



"Zeroing In On Soundness"

You Asked For Fresh Ideas To Improve Your Footcare Work. We've Listened. We're Bringing The Latest Cutting-Edge Technology To You.  
See You January 31 To February 3 In Cincinnati.

# Find Real-World Solutions To Your Most Pressing Hoof-Care Concerns

## Offering The Best Tips, Ideas And Techniques From 40 Of The World's Leading Footcare Experts

The 9th annual International Hoof-Care Summit offers 65 in-depth, money-making sessions spread over 4 days — delivering insightful learning and unlimited networking with the most talented folks in the footcare community

### COMPLETE COVERAGE...

Offering an outstanding lineup of 40 farriers, equine vets and hoof researchers from around the world...

- The most extensive and most intensive hoof-care agenda that can be found anywhere in the world.
- Incredible learning opportunities to dramatically improve the quality of your footcare work in 2012.
- Fully guaranteed to deliver dozens of new footcare ideas and strategies.
- An unequalled opportunity to learn all you can over 4 days from the leading hoof-care experts in the industry.
- Practical business-management ideas to help you trim costs and add dollars during the coming year.
- A "must-attend" event for any hoof-care professional who is serious about improving his or her work.

...AND MUCH MORE!

### COMPLETE FOCUS...

An extremely valuable "think-tank" for success-minded farriers and vets planned with input from professionals like you, seeking the best footcare strategies...

- Foot distortions, hock/stifle anatomy, effective hoof crack repair, sheared heels.
- Shoeing driving horses, therapeutic shoes, social media, high suspensory injuries.
- Flexural deformities, effective client communication, essential stud farm podiatry, ground-force reactions.
- Conformation defects, legal worries, improving soundness, retracted soles.
- Hoof shape vs. adaptation, dressage shoeing, navicular syndrome, in-depth lameness case histories.
- Hoof deformities, reading X-rays, severe laminitis, shoes vs. barefoot, canker.
- Pathological shoeing, estate planning, ground surfaces vs. conformation, evaluating lameness.

...AND MUCH MORE!

### COMPLETE IMMERSION...

Build your own hoof-care learning agenda from 65 sessions planned to meet your specific wants and needs...

- 8 Hoof-Care General Sessions with 20 practice-changing presentations.
- 12 Hoof-Care Classrooms.
- 24 Hoof-Care Roundtables.
- 18 "How-To" Clinics.
- 3 "knowledge building" Trade Show Sessions offering you the first look at new product introductions for 2012.
- 25 continuing education credits for vets, vet technicians and British farriers.
- 68 hours of non-stop, in-depth footcare learning ... plus unlimited hallway networking with the top folks in your profession.

...AND MUCH MORE!



**Don't Miss The Industry's Most Intense, Most Comprehensive Footcare Learning Opportunity!**

Education You Want And Need. The 9th International Hoof-Care Summit.

January 31 to February 3, 2012, Duke Energy Center and Cincinnati's Hyatt Regency Hotel, Cincinnati, Ohio

Hosted By **American Farriers Journal**  
And These International Hoof-Care  
Summit Educational Partners...



**Register online today at [www.IHCS2012.com](http://www.IHCS2012.com) or call (866) 839-8455 or (262) 782-4480**

*"The International Hoof-Care Summit is the most educational equine footcare event to be found anywhere in the world."  
—Simon Curtis, New Market, England*



# Learn Hundreds Of Exciting Hoof-Care Solutions In 4 Intensive Days Of Non-Stop Learning

Get ready to use dozens of field-tested footcare ideas gleaned from 40 of the top farriers, equine veterinarians and hoof researchers from around the world. Soak up valuable tips to improve the quality of your work, slash costs, improve efficiency and build profits! Gather the latest footcare ideas from 68 hours of exceptional learning at the 9th International Hoof-Care Summit.

**“ZEROING IN ON SOUNDNESS,”** the 2012 International Hoof-Care Summit theme, reflects the needs of hoof-care professionals eager to learn the latest cutting-edge ideas to boost their profitability, efficiency and footcare skills.

The 9th annual Summit offers unequalled footcare education through 8 general sessions, 12 Hoof-Care Classrooms, 24 Hoof-Care Roundtables, 18 How-To Clinics and 3 Trade Show sessions. The 9 uninterrupted hours of Trade Show time offer

the industry’s first look at 2012’s newest footcare products and services. Veterinarians, veterinary techs and British farriers will be able to earn up to 25 continuing education credits.

Just as important as the education available in the 65 sessions is the opportunity to expand your knowledge from extensive hallway networking. While doing so, you’ll rub shoulders and learn from the most innovative and forward-thinking footcare professionals from around the world.

## TUESDAY, JANUARY 31...

### 9:00 a.m. to 5:00 p.m. “Registration Time.”

Pick up Summit materials, including **FREE** in-depth footcare materials valued at **\$107.85**. (See Page 10 for details.)

### 1:00 to 1:10 p.m. “Zeroing In On Soundness.”

At this opening general session, learn how to find dozens of valuable ideas to take home from 4 days of intensive footcare learning. *American Farriers Journal* Editor/Publisher Frank Lessiter will outline proven steps to help you get the highest possible rate of return from your Summit attendance.

### 1:10 to 2:00 p.m. “Functional Anatomy Of The Upper Hind Limb — An Eye-Opening Dissection — Part 1.”

Mitch Taylor will review the structure of the upper hind limb during this on-stage leg dissection, concentrating on the functional anatomy and biomechanics and what it means in your daily footcare work. The owner and operator of the Kentucky Horseshoeing School in Richmond, Ky., will reveal how to locate external reference points to help you pinpoint the limb’s internal structures, particularly in the hock and stifle areas.

With the use of two up-close video cameras and four screens placed throughout the general session room, you’ll get an in-depth look at the details of Taylor’s dissection. A similar live dissection of the distal limb was a tremendous hit at last winter’s Summit.

**You Will Leave With:** An in-depth understanding of upper hind limb anatomy to help you develop more effective trimming and shoeing strategies.

### 2:00 to 2:15 p.m. “Hallway Networking Opportunities.”

Stretch your legs while sharing footcare ideas with other farriers and equine vets. Attendees find hallway-networking opportunities alone are well worth the price of attending the Summit.

### 2:10 to 3:05 p.m. “Functional Anatomy Of The Upper Hind Limb — Part 2 Dissection.”

Mitch Taylor continues his live on-stage dissection and anatomi-

cal analysis of the upper hind limb. Up-close views let you evaluate the limb’s internal structures in the stifle and hock areas. Make sure you arrive in plenty of time to take in this in-depth, eye-opening anatomy experience that opens this year’s Summit program!

**You Will Leave With:** Extensive knowledge of how the upper hind limb affects different styles of feet and the need for using different shoes to overcome these concerns.

### 3:05 to 3:15 p.m. “Best Speaker Recognition And Awards.”

Several individuals from last year’s International Hoof-Care Summit will be recognized for their outstanding presentations.

### 3:15 to 4:05 p.m. “Adjusting Trimming And Shoeing For Conformation Defects — Hoof Shape Adaptation Vs. Deformation.”

While most textbooks agree on how to trim and shoe the “normal” horse, Hans Castelijns maintains you’ll seldom see picture-perfect conformation. With angular, rotational or flexural deformities, the farrier and equine veterinarian from Cortona, Italy, says functional advantages often allows the hoof to adapt to the horse’s imperfect conformation.

Castelijns will reveal new ways to correct abnormal limb conformations that lead to dangerous hoof capsule deformations. You’ll learn what different shaped hooves mean and how to deal with the impact on limb adaptation and deformation under uneven loads.

**You Will Leave With:** New techniques to correct conformational defects. Practical ways to fix hoof capsule deformities. How to evaluate hoof shape for both limb and load.

### 4:15 to 5:30 p.m. “6 How-To Hoof-Care Product Knowledge Clinics.”

As Summit attendees have requested, we’re offering a series of highly informative “How-To” clinics. You’ll select three of these 20-minute, direct-to-the-point sessions to attend. (Each “How-To” session will be repeated 3 times.)

1. Using Grinding Equipment To Enhance Your Shoeing Skills —

*“The Summit is a bargain for the money, with so much education and so many ideas all in one place and held at a great time of the year.”*

— Larry Perper, Carlisle, Pa.



**DEDICATED PRODUCT KNOWLEDGE TIME.** Attendees will have the first chance of 2012 to compare all of the latest footcare products at the Summit Trade Show without having to miss any of the 65 highly intensive educational sessions.

- Doug Workman, Farrier Product Distribution.
2. **Solar Support Of The Equine Digit: Could Firmer Be Better?** — Tab Pigg, Vettec.
  3. **Tips and Tricks For Working With Aluminum** — Dan Bradley, G.E. Forge & Tool.
  4. **Using Mustad Aluminum Equilibrium Shoes More Effectively** — Blake Brown, Delta Mustad Hoofcare Center.
  5. **Communicating Effectively With Your Clients Through Social Media** — Lisa Kemp, KempEquine.com.
  6. **Taking Care Of Your Body: Fitness, Stretching And Mobility** — Steve Stanley, Versailles, Ky.

**5:30 to 7:00 p.m. "Dinner On Your Own."**

Network with fellow footcare professionals at one of downtown Cincinnati's restaurants. Compare notes on the best ideas from this afternoon's sessions while gearing up for this evening's peer-to-peer Hoof-Care Roundtables.

**7:30 to 8:30 p.m. "8 Rock-Solid Hoof-Care Roundtables."**

These small group settings (24 in all held on Tuesday and Thursday evenings) offer a remarkable learning atmosphere for maximum information sharing and idea swapping that offer dozens of new footcare ideas.

Select one of the following 8 Hoof-Care Roundtables to attend. Long-time Summit participants say these "one-of-a-kind idea swap meets" are a super source of fresh ideas that have worked exceptionally well for other attendees.

**1. Anatomy Warm-Ups: High Suspensory Injuries, Sheared Heels, Hoof Deformities And Common Lameness Concerns.**

This exciting Hoof-Care Roundtable will offer a three-dimensional introduction to upcoming Summit lectures — utilizing anatomy models relevant to specific program topics. Four speakers will use Horse Science models from Allie Hayes as a "warm-up" for later presentations.

This hands-on anatomy opportunity will give you a head start on the terminology and anatomy that's a critical part of later presentations. Attendees will rotate between three tables in 20-minute sessions. *(This session will be repeated later at 8:30 p.m. as Hoof-Care Roundtable #9.)*

**You Will Leave With:** New ideas to learn even more from Summit lectures and assist you in dealing with those problem horses on your client list.

2. **Dealing With Work-Related Farrier Accidents.**
3. **For Rookie Shoers Only.**
4. **Taking Care Of Your Back And Other Health Issues.**
5. **Determining Your True Shoeing Cost: And How To Effectively**

6. **Convey The Message To Your Clients.**
6. **When It's Too Late For Prevention: Dealing With Heels That Have Already Collapsed.**
7. **Share Your Best Tool Tips.**
8. **Shoeing 3-Day Eventers.**

**8:30 to 9:30 p.m. "More Peer-To-Peer Learning — 8 More Exciting Hoof-Care Roundtables."**

Select another Hoof-Care Roundtable to attend from 8 more topics suggested by fellow Summit attendees. These small groups allow you to state what's working for you, ask questions and learn from other attendees. *(If you're attending with others, split up so you can soak up even more practical footcare tips, tricks and techniques and compare notes later.)*

9. **Anatomy Warm-Ups: High Suspensory Injuries, Sheared Heels, Hoof Deformities And Common Lameness Problems.**  
*(Repeated session, see Hoof-Care Roundtable #1 at left.)*
10. **How To Form Better Vet/Farrier Teams.**
11. **Shoeing For Dressage At All Levels.**
12. **Share Your Most Important Forging Tips.**
13. **Dealing With Hoof Cracks.**
14. **Best Tips for Adding New Clients.**
15. **Explaining Price Hikes To Clients: What Works Best For You?**
16. **Matching Radiographs To A Foot: Can You Do It? (An Experiment — Section 1.)** *(Part 2 will be Hoof-Care Roundtable #24 on Thursday night.)*

**WEDNESDAY, FEBRUARY 1...**

**7:30 a.m. to 5:00 p.m. "Registration Time."**

Pick up Summit materials, including **FREE** in-depth shoeing reports valued at **\$170.85.** *(See Page 10 for details.)*

**8:00 to 8:05 a.m. "Get The Best Possible Return On Your 2012 Summit Investment."**

At this morning's opening general session, learn how to spot the real gems in today's program. *American Farriers Journal* Editor/Publisher Frank Lessiter will outline proven steps to help you select the specific sessions that will be most valuable in furthering your

hoof-care education and career.

**8:05 to 8:55 a.m. THE BURNEY CHAPMAN MEMORIAL LECTURE — "Dealing With High Suspensory Ligament Injuries"**

When it comes to "high suspensory" concerns, Roland Thaler says proximal suspensory ligament injuries occur in both front and hind limbs. The equine veterinarian from Metamora, Mich., will reveal how these injuries are often the result of sudden overloading or progressive ligament degeneration.

Sponsored by Life Data Labs, the 2012 Burney Chapman Memo-

**"The value of Summit information is immeasurable to a young farrier."**

— Jerry Hollaway, Lakebay, Wash.



Roland Thaler

rial Lecture speaker will familiarize you with the anatomy of the suspensory ligament while highlighting the difficulty and complexity of establishing an accurate diagnosis.

A certified member of The International Society Of Equine Locomotor Pathology, Thaler will review current treatments — including regenerative medicine, nutrition, rehabilitation and shoeing options.

*You Will Leave With:* Knowing that accurate diagnosis of high

suspensory ligament injury can be challenging. High suspensory injuries involve bone, ligament or attachment of ligament to bone. How to deal with ligament injury caused by sudden excessive loading or progressive degeneration. Why raising the heel and extending length is not recommended since it increases the load on the suspensory ligament.

### 8:55 to 9:45 a.m. “Sheared Heels And Their Correlation With Quarter Cracks.”

A strong association between sheared heels and a spontaneous quarter crack is hard to ignore, maintains Stephen O’Grady. While inappropriate farriery may play a role, sheared heels tend to develop as an adaption/distortion of the hoof capsule. This is due to limb conformation that results in an abnormal strike and loading pattern as the foot hits the ground.

The equine veterinarian from Marshall, Va., will stress why determining the underlying cause and implementing the appropriate farrier techniques can’t be overemphasized when effectively managing a quarter crack associated with a sheared heel. Unless the cause is properly identified and rectified, spontaneous quarter crack repair will be of little value and the defect will likely reoccur.

*You Will Leave With:* A full understanding of the etiology of sheared heels and what it means to your footcare work. Comparing relevant solutions. Get a brief overview of quarter crack repair.

### 10:00 a.m. to 1:00 p.m. “Trade Show Time.”

Get your first glimpse of all of the new products for 2012 and talk one-on-one with company experts. Lunch will be available for purchase in the Trade Show area to allow you to make the most effective use of the “tool time” spent with the industry’s leading suppliers.

### 1:15 to 2:15 p.m. “4 Powerful Hoof-Care Classrooms.”

Choose one of 4 Hoof-Care Classrooms for specialized footcare learning that fits your exact wants and needs. Send others from your group to other Hoof-Care Classroom sessions to pick up more valuable footcare ideas — then later compare the latest ideas.

## Hoof-Care Classroom #1...

### “There’s Plenty In A Farrier’s Arsenal When It Comes To Building Shoes For Injured Horses.”

As a novice farrier, Chris Gregory wondered why some of the best farriers always answered, “Only sound” when asked about the type of horses they shod. The farrier and operator of the Heartland Horseshoeing School at Lamar, Mo., didn’t understand why they didn’t admit that they used their skills to fix lame horses. Gregory

believes young farriers often look forward to the day when they’ve developed the essential skills to handle lame and injured horses. You’ll also learn why it’s not uncommon to find the financial end of shoeing the lame horse is not as lucrative as shoeing sound, normal horses.

*You Will Leave With:* An understanding of what’s involved in shoeing lame horses in a clinic situation. Why the dollars aren’t always as great as the perceived rewards. Deciding if this area of footcare specialization is really the one for you.

## Hoof-Care Classroom #2...

### “SHOEING FOR SPECIFIC NEEDS — Dressage — Working With A Discipline That Crosses All Boundaries.”

Dressage involves riders at all levels, from 4-H Clubbers competing for blue ribbons on backyard horses to Olympians seeking gold medals to Grand Prix riders aiming for big cash prizes. With this growing sport, it makes sense for farriers starting out to learn the basics along with practical ways to provide essential hoof care, says Pat Burton. The veteran farrier from Burleson, Texas, will share what he’s learned from years of dressage shoeing at all levels of competition and offer solid advice on how to get involved with this particular discipline’s riders and owners.

*You Will Leave With:* Basic movements required of horse and rider for trimming and shoeing. Why it’s vital to watch horse and rider in practice as well as competition. How top dressage riders recognize subtle movement changes and why it’s important to keep open lines of communication. Tips for moving from beginning level dressage to the higher levels where the rewards — as well as the demands — are much higher. Understanding the importance of equine biomechanics with dressage horses.

## Hoof-Care Classroom #3...

### “New Techniques For Success With Canker.”

Dealing with a serious case of canker, Frank Reilly and Dave Giza learned it takes a team approach to find the best solution. Reilly, an equine veterinarian from West Chester, Pa., and Giza, a farrier from Culpepper, Va., will walk you through a unique case history with a Belgian draft horse to demonstrate how teamwork can pay off big time.

*You Will Leave With:* New ways to pick the best solution after evaluating various options. Learn new ideas that have proven successful when dealing with canker.

## Hoof-Care Classroom #4...

### “Treating Flexural Deformities (Club Feet) In Foals — An In-Depth Overview.”

Stephen O’Grady maintains a true club foot is due to flexural deformity of the distal interphalangeal joint (coffin joint) characterized by shortening of the deep digital flexor tendon/muscle unit. The equine veterinarian from Marshall, Va., finds flexural deformities not only are a concern with foals, but also often leads to the poor club foot conformation often seen in adult horses when not corrected at an early age.

He finds treatment is most successful when the cause is investigated and therapy is initiated as early as possible. Plus, you’ll learn why it’s essential to fully understand the biomechanical prop-

“No other event compares to the Summit with its open learning environment.”

— Esco Buff, Webster, N. Y.



**NON-STOP LEARNING.** Take full advantage of 40 speakers and 68 sessions to expand your 2012 hoof-care knowledge.

erties of the foot.

**You Will Leave With:** Knowing how flexural deformities must be addressed with appropriate farriery work, often combined with surgery. The ability to recognize both congenital and acquired flexural deformities and their causes. Review successful treatment options. Learn a new method for applying toe extensions.

**2:15 to 2:30 p.m. “Valuable Hallway Networking Time.”**

Stretch your legs and share — even steal — the latest hoofcare ideas with fellow attendees before this afternoon’s general session gets underway.

**2:30 to 2:40 p.m. “2012 International Hall of Fame Inductees.”**

The *American Farriers Journal* staff will introduce inductees into the 2012 International Horseshoeing Hall Of Fame and the 2012 International Equine Veterinarians Hall Of Fame.

**2:40 to 3:30 p.m. “Why The Concept Of Developing A Good Foot Is Critical For Footcare Success.”**

Even though the internal structure of the foot has been described in many ways, Bob Bowker says little mention is ever

made of the fact that the internal structures may vary structurally or contribute in different ways to the concept of a “healthy foot.” The real question is, “How does the foot get to that point?” says the retired Michigan State University hoof and anatomy researcher and hoofcare consultant from Pleasant Lake, Mich.

Bowker has determined that the rostral frog and palmar foot both contain a mixture of fibrous, myxoid, fatty and elastic tissues along with a thick-walled microvasculature. With age and stimulation due to ground contact of the frog, these fibrocartilages gradually displace tissues that offer support, energy dissipation and protection for the microvasculature. As a result, chronic disease palmar foot pain can occur due to the lack of development of the fibrocartilaginous palmar foot.

**You Will Leave With:** Knowing why development of fibrocartilage in the frog and palmar foot is essential for a healthy foot. See why trimming or “neatening” the rostral frog is one way for you to inhibit its development.

**3:30 to 6:30 p.m. “More Trade Show Footcare Product Time.”**

Here’s your second chance to talk over new products and existing product applications with key industry leaders.

**THURSDAY, FEBRUARY 2...**

**7:30 a.m. to 5:00 p.m. “Registration Time.”**

Pick up Summit materials, including *FREE* in-depth shoeing reports valued at **\$107.85**. (See Page 10 for details.)

**8:00 to 8:05 a.m. “Latest Summit News.”**

Get latest International Hoof-Care Summit updates from *American Farriers Journal* staff members.

**8:05 to 8:55 a.m. “Treating Severe Laminitis — Time For A Reality Check!”**

Stephen O’Grady says laminitis has unfortunately been classified as the most debilitating equine disease. Yet the equine veterinarian from Marshall, Va., says this concept is fraught with many misconceptions.

He’s convinced you must recognize that the extent of the lamellar pathology influences your ability to treat severe laminitis. In fact, he says this is more critical than your treatment. Unfortunately, too many farrier and medical techniques used today in treatment regimens for severe laminitis are based only on tradition, theoretic-

cal assumptions and lots of anecdotal evidence.

The problem, says O’Grady, is that there are no controlled studies to confirm or compare the efficacy of numerous treatments — nor is there scientific proof that any treatment is superior to another. Learn why treatment of laminitis must be a team effort equally shared between veterinarian, farrier and owner.

**You Will Leave With:** New laminitis treatments based on expectations that are realistic, humane and consider the cause of the disease. Learn to evaluate lamellar damage, pain, duration and financial constraints that must always be involved in prolonged treatment programs.

**8:55 to 9:05 a.m. “2012 Summit Achievement Award.”**

This program honors a hoofcare professional who has volunteered his or her time and talents to a well deserving equine charitable or educational group. The “Summit Achievement Award” is jointly sponsored by the Delta Mustad Hoofcare Center and *American Farriers Journal*.

**“The Summit is an unparalleled learning and networking opportunity without any politics or drama.”**  
— Rick Burten, Champaign, Ill.

**9:05 to 9:55 a.m. "Taking A Systematic Approach To Evaluating And Treating Lameness — Part 1."**

During 50 years as a farrier, Gene Ovnicek has developed numerous techniques and approaches to hoof care. Since 1990, the farrier from Penrose, Colo., has worked with many excellent lameness farriers and veterinarians who view hoof form and function as critical in understanding and treating lameness. Working with members of the Equine Lameness Prevention Organization, he's developed new approaches for dealing with lameness concerns.

In part 1, Ovnicek will outline a fresh approach you can follow to obtain detailed information about hoof distortions and lameness. He's found following a set of hoof preparation guidelines will lead to consistent and predictable lameness results.

You'll learn details on parts of the foot that tend to be most susceptible to distortion, how to grade and track them. (*Part 2 will be presented in Friday morning's #9 Hoof-Care Classroom.*)

**You Will Leave With:** Understanding why the foot's flight pattern and how the hoof engages the ground offer important information about lameness. Accurate recordkeeping can provide data that shows a commonality among lameness cases. Why a common hoof shape/form is consistent with the majority of lameness cases. Treatment success lies in relieving the areas of pathology using shoes, pads, leverage testing guidance and special needs tools.

**10:00 a.m. to 1:00 p.m. "Your Last 'Tool-Time' Opportunity — Trade Show Wrap-Up."**

Here's your final opportunity to check out new footcare products for 2012. Lunch will be available for purchase in the Trade Show area to allow you to expand your product knowledge with the industry's leading suppliers.

**1:15 to 2:15 p.m. "4 More Powerful Hoof-Care Classrooms."**

From among 4 Hoof-Care Classrooms, select the one that will have the biggest impact on your footcare work and income in 2012.

**Hoof-Care Classroom #5...**

**"Tackling Injury-Specific Shoeing Needs."**

Recent advances in veterinary medicine make it easier to locate the specific injuries causing lameness, maintains Roland Thaler. The equine veterinarian from Metamora, Mich., says the most successful treatment regimes include injury-specific shoeing to optimize healing.

The certified member of The International Society Of Equine Locomotor Pathology will demonstrate how trimming the hoof capsule and adding wedges can manipulate limb loading on firm surfaces. Yet on soft surfaces, asymmetric shoes can alter the penetration of the hoof into the footing to give similar results.

Thaler will reveal how tendons and ligaments must be protected from excessive tension during healing while joint surface injuries are typically more comfortable with less compression. You'll learn how asymmetric shoes can achieve these objectives without the complications associated with other treatment methods.

**You Will Leave With:** Knowing why best results are obtained with accurate and specific injury diagnosis. Tendon and ligament injuries occur due to excessive load while being lengthened. Shoeing can reduce loading to facilitate healing and reduce reinjury. Compressive forces accentuate joint surface discomfort during weight bearing. Trimming the hoof capsule, application of specific

appliances or modifying soft surface hoof penetration can alter limb structure loading forces.

**Hoof-Care Classroom #6...**

**"Stud Farm Podiatry — Effectively Managing The Feet Of Broodmares, Stallions, Foals And Yearlings."**

Most of a breeding farm's investment is in its mares and the stallions, which should be kept on healthy feet to assure healthy foals and yearlings, says Hans Castelijns. The equine veterinarian from Cortona, Italy, will offer an in-depth look at dozens of things that can go wrong from birth to the weanling stage. He'll reveal new ways to prevent and correct these concerns and the importance of scheduling frequent barn visits.

**You Will Leave With:** Advice on why feed, turnout time and bedding are often as important as the actual footwork. Why conformation is critical at the late weanling to yearling age. The importance of maintaining high-quality feet that can make the best impression at sales or with young adult performance.

**Hoof-Care Classroom #7...**

**"Enhancing Soundness And Performance By Manipulating The Ground Reaction Force."**

The results of ground reaction force begin to act upon the horse's limb as the hoof makes contact with the ground. In fact, it's equal to the forces exerted by the limb in the opposite direction from the ground, maintains Mark Aikens.

With a horse working on a soft surface, the farrier from Norwich, England, finds the foot penetrates the ground surface even while accelerating. Yet when a foot on a hard surface is unable to penetrate the ground, there's an abrupt end to downward motion. And as the hoof slides forward, there's little frictional resistance or traction to oppose the longitudinal ground reaction forces.

Aikens will outline results from several shoeing protocols nailed on the same horse, on the same day and with work over three different ground surfaces. You'll learn how a change in the orientation of ground reaction force influences the biomechanical variables.

**You Will Leave With:** An improvement in your understanding of equine dynamics. How to rely on different shoeing techniques to increase ergonomics and prolong soundness. When observing a horse at a walk and trot prior to shoeing, know what you are looking for and what do with what you learn. How to choose the right shoeing protocol for any ground surface. Increase your revenue and professionalism by utilizing emerging new technologies.

**Hoof-Care Classroom #8...**

**"SHOEING FOR SPECIFIC NEEDS — Dealing With The Footcare Of Driving Horses On Hard Surfaces."**

Eli Bieler says handling horses that work on asphalt, dirt or gravel isn't all that different than tackling footcare problems with horses used in other ways. The veteran farrier from Gap, Pa., lists the major concerns with road horses as being sheared heels, quarter cracks and joint problems.

Calling on both his driving horse and Standardbred background, Bieler will reveal the most effective solutions to the most common concerns found with horses driven on various road surfaces.

**You Will Leave With:** Ways to use and place Borium, includ-

**"There's no other place where you can gain so much knowledge in 4 days."**

**— Lyle Amundson, Chetek, Wis.**

ing placing it in ridges, to improve traction. When to use different shoes, such as flip-flops. Plus, the results of a comparison on the best pad options for bad-footed horses.

### **2:15 to 2:30 p.m. "Networking Break."**

Take a few well-deserved minutes to stretch, relax and swap footcare ideas with other attendees as this afternoon's general session gets underway.

### **2:30 to 2:50 p.m. "2012 Rising Shoeing Stars."**

This program honors three outstanding students who are earning a living as farriers just 3 years after graduating from one of North America's more than 50 public and private horseshoeing schools. The program's goal is to promote the importance of continuing footcare education, while encouraging young shoers to develop the talents needed for a successful career.

Sponsors include Apex Tool Group/Diamond, Delta Mustad Hoof-care Center, G.E. Forge & Tool, Life Data Labs, Vettec and *American Farriers Journal*.

### **2:50 to 3:40 p.m. "Undertaking A New Approach For Evaluating Conformation."**

In a shoeing career that spanned more than 40 years, Blake Brown has learned it pays to go back and re-evaluate the horse's conformation when dealing with hard-to-pinpoint lameness issues. The lameness consultant from Penryn, Calif., will reveal a highly practical systematic approach that he's developed for evaluating horses. By following this program, you'll be aware of how very subtle conformational faults can impact a horse's movement, as well as how these conditions should be trimmed and shod.

**You Will Leave With:** Knowing what to expect in hoof growth from a base-narrow horse. What to expect in hoof growth from a sickle-hocked-behind horse. How a long toe involves the dorsal hoof wall and foot length. General rules of thumb for hoof angles that have stood the test of time. The importance of initially looking for high-low syndrome concerns when evaluating each horse.

### **3:40 to 4:30 p.m. "You Won't Want To Hear It, But Here Are 7 Things You Must Do Before You Die."**

Every farrier needs an exit strategy for his or her life, maintains Jamie Cooper. The lawyer and farrier's spouse from Cleveland, Texas, says simply completing several relatively simple documents can save your family plenty of time, money and heartache.

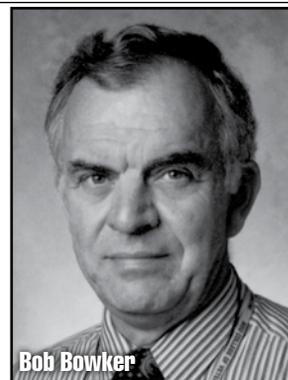
If you don't think you're interested in this topic, be prepared to have Cooper scare you by revealing the unnecessary, costly and serious consequences to your loved ones.

**You Will Leave With:** A thorough explanation and analysis of the basic documents you need to complete. These include directives to physicians, durable powers of attorneys, estates, guardianships

and trusts. As a bonus, take home a valuable to-do list and forms for getting your house in order.

### **4:30 to 5:30 p.m. "Why Navicular Syndrome Is An Entire Foot Issue."**

Navicular syndrome has long been a devastating disease for performance horses, but Bob Bowker says it's overly rated. The traditional reasoning is thought to be increased pressures by the flexor tendon against the flexor cortex of the navicular bone. Yet the retired Michigan State University hoof researcher from Pleasant Plain, Mich., says traditional treatments try to reduce these increased pressures since plenty of pathological evidence still backs up this notion.



Bob Bowker

Bowker's recent research has revealed that the palmar foot and coffin bone may actually be navicular syndrome contributors. Recent evidence indicates fibrous tissues and microvasculature of the rostral frog are damaged, likely due to shock waves created by the impact of the foot

**You Will Leave With:** Fully understanding that navicular syndrome is an entire foot issue. Why rostral frog tissue appears to be a critical support area with navicular horses.

### **5:30 to 7:30 p.m. "Network On Your Own Over Dinner."**

Join other Summit attendees in downtown Cincinnati restaurants to analyze the most valuable footcare ideas picked up over the past few days.

### **8:00 to 9:00 p.m. "8 More Powerful Hoof-Care Roundtables."**

This is your opportunity to exchange the latest footcare strategies with fellow farriers. Go toe-to-toe with fellow attendees on the topic that holds the most interest for boosting your footcare work and income in 2012. Find answers to your pressing footcare concerns — or become a hero to another farrier by offering solid advice based on your own hoof-care experiences.

17. What A Radiograph Can Tell A Farrier.

18. Shoes From the Racetrack — How They Can Be Used Elsewhere.

19. Shoeing Driving Horses For The Road And Arena.

20. Tackling Hoof-Wall Separations Due To Balance Issues.

21. What's New With Insulin-Resistant And Cushing's Horses.

22. Dealing With Hoof-Care Myths — Fact Vs. Fantasy.

23. Legal Issues And Responsibilities For Footcare Professionals.

24. Matching Radiographs To A Foot: Can You Do It? — An Experiment, Section 2). (Part 1 was Hoof-Care Classroom #16 on Tuesday evening.)

## **FRIDAY, FEBRUARY 3...**

### **8:00 to 9:00 a.m. "Final Call — Take Your Pick Of 4 Highly-Intensive Hoof-Care Classrooms."**

Attend the Hoof-Care Classroom that will have the biggest impact on your 2012 footcare work. Send others from your team to other Hoof-Care Roundtables and later compare notes.

### **Hoof-Care Classroom #9...**

#### **"A Systematic Approach To Evaluating And Treating Lameness — Part 2."**

Part 2 of Gene Ovnicek's presentation focuses on the evaluation of the comfort and discomfort of tissue in and around the coffin joint. Over the last 10 years, the farrier from Penrose, Colo.,

*"The Summit is the best investment you can make in giving yourself a tremendous opportunity to soak up all of the latest footcare knowledge."*

— Neville Wright, Bobinawarrah, Australia

has seen a clearer diagnosis of soft tissue damage, thanks to the increasing use of MRI and ultrasound technology. (*Part 1 was presented during the Thursday morning general session.*)

By “asking the horse” in a very specific and systematic way, leverage testing has improved the ability to pinpoint a diagnosis, as well as develop a more targeted and specific treatment plan. Through case studies, Ovnicek will demonstrate how the data ties together to form a very successful and predictable approach for helping lame horses.

**You Will Leave With:** Recognizing why the functional sole plane is your best guide for evaluating and achieving medial/lateral and dorsal palmar hoof balance. Minimize leverage due to excessive length and width on the bottom of the foot, and you reduce soft tissue damage. By following a systematic protocol for evaluating locomotion, stance, distortion evaluation and leverage testing, you’ll produce the most consistent results.

## Hoof-Care Classroom #10...

### “Perfecting The Art Of Work Vs. Life Balance.”

Matt and Jamie Cooper, a full-time farrier and a wife who’s also a full-time lawyer, will tackle the “tough love” ordeal of obtaining the essential proper work vs. life balance in your busy life. Hear a frank discussion on things that work — and those that don’t — for farriers trying to keep both family members and clients happy.

**You Will Leave With:** Why personal needs, professional boundaries and learning to say “no” are critical. You’ll learn how to develop an effective balance in your hectic life for yourself, spouse, children and clients.

## Hoof-Care Classroom #11...

### “Slick Tips, Tricks And Techniques From Australia.”

Neville Wright will outline several recent hoof-care concerns in Australia and the practical methods being used by “down under” shoers to deal with them. The veteran farrier from Bobinawarrarah, Victoria, will zero in on unique shoe modifications, tackling founder and dealing with outer laminae breakdown. The laminae concerns appear to be due to poor nutritional problem and/or a culmination of conditions from an 8-year drought followed by 2 years of a very wet winter and early spring.

Wright says 80% of Australia’s Thoroughbred farms have mares with problem feet that start out as surface cracks. When rasped to a depth of 1/8 inch, they gradually get deeper as the cracks grow down and split through to the sole. For treatment, Wright’s been using bar or heart bar shoes and rebuilding many hooves.

**You Will Leave With:** New ways to deal with hoof cracks. Wet vs. dry weather impact on the hoof. Tackling founder. Dealing with laminae breakdown issues.

## Hoof-Care Classroom #12...

### “Treating The Equine Foot As A Neurosensory Organ — Feeling Its Environment”

Bob Bowker’s research has shown the equine foot contains many different sensory receptors and nerve fibers, which permit the foot to sense the environmental features. The retired Michigan State University hoof researcher from Pleasant Plain, Mich., has determined these critical sensory receptors are not differentially

distributed throughout the foot.

He says these sensory nerves are critical in modulating tissue health and effective energy dissipation within the foot. While traditional veterinary and farrier science focuses on lameness issues and pain, other sensations — including tactile, light pressure and vibration — have greater significance. You’ll learn how trimming to enhance the exposure of sensory receptors offers optimal stimulation and improved hoof health.

**You Will Leave With:** An understanding of why different sensory receptor activation levels require you to provide active frog engagement with the ground.

### 9:00 to 9:20 a.m. “Networking Break.”

During a break in this morning’s activities, ask speakers to elaborate on ideas you had questions about.

### 9:20 to 10:10 a.m. “Consequences Of Conformation On Differing Ground Surfaces — Its Impact On Equine Dynamics”

Conformation has always been regarded as an important indicator of potential performance and future soundness, says Mark Aikens. The farrier from Norwich, England, will demonstrate how the interaction between the hoof, structures located higher in the limb and the ground surface determine how the limb is loaded and its impact on bones, joints and soft tissues. You’ll learn why the influence farriers and vets have on the relationships between conformation, soundness and performance needs to be fully understood.

**You Will Leave With:** A complete understanding of the critical link through equine epidemiology and its relationship to risk factors and certain injuries — both chronic and acute.

### 10:10 to 11:00 a.m. “Tacking The Financial Realities Of Pathological Shoeing.”

It’s possible to walk into a farrier store and buy almost any type of horseshoe to fit almost any horse. But Chris Gregory believes there’s still a demand for the skilled farrier who can build that needed specialty shoe that simply can’t be bought.

The operator of the Heartland Horseshoeing School in Lamar, Mo., argues that it’s become commonplace to replace skill with off-the-shelf products. Even so, the skills needed to make pathological shoes can be learned and mastered by any farrier with the desire, drive and determination to do so.

**You Will Leave With:** New designs for several pathological shoes and the conditions where these shoes can help. Learn basic techniques for forging these therapeutic shoes. And decide whether therapeutic shoeing can be a money-maker for you.

### 11:00 to 11:50 a.m. “Shoeing In The Third Dimension — If The World Is Not Flat, Should The Shoes Be?”

The easiest shoeing technique is to nail a flat shoe on a flat trim, maintains Hans Castelijns. Yet the farrier and equine veterinarian from Cortona, Italy, says this isn’t the way that French, Dutch and German farrier traditions have been taught for many centuries.

Based on conformation, hoof



*“This is by far the best farrier conference in the world.  
It’s a fantastic learning experience you won’t find anywhere else.”*

*— David Nicholls, West Sussex, England*

shape, foot quality and the type of work being performed, different shoes or modifications — such as rockered toes and heels or full-rolling motion shoes — can be used to overcome major concerns with uneven feet.

**You Will Leave With:** When the shoe and/or the trim are not flat, the limb's functional mechanics will end up being modified. Learn new ways to improve nail pitch and hoof quality.

**11:50 a.m. to 1:15 p.m. "How Farrier, Vet And Owner Ethics Influence The Overall Horse Relationship."**

Purchase a box lunch in the hotel hallway and sit down to eat in the general session room during an intensive panel discussion on horse care.

Modern farriers contend with a variety of obligations, says Jamie Cooper. The Cleveland, Texas, lawyer and farrier spouse says greater awareness and increased scrutiny of animal welfare and animal treatment efforts means you must think of much more than simply getting the trimming and/or shoeing done.

This session will analyze the farrier's duty to the animal and the exercise of the farrier's independent professional judgment in both negligence and ethical matters. The panel includes:

- ◆ **Jamie Cooper, a lawyer and farrier spouse from Cleveland, Texas.**
- ◆ **Lee DeLisle, a farrier from Preston Hollow, N.Y., and the 20-year chief investigator for the Columbia-Greene County Humane Society and the Society for the Prevention of Cruelty To Animals.**
- ◆ **Cindi LaCroix, a veterinarian with Equine MedSport Veterinary Preference in Scottsdale, Ariz.**
- ◆ **Bob Smith, a farrier and operator of the Pacific Coast Horse-shoeing School in Plymouth, Calif.**

**You Will Leave With:** New ways to deal with ethical and negligence concerns that you may see across the equine world.

**1:30 to 2:20 p.m. "How To Recognize, Treat Retracted Soles."**

A retracted sole is a serious condition where the soles are drawn up and away from the ground, says Esco Buff. Instead of having a nice sole concavity, the farrier from Webster, N.Y., finds the sole appears to drop off from the white line.

Retracted soles that go unnoticed during trimming can result in an overly trimmed hoof wall, causing extreme pain due to sole pressure.

**You Will Leave With:** Knowing why retracted soles are thin and abnormally cupped. Why they most frequently appear in spring and fall when horses are running in muddy paddocks or pastures. If not recognized during trimming, there can be disastrous consequences. Most horses with shoes and pads will have a normal sole concavity in 6 to 12 weeks. Yet in some cases, other horses with retracted soles will always need shoes and pads.

**2:20 to 3:10 p.m. "With Hoof Cracks, It's Much More Than Just Shoes And Patches."**

While Pat Burton certainly relies on shoes and patches to deal with hoof cracks, they aren't the main characters in his approach. Instead, the veteran farrier from Burseson, Texas, emphasizes healthy hoof growth and minimizing anything that inhibits growth or places pressure on a site where a crack has developed.

Burton manages hoof cracks by looking at the whole picture — including nutrition, exercise and the environment. When a horse

## 4 EASY WAYS TO REGISTER!



**PHONE:** Call (866) 839-8455 (U.S. and Canada only) or call (262) 432-0388 (*with your credit card handy*) to register for the January 31 to February 3, 2012, International Hoof-Care Summit.



**MAIL:** Send the registration form on Page 11 to International Hoof-Care Summit, P.O. Box 624, Brookfield, WI 53008-0624.



**ONLINE:** Registration is available and secure at [www.IHCS2012.com](http://www.IHCS2012.com).



**PRINT:** Download the International Hoof-Care Summit registration form off the website at [www.IHCS2012.com](http://www.IHCS2012.com), then fax it to (262) 782-1252 or mail it to International Hoof-Care Summit, P.O. Box 624, Brookfield, WI 53008-0624.

**\$54 REGISTER** before Jan. 4 to save \$54.

repeatedly develops cracks, he says it means the underlying cause hasn't been dealt with properly.

**You Will Leave With:** A new understanding as to why anatomy and biomechanics knowledge is necessary for treating hoof cracks. Why building sole depth and digital cushion quality are vital in preventing cracks. Why hoof cracks can be due to imbalanced feet, especially in the heels. The value of a team approach with serious cracks that penetrate sensitive structures.

**3:10 p.m. "Ready ... Set ... Go! — Now's The Time To Put These Hoof-Care Strategies To Work."**

As the 9th International Hoof-Care Summit comes to a close, you'll head home with hundreds of powerful ideas to sort through over the next few months. Rely on these solid ideas to improve both your hoof work and your farrier business skills throughout the coming year.



**A HUGE 4-DAY FOOTCARE SWAP.** Analyze the latest hoof-care tips, tricks and ideas from speakers and fellow attendees you can put to immediate use when you get back home.

*"I always pick up terrific ideas at the Summit that have a tremendous impact on my work."*

— Sam Mannira, Fort White, Fla.



## FREE! \$107.85 Of Very Valuable Hoof-Care Info!

You'll get three valuable bonuses, jam-packed with valuable hoof-care information. These **FREE** bonuses are valued at more than 31% of your Summit registration cost.

**TO CONTINUE YOUR FOOTCARE EDUCATION** once you return home from the 9th annual International Hoof-Care Summit, you'll be able to review at your leisure the latest tips, tricks and techniques gleaned from the very best minds in the hoof-care world in these 3 **FREE** Bonuses.

Loaded with hundreds of nuts-and-bolts hoof-care ideas, each "bonus" is a valuable reference you'll turn to again and again over the next 12 months. The **FREE** Hoof-Care Educational Bonuses include over 1,000 pages and an in-depth DVD featuring highly practical anatomy knowledge you won't want to be without.

## Over \$20,000 In Summit Educational Prizes!

A dozen 2012 International Hoof-Care Summit attendees will head home with valuable educational products to expand their hoof-care knowledge.

- ✓ Three attendees will have their names drawn to spend a hands-on day with a top-notch veteran farrier. These three extraordinary one-on-one clinics feature outstanding farriers sponsored by Farrier Product Distribution, Shelbyville, Ky., Delta Mustad Hoofcare Center, Forest Lake, Minn., and Vettec, Oxnard, Calif.
- ✓ One lucky attendee will have his or her name drawn to receive a 32 GB iPod Touch, preloaded with the audio lectures from the 2011 International Hoof-Care Summit. Whether you're driving to a client's barn or out walking the dog, you'll be able continue your hoof-care education with this iPod Touch and over 25 Summit presentations valued at \$499.99.
- ✓ Another lucky attendee will have his or her name drawn for the opportunity to talk over specific legal and business concerns in

### Bonus #1

#### Your Own DVD On The Functional Anatomy Of The Distal Limb

With this DVD, you'll be able to review last year's exciting Summit on-stage dissection of the distal limb. In this 1-hour plus edited version, Mitch Taylor from the Kentucky Horseshoeing School will walk you step-by-step through the all-important anatomy of the distal limb.

**Bonus Value: \$29.95**

### Bonus #2

#### 1-Year FREE Subscription To *American Farriers Journal*

Each paid International Hoof-Care Summit attendee will receive a **FREE** 1-year subscription to *American Farriers Journal*. Arriving 8 times a year, "The Hands-On Magazine For Hoof-Care Professionals" will bring you more than 1,000 pages of valuable hoof-care tips, tricks and techniques during 2012. (If you're already an *AFJ* subscriber, your subscription will be extended by 1 year.)

**Bonus Value: \$47.95**

### Bonus #3

#### 2012 International Hoof-Care Summit Official Program

This 80-page, exclusive, hands-on hoof-care guide zeroes in on hundreds of field-tested ideas and research findings to help you trim and shoe more effectively in 2012. Offering valuable material from Summit speakers and suppliers, this no-nonsense reference will expand your hoof-care knowledge and help you operate a more efficient hoof-care business during the coming year.

**Bonus Value: \$29.95**



an in-depth session with Jamie Cooper, a full-time lawyer, farrier spouse and 2012 Summit speaker from Cleveland, Texas. This one-on-one discussion will take place at a special Thursday evening dinner during the Summit.

- ✓ Walter Varcoe of Varcoe Equine Services in Port Jarvis, N.Y., has donated five items to expand anatomy education. Two attendees will have their names drawn to receive a carpus down limb while two others will each receive a tarsus down limb. In addition, Summit attendees will have the opportunity to nominate a farrier school or veterinary school that could have their name drawn to receive a full-sized equine skeleton (valued at \$15,000) from Varcoe for use in their equine anatomy educational programs.
- ✓ Another attendee will have his or her name drawn to receive a copy of the *American Farriers Journal* "Kitchen Sink" package that includes over 3,450 pages of valuable hoof-care information.

*"The Summit is where you find the very best farriers helping other farriers become more professional."*

—J.W. Goolsby, New Holland, Ohio



# 2012 International Hoof-Care Summit

January 31 – February 3, 2012

Duke Energy Center & Hyatt Regency Cincinnati, Ohio

**8 General sessions:** 17 hours

**12 Hoof-Care Classrooms:**

12 hours (4 sets of classrooms)

**24 Hoof-Care Roundtables:**

24 hours (3 sets of roundtables)

**18 How-To Clinics:**

6 hours (18 presentations)

**Trade Show:** 9 hours (3 sessions)

*With a proven record of offering approved continuing education credits for equine veterinarians, veterinary technicians and farriers.*

## Registrant Information:

I am a (select all that apply):  Full-Time Farrier  
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 Horse Owner  Other: \_\_\_\_\_

First Name: \_\_\_\_\_

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Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

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## Additional Registrant\*:

I am a (select all that apply):  Full-Time Farrier  
 Part-Time Farrier  DVM  Student  Apprentice  
 Horse Owner  Other: \_\_\_\_\_

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

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\*Please attach additional forms for additional attendees

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## Registration Options:

You may register by phone, fax, mail or online at [www.ihcs12.com](http://www.ihcs12.com). Early Bird Registration discounts end on January 4, 2012. Registration forms must be received in the IHCS office by the end of day on January 30, 2012 after which you can register onsite.

### #1 Full Summit Registration \$295 (after 1/4/12 fee is \$349)

\_\_\_\_\_ attendees x \$295 = \$ \_\_\_\_\_  
\_\_\_\_\_ attendees x \$349 = \$ \_\_\_\_\_

### #2 Apprentice/Student Registration \$174.50\*

\_\_\_\_\_ attendees x \$174.50 = \$ \_\_\_\_\_

\*In order to register as an apprentice or student you must provide the name and contact information of the farrier you are apprenticing under or instructor and school.

Name: \_\_\_\_\_

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Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

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**TOTAL DUE:** \$ \_\_\_\_\_

## For hotel reservations contact:

Hyatt Regency Cincinnati  
151 W. 5th Street, Cincinnati, Ohio 45202  
Phone: 513-579-1234 or 888-421-1442

When making reservations, mention the "International Hoof-Care Summit" to receive the \$109 per night cost-saving rate.

\*Hotel room cut-off is January 2, 2012 or until allocated rooms are sold out.

P.O. Box 624  
Brookfield, WI 53008-0624  
Phone: 866-839-8455 or 262-432-0388  
[www.ihcs2012.com](http://www.ihcs2012.com)



## Bring Apprentices For Big Savings!

If you're attending this winter's 9th International Hoof-Care Summit, your apprentices can register for this incredible learning opportunity for only \$147.50 — a 58% savings off the full registration price. To learn more or to register for the special apprentice price of \$147.50, call (866) 839-8455 or (262) 782-4480. It's one more way we're committed to continuing education for new farriers!

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Equine veterinarians, veterinary technicians and British farriers will earn valuable continuing education credits at the 9th annual International Hoof-Care Summit. 25 hours of continuing education credits have been applied for from the Registry of Approved Continuing Education, representing the American Association of Veterinary Boards.

## International Hoof-Care Summit

Hosted by *American Farriers Journal*

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*"The Summit has become a fixture on my calendar — the education and networking are unbelievable."*  
— Kerry Uaugh, Wells, Minn.

## Why The Summit Is The Most Valuable Learning Experience You'll Have In 2012

Farriers attending the Summit earn \$28,000 more in annual gross income compared to the typical farrier. Adopting just one skill-building idea from these 4 highly intensive days of education more than pays for the cost of being in Cincinnati from January 31 to February 3 for the International Hoof-Care Summit.

- 1. PROVIDING** an in-depth, unbiased agenda with state-of-the-art ideas to meet your specific needs without pushing specific trimming or shoeing techniques.
- 2. EVALUATING** the newest footcare products from leading hoof-care suppliers during 9 hours of uninterrupted Trade Show time.
- 3. AVOIDING** the costly time- and \$\$\$-wasting trimming and shoeing mistakes already made by fellow attendees.
- 4. OFFERING** five distinct styles of footcare learning spread over 68 hours of in-depth learning.
- 5. RECOGNIZING** every minute of this intensive, 4-day no-nonsense event is geared toward helping you produce higher quality and more profitable hoof-care work in 2012.
- 6. IDENTIFYING** the latest "how-to" shoeing tips, tricks and techniques offered by top pros in 24 Hoof-Care Roundtables and 18 "How-To" clinics.
- 7. TAPPING** the expertise of hoof-care innovators during 4 days of non-stop hallway networking with successful shoers and vets from around the world.
- 8. DISCOVERING** new ideas and opinions guaranteed to meet your specific footcare needs in an extraordinary one-of-a-kind footcare think-tank.
- 9. DELIVERING** the highest return on investment of any single learning activity you'll take part in during 2012.

## Satisfaction Fully Guaranteed!!!

I've been covering the hoof-care industry for two decades and I've picked up hundreds of new foot-care tips and strategies during the 8 previous International Hoof-Care Summits we've produced.

That's why if this intensive, innovative and information-filled hoof-care conference isn't everything we promise, write me and I'll send you a full 100% refund. Take up to 7 months to decide so you can measure your return on investment from this extraordinary learning experience.

For over 35 years, footcare professionals have trusted *American Farriers Journal* to deliver unbiased footcare information. Hosting this event is another way for us to help you expand your hoof-care education. Not only through the talented and informative general sessions and Hoof-Care Classroom presenters, but you also gain from the valuable networking opportunities available in the 24 Hoof-Care Roundtables and dozens of exciting "right-to-the-point" hallway conversations.

This unsurpassed guarantee should convince you that we're worthy of your trust and attendance. We look forward to seeing you at the 9th annual International Hoof-Care Summit coming up this winter in Cincinnati.



*Frank Desitter*

We've listened to what you've told us you need in high-quality hoof-care education. This no-holds-barred, one-of-a-kind event will help you make money, save money, work smarter and sharpen your hoof-care skills in 2012.

**See You Soon In Cincinnati!**