

## **The Summit    *One Industry.....One Voice***

*The Summit* is a one day gathering of approximately 225 people representing all facets of the diverse and dynamic horse industry in Marion County. The invitees include world-class riders and trainers, feed and tack store owners, trail and recreational riders, equine associations, racehorse breeders and trainers, lesson barn operators, breed and discipline representatives, therapeutic riding facilities, equine facilities owners/managers, competition managers and industry product representatives. Through a series of breakout sessions, panels and presentations, the task is to promote discussion and collect input, suggestions and ideas from this diverse group of stakeholders.

As any successful business owner knows, having a vision and a plan to get there is critical to success. The horse industry is no different. The ideas, data and discussion from attendees at the Summit will form the platform from which a five-year strategic plan will be crafted for the horse industry in Marion County. Your input is needed.

The Summit will offer five Tracks.... topic areas that are integral to a strategic plan: Industry Unity, Marketing for Positioning and Growth, Trails, Community and the Workforce.

### **Summit Schedule** *(subject to change)*

#### *Am Sessions*

**8:00 to 9:00**

***Registration***    *Continental breakfast*

*Join us for a continental breakfast and a tour through some of the most amazing modes of transportation for both horses and humans. Visit with vendors for the best and the latest in equine nutrition, technical saddles and building supplies for equine facilities. Sign up for the Marion County Sheriff's Office free Ag-Watch Program. Get here early!*

**9:00 to 9:45**

***Plenary Session***

Welcome by Mayor Kent Guinn

What is the Ocala Horse Alliance and Why We Here are

**The Importance of Industry Unity**

**Tom O'Mara, Emcee, Treasurer, USEF**

*10-minute break*

**NB: 10:00**

**Registration and Admission Closes**

9:55 to 10:45

## Session One

### *Track A: Industry Unity*

#### *Achieving Industry Unity*

Panel presentations and discussion on how to create unity and strengthen communication across the industry spectrum.

**Ross Peddicord, Maryland Horse Industry Board**

**Karen Cobbs, Grandview Clydesdales**

**Bonnie Heath, Bonnie Heath Farm**

**Max Corcoran, President, United States Eventing Association**

### *Track B: Marketing for Positioning and Growth*

#### *Marketing by the Numbers*

**Stephen Day, former CEO, Dover Saddlery**

Marketshare and Demographics: what the numbers tell us.

Why we need a strategic industry plan as well as individual business plans to ensure growth. Presentation followed by discussion.

### *Track E: Trails... Immense Assets and Attractions*

#### *Our Trails: An essential asset to the horse industry in Marion County*

Trail issues, concerns and possible solutions. Trail mapping and map access.

**Denise Raymond, Ocala Trail Riders**

**Doug Shearer, Greenway Trails**

**Corporal Tim Ogletree, MCSO**

**Ret MCSO Captain Eddy Leedy**

### *Track D: Our Workforce, Today and Tomorrow*

#### *Future of the Equine Workforce*

This panel will share information about existing local educational programs supplying current future employees to the equine and agribusiness industry and lead a conversation with attendees about the changing needs of the industry. The goal of this session is to help information the community about current programs and to help local educational institutions get a better sense of how they can meet future employment needs.

**Dr Jennifer Fryns, Associate VP, Career and Prof Programs, College of Central FL**

**Tavis Douglass, Agribusiness Program Manager and Faculty, College of Central FL**

**Dr. Judy Downer, Equine Studies Program Mgr. and Faculty, College of Central FL**

**Regina Harris, Faculty and FFA Club Advisor, Marion County Public Schools**

10-minute break

10:55 to 11:45

## Session Two

### Track C: Community

*The Black Stallion* Reading Project

Announcement/ discussion for the new project in Marion County Schools

**Tim Farley, son of author Walter Farley**

**Kristin, Lyon, Marion County Public Schools**

**T Paul Bulmahn, GoldMark Farm**

**Ellie Trueman, CSTechnologies**

### Track B: Marketing for Positioning and Growth

*Branding and Marketing; We are in This Together*

**Bill and Noelle Vander Brink, Elite Equestrian Magazine**

### Track B: Marketing for Positioning and Growth

*Developing a Fan Base for Equestrian Sport*

**Tom O'Mara, USEF Board Member**

### Track F: Sponsored Session

*Feeding the Performance Horse*

**Larry Belluscio, Director of Equine Nutrition, Tribute Equine Nutrition**

Berrettini Feed Specialists and Tribute Feeds

15-minute break

12:00 to 2:00

## Lunch and Keynote: Ty Murray

Welcome Pat Parelli Emcee

County Commissioner remarks

Introduction of sponsors, honored guests,

Introduction of Ty Murray by Pat Parelli

Keynote Ty Murray

## PM Sessions

10-minute break

2:10 to 2:40

## Session Three (short session)

### Tracks A, B, C, D, E

*The Ocala Horse Alliance: How Can it Work for You*

A panel discussion with input from attendees on what the OHA can do and should do

### Track B: Marketing for Positioning and Growth (repeat)

*Marketing by the Numbers*

**Stephen Day, former CEO, Dover Saddlery**

Marketshare and Demographics: what the numbers tell us.

Why we need a strategic industry plan as well as individual business plans to ensure growth. Presentation followed by discussion.

2:45 to 3:00

**Closing Plenary: The Strategic Plan**

3:00

**End of Summit**