



Sugar Hill Spotlight



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Hello Everyone!

Each month I sit down to write, in order to let you know what is happening around here, I worry about making the news interesting for you. Although every day here at the farm is indeed different, sometimes it seems like the same thing day after day. Those who are doing daily chores probably do feel that way, but, on the other hand, I find each day exciting though it can also be challenging at times.

Marketing this business and our horses is one focus that demands my time almost every day. Sometimes it is planning a print ad in such a way as to highlight a sale horse or give praise for the accomplishments of our riders. We have at times scrambled to meet the next magazine deadline with appropriate photos or text. Marketing also means networking with those within the Arabian world or the local marketing associations to keep our name in the forefront. We want people to know what we are doing and we are willing to share the reasons for the choices we make.

One of the most exciting things to date is the launch of our newly designed web site! Please take a moment to look at www.sugarhillarabians.com. Feed back is welcome so please let us know your comments to our e-mail address at sugarhil@rochester.rr.com. I hope you find the site easy to navigate and the photos appealing. I would love to hear from you!

Over these past weeks my travels have taken me to visit Arabian horse trainers at other farms and many trainers and judges have come to see Sugar Hill and our young horses. The support of these generous professionals has resulted in re-evaluating many aspects of the business. While much efficiency has been implemented under Tara's management, we have also conducted many evaluations. As a result of this process, decisions have been made about the future of each horse. In some cases horses will be sold while others will stay here to grow up. This applies to both performance horses as well as the youngsters bred here and

born here. Tara and I attended the Region 16 Championships held in Syracuse in early July. Though it was a different perspective for us, not to be exhibiting, we visited with and spoke to many friends and business associates and thoroughly enjoyed the camaraderie!

We continue to grow our lesson offering via advertising and new bright banners hung out front. Aside from our youth program, we are attempting to generate interest in riding from Moms in the local area and working ladies who may not have ever given riding a try! If you know of someone who may be interested in learning about horses, please refer them to Sugar Hill. You know how excited we are about sharing knowledge. The skills necessary to get to know an Arabian or to groom a horse are simple! Our motto is, "This is not your daughter's lesson program." So come see how we do it here!

The mares and foals are doing well and we have two confirmed pregnancies for next year. Miss B will give us a baby by DS Major Afire and Tapestry's foal will be by Vegaz. Desire will not have a foal next year.

Stay tuned! *Betsy*

Desire & Dante (born 6/7/09)



Tidbits

Think the horse industry doesn't have a large impact on the U.S. economy? Think again, according to figures presented by the American Horse Council in 2005, we have a far-reaching effect:

-There are 9.2 million horses in the United States in all 50 states.

-4.6 million Americans are involved in some aspect of the horse industry-as an owner, service provider, employee and/or volunteer.

-The horse industry has a 39 billion dollar direct effect on the U.S. economy.

-When you consider the multiplier effect of spending by horse people on related goods, the economic impact jumps to \$102 billion.

-The industry provides 460,000 full time equivalent jobs.

-The horse industry pays \$1.9 billion annually in taxes to all levels of government.

Stable Management July 2009

Bits of Information

8/28 Molly's Birthday

"A horse is the projection of our dreams about ourselves; strong, powerful and beautiful. The horse has the capability to give us escape..."

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