They must still feel empowered

The power of reflection: Reflect on the approach taken. Did it work, or not? What could be done differently next time, to be more effective?

## Lisa Ashton



Ashton spoke about the different variables influencing successful horse training including the horse's temperament, history of the horse, rider biomechanics and balance, health and soundness, conformation and biomechanics, training environment, rider psychology and skills, and learning process. These factors can all impact how horses learn. She also mentioned that traditions are not always the best option for our horse and that just because we've always done it, doesn't mean it's always right. Her definition of tradition is *Tradition (n): peer pressure from dead people*. The use of positive punishment that was previously a classic way of training is now out of date and should be obsolete. This is why

change is necessary in the equine industry so that we can move forward with new methods that lead to success.

There are four tiers of change:

1. You genuinely don't know what you don't know
2. Know what we don't know
  - a. Start to explore options and pathways that unravel the 'truth about horses'
3. Know better, but do the same
  - a. Know the evidence/knowledge, but don't make changes/adjustment even provided the given research
4. Know better, do better

Lisa believes in evidence-based knowledge because we don't know what we don't know, which is why education is important. If we know better, we can do better. She said that many people will know better, but do the same; this is why change can be so difficult.

Earning our Social License. What comprises a social license?

1. Legitimacy
2. Transparency
3. Communication
4. Trust

The Happy Athlete. To get a happy, enriched athlete and a positive mental state, training practices must be:

- Safe (Clarity of communication)
- Effective (Behavioural change/performance)
- Ethical (Benefit to the horse > the cost/detrimental effects)

We often accent information that supports our current beliefs

Backfire effect: When one's beliefs are challenged and, as a result, hold on to their beliefs even tighter (defensive).

Who we are matters more. What do you value? Do you value evidence-based knowledge, or just commit to using whatever the current conventional methods are?

Ashton also spoke about who safeguards horses. The FEI is supposed to be enforcing regulations, but they may not always be trusted to do so. This leads into why it is important for people working with horses to be educated so that they can provide the best welfare for their horse.

Ashton spoke about horse training principles and learning theory. She explained how they work and why they are important, specifically about negative reinforcement. Our knowledge of how horses learn is only approximately 60 years old, so there is much still to learn. All training processes consist of an aid/cue, the resultant behaviour, and the consequence (reward/result). Types of reinforcement include:

- Negative reinforcement
- Positive reinforcement
- Negative punishment
- Positive punishment

Remember that Positive= Something added

Negative= Something taken away

Reinforcements= Future behaviour more likely

Punishments= Future behaviour less likely

Negative and positive reinforcement tend to be the most effective. Combined training uses both, but the degree to which of each entirely depends on each individual horse's preferences.

- Negative (Removal) Reinforcement
  - Implicit in ridden animals
  - Increases likelihood of a behaviour
  - Intermittent pressure, no break in rhythm
  - Any removal of pressure or touch or person is negative reinforcement

#### Feel Good Tool Kit

- Becoming used to things
- Rewards and consequences
- Hints and signals
- Building behaviours piece by piece

How do you feel to your horse? (How does it feel about you?)

- Attractive
- Neutral
- Aversive

“What you know matters...Who you are matters more” – EquiCoach.Life

Your values about change and knowledge is more important than how much knowledge you currently have

#### The Self-Transforming Equestrian

- Positive reinforcement is not just for horses (people too!)
- We help horses by helping their people
- Empathy is not agreement
- Value progress over perfection
- Everyone is doing their best with the tools they have available to them at the time

#### Being the Change (3 Steps)

1. Stay curious
2. Be aware
3. Stay engaged

# Entrepreneurial Panel



## Warren Byrne

Warren Byrne has a long history in the horse industry. Warren was born into a family involved in horse racing that had been breeding and racing horses for 450 years. He also worked in the racing industry with primarily stallion race horses for ten years in California. However, in the past few years he has created Canna Horse. This company allows Byrne to help horses using the cannabis plant for medicine instead of using chemical drugs. Byrne's mindset with the cannabis production is, if it works for humans, why can't it work for animals? The saying he used frequently during the panel discussion was "Plants not shots" to further push the mentality of using plants on horses instead of drugs from the vet. Although Warren embraces his own product and using plants for horses rather than drugs, he wants to involve vets with his products.

## Linda Hauck

Linda Hauck loves studying horses and is motivated by trying to find better ways to treat and train horses. She wanted to add something new to the equine market that could help improve horse welfare, and that is how she came up with the comfort girth and the Spursuader. She has had some push back from the industry as FEI has not allowed the Spursuader to be used in most equestrian competitions due to its non-traditional look. Although this has been the case for the Spursuader, Hauck has still been extremely successful with her company and is still looking to expand her line of products. Overall, Hauck believes that equestrians should have an education and real-world experience in order to improve the lives of horses everywhere.

## Anthony MacDonald

Anthony Macdonald is the Co-Founder and president of TheStable.ca, which is the largest harness racing stable in Canada and is based in Guelph, Ontario. The website currently features 143 Standardbred horses owned by 700 people from 12 different countries. Clients have the option to purchase as little as 1% of a horse, which provides the opportunity to experience the thrill of harness racing and racehorse ownership but without the cost. Macdonald grew up in PEI before moving to

Ontario and he has two decades of experience working in the racing industry. Macdonald had reached his goals in the equine industry after 15 years; his life then took a turn when the racing industry had a downfall in 2012. He then worked in politics with no political background; he wanted to make a change in the industry and also help people living in Ontario. Macdonald took his valuable knowledge that he learned about politics and applied it to the equine industry; he now has the opportunity to speak about his experience with change in the equine industry at venues in locations such as Australia and New Zealand.

## Gayle Ecker

Gayle Ecker is the director of Equine Guelph and has a Master of Science degree in equine exercise physiology. Seventeen years ago she developed the first online equine course and now there are 20 different online courses for people to take through Equine Guelph. Ecker wanted to reach as many people as possible in order to teach them about the horse industry and everything you need to know about horses from the comfort of their own home or farm. She believes that educating people will lead to the improvement of horses' lives and the gaining of knowledge will help people provide better welfare for all horses.

## Lisa Ashton

On the panel, Ashton talked about her business, EquiSci, an online coaching platform. Ashton mentioned that she values social media for growing her business. She provided information about her growing business, including "Coffee With Horse Lovers", a show for horse lovers who see things differently and embrace evidence-based knowledge. Ashton mentioned that she was previously a lecturer at an equine university then transitioned into training practitioners before starting her educational business. Ashton answered questions such as how she measures change. She said that change is about progress and she believes in progress over perfection.

# Before-lunch Questions

1. *Maharaj to Dr. Sandra Olsen*: One of your slides indicated that recent DNA work has shown that Prezewalski horses are actually domesticated (feral), not wild as previously thought. Has this made people (conservationists) less enthusiastic about preserving these horses now that this is common knowledge?
  - It is unknown to Olsen if the funding of Prezewalski horse conservation funding has been cut. If anything, now researchers are (hopefully) more excited about looking into these horses and their background/DNA and how they developed and came to be. The scientists spent an entire year trying to disprove their DNA results and couldn't, so we must accept these new facts.
2. *Maharaj to Debbie Busby*: Humility among people – how prevalent do you find being open to the possibility that we are the ones who were wrong?
  - Human Behaviour Change is not a binary information flow. It is more cyclic, and we need to take more cognizance and notice of perspectives different from ours.
  - E.g. Rope halter vs. Modern nylon/leather halter design. Debbie was less aware of the older rope style halters, rather than the modern and she needed introducing to a new concept that was not similar to the practice/materials that she uses. The client introduced her to a new method. Be open to new knowledge and learning, as opposed to automatically assuming that people who do not use the same methods or have the same vision are incorrect, just because their vision/ training/ background/ values are different
3. *Lisa Ashton to Debbie Busby*: How do we actually connect with horse lovers to influence ALL horse lovers to be the change that horses need us to be?
  - A major step towards connecting with horse lovers is trying to be empathetic. Focus more on what brings us together vs. what sets us apart!
4. *Audience to Debbie Busby*: Name of the book recommended by Debbie:
  - “Equine Behaviour in Mind”, edited by Suzanne Rogers– Debbie wrote one of the chapters on behaviour change in this book.

# Networking Game

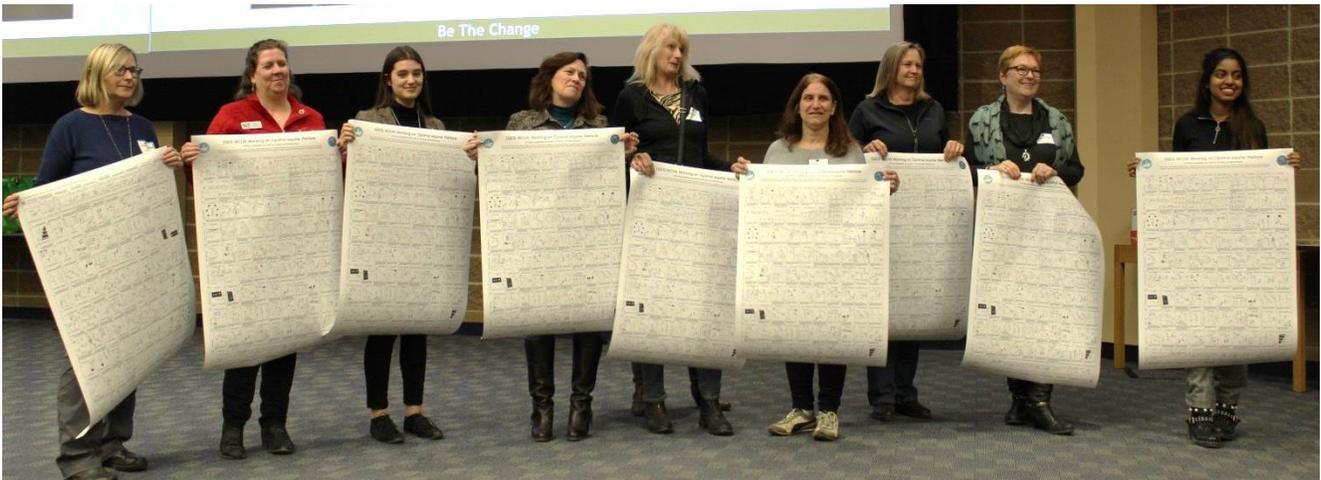
The networking game that was played during lunch involved Working on Optimal equine Welfare (WOW). WOW is a playing card set developed as a representation of the International Society for Equitation Science (ISES) First Training Principles. Name tags given to each attendee when they arrived in the morning were colour coded, and attendees were instructed to sit at a table with the same colour centerpiece as their name tag. A set of WOW cards pertaining to one of the ten First Training Principles was placed at each table. Each person at a table was instructed to take a card and take turns reading the card aloud. The activity allowed attendees to discuss the topics on the cards; it helped to generate conversation network and get to know each other.

Each table was provided with a sheet which they were to fill out as a group. The questions were as follows:



1. What is the overall theme or message that you think these cards represent?
2. Why is this important for people to know?
3. How does this topic affect equine welfare?
4. Where can the industry improve this topic?
5. How can these improvements be made?

The winning table was awarded a full-sized poster from WOW at the end of the day.



# Action Group Reports

At the previous year's symposium, a number of working action groups were formed to address issues that arose from the open discussion. Two of these action groups presented reports on what they had accomplished over the year.

## Equine Public Policy Group – led by Akaash Maharaj



The EPPG's mandate is to develop and to champion public policies that will advance the collective interests of the Canadian equine sector. The policies put forward by the EPPG seek to strengthen the ability of the Canadian equine sector to be: humane, accessible, and professional; economically, environmentally, and inter-generationally sustainable; and integrated into coherent policy frameworks for education, employment, and culture. The EPPG is also responsible for meeting and working with Canada's governments, legislatures, and public institutions, to press for the adoption and implementation of those policies.

Maharaj reported that the Group had been formally constituted with twelve members. The Group is strictly non-partisan, and draws upon the experience of former legislators and executive members from each of the major Canadian political parties. The Group also includes people involved in Indigenous horse culture, horse welfare, high performance sport, and equine industries. It has identified its key priorities to be: Horse Welfare; Access and Communications; Biosecurity; Professional Standards; Public Education; Relations between Indigenous and non-Indigenous Horse Communities; and Youth. It has already participated in consultations for the Government of Ontario's new animal welfare law, the Provincial Animal Welfare Services (PAWS) Act, and intends to continue this work through the development of the Act's Regulations.

## Learning from Employers Group – led by Kim Logue

The mandate of this action group is to visit, investigate and learn from, equine operations, businesses and employers, who are trying to do better, for their workers, in an ever-evolving landscape — with a special focus on those who are succeeding — to hold out their best practices for the rest of the (equine) world to see!

Here are a few tips from those businesses who are doing better:

1. Have a professional do the books to help any immediate problems like missed payments from customers, or lack of adequate expense records for write offs... but also to review salary expense as an appropriate % of total expenses, review revenue generated per hour per employee, and identify other trends to improve your profitability etc.



2. Correctly classify your employees and pay the WSIB. A disgruntled or injured worker classified incorrectly as “Casual help” or “Independent Contractor” can make a legal claim; or a random investigation by Revenue Canada or Ministry of Labour could find the operation liable for failing to submit source deductions. Over a few years, the liability of those remittances and/or fines or settlements could seriously jeopardize your business.
3. Reduce Worker Turn Over and IMPROVE RETENTION. It costs ~\$10,000 to hire a new employee, \$10,000 to orient them over two months, and then the new staffer is in training for the first year. So, the firm needs to earn new revenue at 2x the salary of the employee to cover the hiring expense. And, consider: lost productivity before the departing employee actually leaves, time that you or others will need to fill in and the time spent coordinating the schedule to ensure that coverage, the cost of time spent on admin tasks, like recruiting, and interviewing, and the cost of lost productivity during orientation and training. We found more than one example, with the same staff for nearly 5 years, who were paid \$18-\$19 hr! So, consider starting salaries above minimum wage, and to lay out a schedule for pay increases.
4. Welcome being notified of “Problems,” or getting Suggestions. Staff who regularly engage with their manager, experience a much greater relationship. Having an environment whereby leaders and workers problem solve TOGETHER, leads to a much more agile and innovative environment, to deal with roadblocks in the workplace quicker. Consider the stable with a daily coffee and tea break that the owners come in and make, around 10am each day before gathering in the heated tack room around with everyone who is present on the farm! How easy it is to have communication and conversation that way!
5. Even in a challenged labour market like ours, PEOPLE LEAVE BOSSES, not jobs. Give that some thought.
6. NON-CASH rewards, like a horse to ride, or lessons, can make all the difference. A simple, earnest thank you with specific recognition, can go much further than many bosses realize...

# Sponsors and Exhibitors

A huge thank you to our sponsors:

- The Ontario Agricultural College, University of Guelph
- The Horsemen's Benevolent and Protective Association for sponsoring both the morning and afternoon refreshment breaks
- Ontario Racing for sponsoring the lunch
- Schleese Saddlery and SaddleFit4Life
- The Grand River Agricultural Society
- System Equine
- The Department of Animal Biosciences, University of Guelph
- The Department of Food, Agriculture and Resource Economics, University of Guelph
- Greenhawk
- [www.horsewelfare.com](http://www.horsewelfare.com)
- Horse Canada

## THANK YOU TO ALL SPONSORS!



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AND RESOURCE ECONOMICS



**HORSE**  
CANADA



Thank you to our exhibitors:

- Tapestry Equine Products
- Hope Haven
- Equine Guelph
- Bachelor of Bio-Resource Management Equine Management major
- Ontario Agricultural College
- Horsemen's Benevolent and Protective Association of Ontario
- Schleese Saddlery
- Flexineb
- Ridgetown Campus
- theStable.ca
- Hay OptiMizer



# Raffle

Many of our sponsors and exhibitors donated prizes for a raffle. Each attendee received two raffle tickets upon arrival. All raffle items were on display and attendees could place their ticket in the bag next to an item they hoped to win. All raffle items were awarded at the end of the day. Thank you to our raffle item donators:

- Jenni Bailey – original artwork
- Lea-Louise Gadsby – horse head wreath
- Stride Snacks – horse treats
- Greenhawk – grooming kits, horse socks, horse treats
- Horsecelfare.com – WOW posters
- Schleese Saddlery – saddle fitting gift certificates, saddle pad, cap



# Audience Metrics

The registration for the event was completed through Eventbrite which received 1326 page views. Most page views (65%) were direct hits (directed through advertising), while the remaining 35% clicked through to Eventbrite via another channel, mostly facebook. There were 236 registrations through Eventbrite, and 14 at-the-door registrations. Overall, 170 people actually attended.

Feedback surveys were distributed and 36 surveys were completed. It is important to note that the survey responses do not represent the entire population of attendees and may be biased. The surveys included questions about how they heard about the event, their age and gender, the directions, what they enjoyed about the event, and the food.

The surveys showed that 86% of respondents were female (Fig 1), 53% of respondents were a student or alumni from the University of Guelph (Fig 2), 56% of respondents participate in an English discipline (Fig 3), 44% of respondents were aged 40-60 and 36% aged 19-39 (Fig 4). Most people heard about the symposium online (31%), mostly through facebook. Another major source that people heard about the industry symposium was from friends and family (25%). The rest of the respondents heard about it through an email, a poster, The Rider magazine, or in a University of Guelph class announcement (Fig 5). According to the surveys, 83% of respondents have not attended a past Equine Industry Symposium, however, 86% of respondents said that they would attend again (Fig 6).

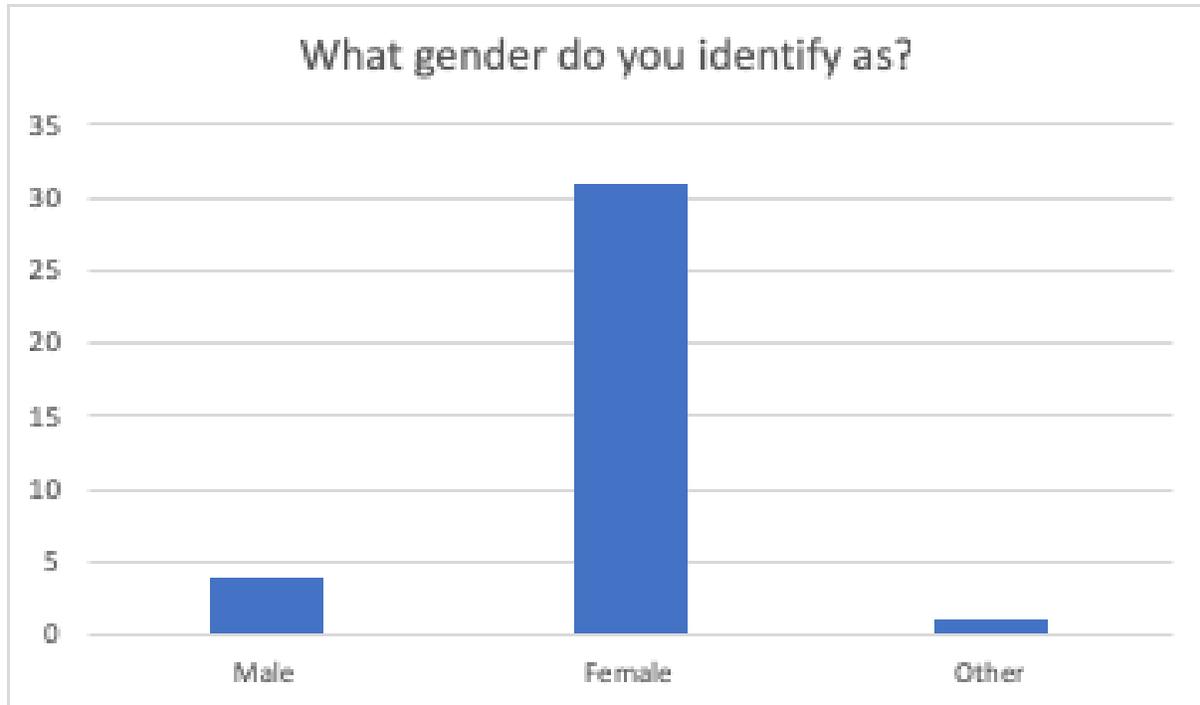


Figure 1: Gender representation of the participants (n=36)

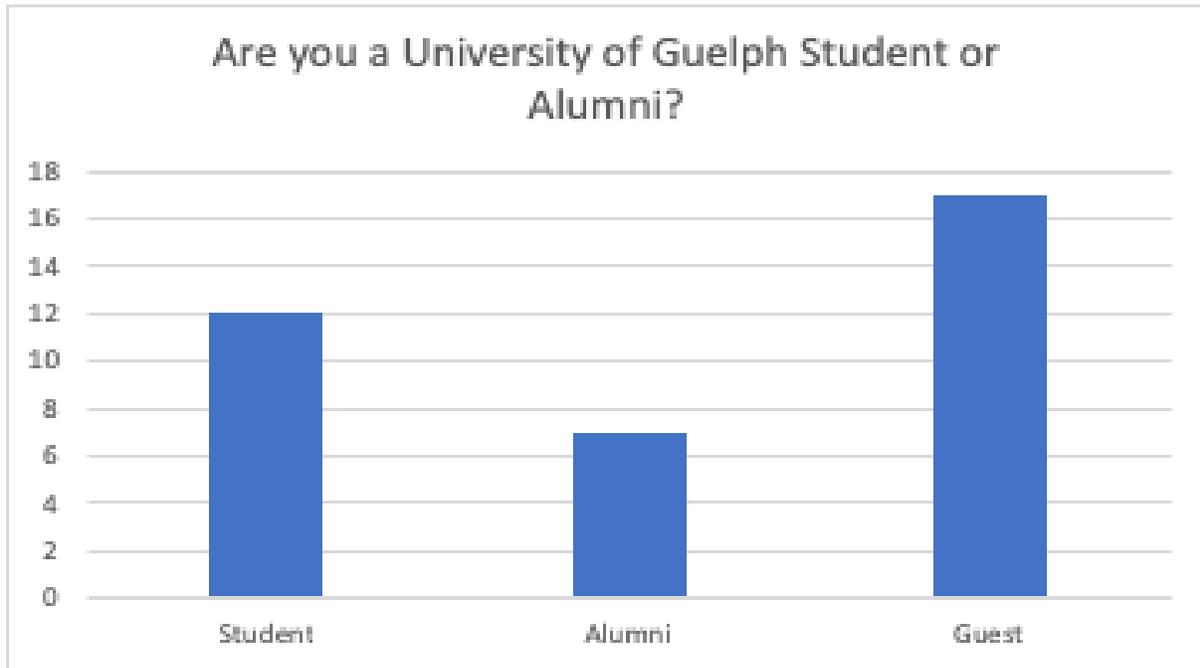


Figure 2: response from participants (n=36) on whether they were a student or alumni of the University of Guelph or had registered as a guest.



Figure 3: response from participants (n=36) on what discipline they primarily participated in

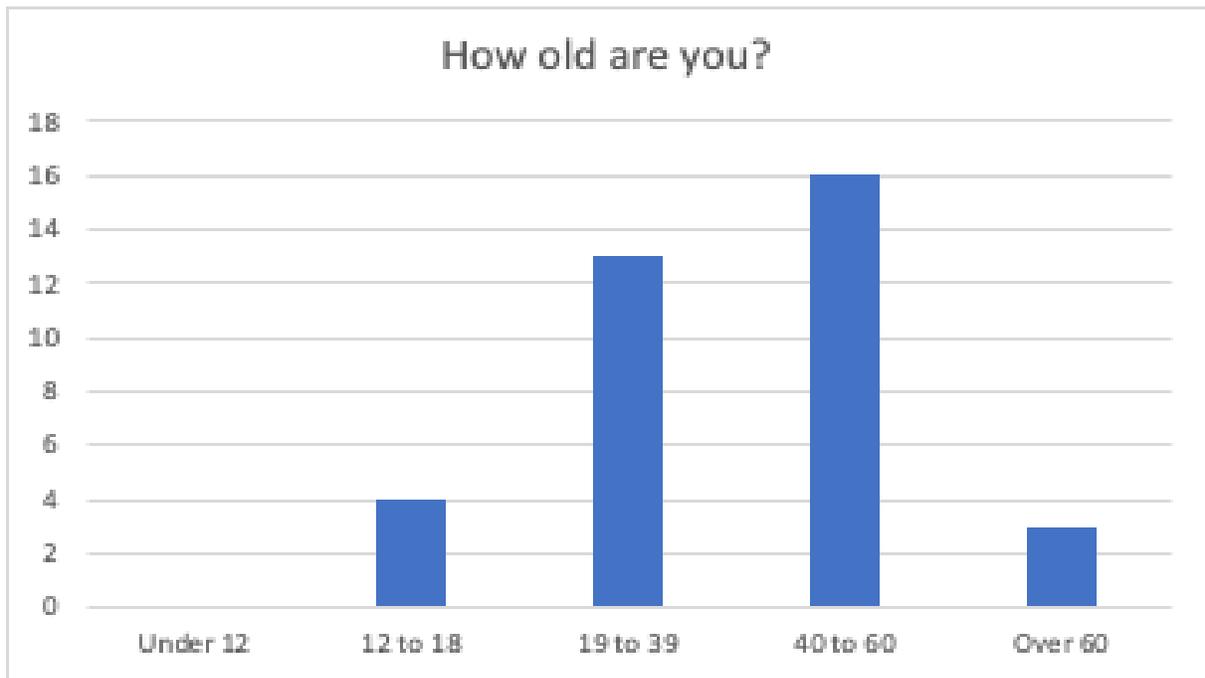


Figure 4: age range of participants (n=36)



Figure 5: response from participants (n=36) on where they heard about the symposium

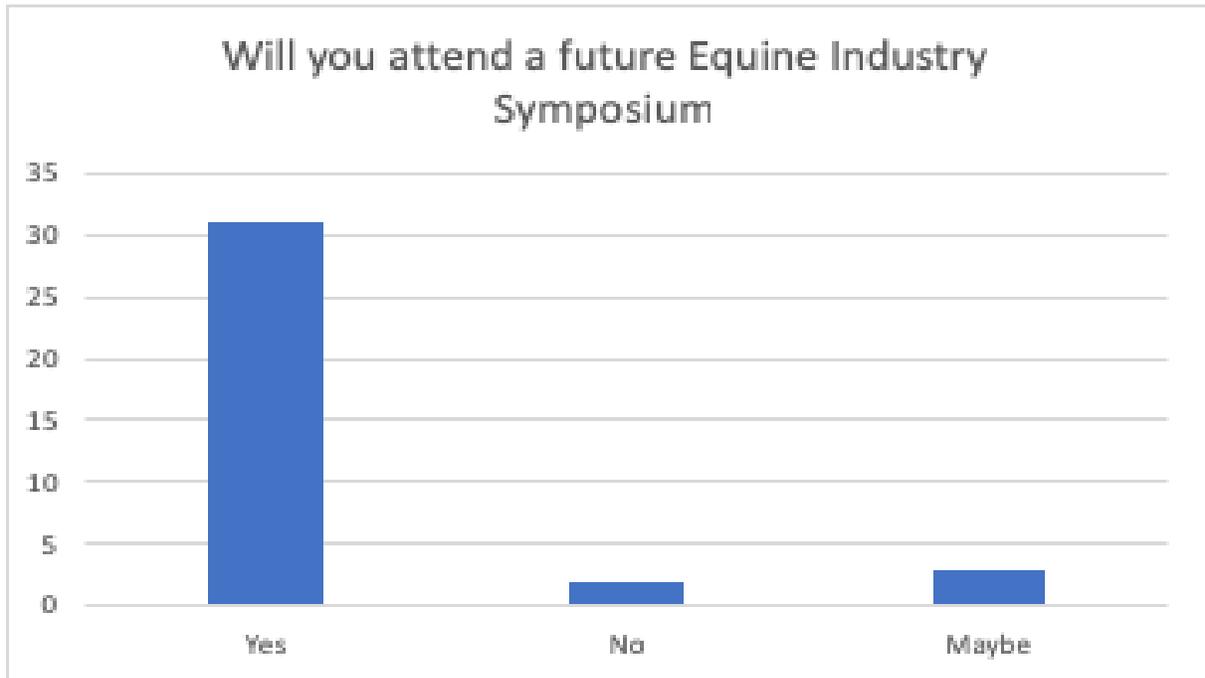


Figure 6: response from participants (n=36) on whether they would attend a future symposium

# Organizing Committee

## Organizing Committee

Dr. Katrina Merkies  
 Gayle Ecker  
 Theresa Rondeau Vuk  
 Dr. Renée Bergeron  
 Dr. Peter Physick-Sheard

Dr. Jonathan Schmidt  
 Natalie Joseph  
 Jamie Martin  
 Pam Coburn  
 Dr Thomas Koch

## BBRM Event Management Class Sub-Committees

### **Hospitality**

Kiana McDole  
 Caleigh Copelin

### **Logistics**

Nic Small  
 Paige Robinson  
 Julia Casey  
 Casey McDonagh  
 Hayley Badner

### **Registration**

Catherine Maltais  
 Melissa Crump  
 Eliza Griffith

### **Networking**

Holly Drain

### **Promotions**

Jenni Bailey  
 Alex Dineley  
 Renee D'Angelo  
 Jess Rocha  
 Cam McNeill

### **Sponsors/Exhibitors**

Olivia Goymour  
 Shelby Ganly  
 Tiana Tymkiv

### **Post-Event Evaluation**

Ebony Digby  
 Meghan Cobbe  
 Abbey Sciannella



BBRM Equine Event Management class with Akaash Maharaj (on left)