



# EQUINE BUSINESS CONFERENCE



INFORMATION • OPPORTUNITIES • RESOURCES • NETWORKS

**What:** A one-day multi-state Equine Business Conference

**When:** Saturday, February 25, 2012

**Where:** 4 Locations: Choose one near you!

- St. Paul, MN
- East Lansing, MI
- Ames, IA
- Lincoln, NE

**Cost:** \$30. Advance online registration required at [www.myhorseuniversity.com/ebc](http://www.myhorseuniversity.com/ebc)

**About:** Funded in part by the **North Central Regional Center for Rural Development** ([ncrcrd.msu.edu](http://ncrcrd.msu.edu)), this conference will provide equine industry professionals with an opportunity to connect with land grant universities, hear from industry experts on topics specific to equine businesses, and network with other industry professionals. It is a collaborative effort between **My Horse University** ([www.myhorseuniversity.com](http://www.myhorseuniversity.com)) and **eXtension/horses** ([www.extension.org/horses](http://www.extension.org/horses)) to foster rural equine business development.



**Topics:** **Four topics—one live and three remotely streaming at each location!**

- **Equine Insurance:** Using Insurance to Protect Your Horse, Yourself, and Your Equine Business Investment—*Presented by Wade Ellerbroek, Licensed Real Estate Broker, Insurance Broker and Appraiser, Ellerbroek, Ellerbroek & Associates*
- **Law:** Legal Liability and Contracts—*Presented by Julie Fershtman, Attorney, Foster Swift Collins & Smith, P.C.*
- **Taxes and Finance:** Structuring Your Horse Business to Succeed in the Future—*Presented by Tina Barrett, Executive Director, Nebraska Farm Business*
- **Promotion, Marketing and Advertising:** Tips on Social Media and Low- and No-Cost Promotion—*Presented by Terry Schroeder, C.O.O., Reichert Celebration, Inc.*

\*Sponsorship opportunities are also available. Visit [www.myhorseuniversity.com/sponsorebc](http://www.myhorseuniversity.com/sponsorebc) for more details.

