



QUO VADIS

(whither thou goest?)

Corrections:

Saskatchewan Horse Conference dates

Mailing address for registrations: c/o SHF; 2205 Victoria Avenue, Regina, Sk. S4P 0S4

Please note the dates included within the brochure are incorrect and should read as follows:

Friday: March 12 Reining Judge component workshop and Scribe certification
Annual Business Meeting – restricted to SHF members
Welcome Reception, long term member pins,
- President's Award to Marguerite Sneath

Saturday: March 13 Horse Industry Day: Farrier session, Biosecurity; Risk Management;
- Industry Study; Industry Open Forum Part II
Youth Day program
Dena Kirkpatrick Barrel Racing Clinic
Dressage Judge Clinic; English Coaching workshop off site

Heritage Awards presentation

Annual Awards Banquet: Guest speaker: Hon. Bob Bjornerud,
Sk. Minister of Agriculture

LUNCHEON ADDRESS: *Le Cheval Demain:*

The horse industry in Quebec – new horizons, new initiatives
M. Richard Mongeau, Directeur Général, FEQ

Sunday: March 14 Breakfast Keynote Panel: ***Quo Vadis – the New Order***
Richard Mongeau, chair: Interprovincial friends in
9:30 am Industry – Recreation-Sport
Heritage & Prairie Cup Combined Meeting



- 10:00 am Canadian Warmblood Breeders meeting – Sk. chapter
- 10:30 a.m. Club Members Meeting – Completing Grant applications
- 11:00 a.m. Coaching meetings: English and Western - "SHF members only"
- 12 noon: Dressage Meeting and Hunter Jumper meeting

Please Note:

This conference is heavily directed towards the Saskatchewan Horse Industry.
It is of interest to any and all persons involved with horses and all are welcome to participate.

We are strongly supported by our Ministry of Agriculture and we encourage members
to demonstrate their support for horse industry initiatives as we move forward.

Horses are a strong and viable livestock industry in Saskatchewan.

It needs to get stronger – it needs **YOUR** voice!

Hope to see you in Regina.

Terry Fagrie
President

Mae Smith
Executive Director

Biographies:

Richard Mongeau: Directeur General, Quebec Federation

Luncheon speaker

Contributor - Industry Forum

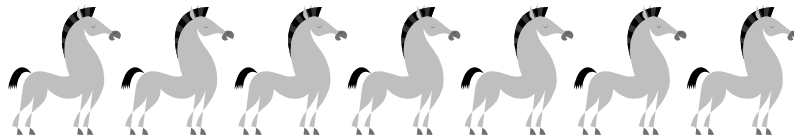
Chair: Keynote Panel, Sunday morning

This special guest brings 25 years of special expertise to the conference.

Quebec enjoys an extensive training and competition program with effective liaison between the provincial horse organization and the Ministries for Agriculture and Sport. Many of the innovative ideas we see today, involving particularly the sport of the western horses as well as the English specialties have resulted in a superior set of programs for the citizens of that province.

Recently the province of Quebec has completed its study of the horse industry and has undertaken new initiatives for the benefit of the horse owners, featuring fresh approaches to the marketing of horses and horse products.

M. Mongeau is a strong supporter of the partnership efforts of the provinces in to work for the betterment of the people and their horses in the broad, global perspective. He came from a veterinarian family and his father practised for several years in northern Manitoba before he returned to his native Quebec province.



Vel Evans: Horse Industry Study.

As the owner of Strategic Equine Marketing (SEM) company and the author of the SHF 2009 Horse Industry Survey, Vel Evans comes with a wealth of knowledge and understanding achieved from over 20 years experience in business development consulting, market research and industry analysis. Having completed two former horse industry studies for Saskatchewan, SEM has conducted the 2007 Ontario Horse Racing & Breeding Profile study, the 2007 Ontario Horse Improvement Program and the 2003 Canadian Horse Industry Profile Study. She is a horse lover and a recreational rider.

Ms. Evans will speak at the conference on the Saskatchewan Horse Industry Profile Study, highlighting the findings of the research and outlining areas for further development.