



Focus on Hoof Care for a Healthier Horse

January 21-24, 2020

Duke Energy Center and Hilton Netherland Plaza
Cincinnati, Ohio



Attend the World's Largest Equine Footcare Event and Trade Show

The 17th annual International Hoof-Care Summit, to be held January 21-24, 2020, in Cincinnati, Ohio, is guaranteed to deliver top-notch sessions and all-star speakers, providing plenty of new ideas to save time, increase your profits and improve the efficiency and effectiveness of your footcare work.



Hosted By *American Farriers Journal* And These Educational Partners ...



Register online today at IHCS2020.com

Plan Out the Next 4 Days of Learning and Get the Most Out of Your Time at the Summit

TUESDAY, JANUARY 21

7:30 a.m. to 5:00 p.m.

"Registration Time."

Pick up Summit materials, including FREE in-depth footcare materials included with registration.

8:30 to 9:30 a.m., 10:30 to 11:30 a.m.

"Special Equine Nutrition Session."

– Rooms 200-205

Farrier Darren Owen of Life



Data Labs will deliver this presentation, which will be held twice.

9:00 to 10:30 a.m.,

10:45 a.m. to 12:15 p.m.

"Special Footcare Clinic."

– Room 206

These hands-on footcare workshops feature several workstations manned by Vettec clinicians. Take part or observe these.



9:30 to 10:30 a.m.,

11:30 a.m. to 12:30 p.m.

"Special Equine Management Session."

– Rooms 207-208

SmartPak will deliver this talk, which will be held twice.



12:50 to 1:00 p.m.

"Focus on Hoof Care for a Healthier Horse"

– Rooms 200-205

American Farriers Journal staff will outline proven steps to help you get the highest possible rate of return from your Summit attendance. They'll also share a motivational presentation to kick off the IHCS.

1:00 to 1:50 p.m.

"Farrier Conversations Series, Presented by Anvil Brand – A Chat with Jim Ferrie and Craig Trnka."

– Rooms 200-205

We wanted to launch the Summit's general sessions with something fun for the industry. We've invited Hall of Fame farriers Jim Ferrie of Newmilns, Scotland, and Craig Trnka of Edgewood, N.M.

In this session, the two will discuss their careers and challenges they've overcome over the decades. The give-and-take format will make an entertaining talk.

Why You Shouldn't Miss This:

While this surely will be entertaining, be prepared to pick up gems that can change your perspective on footcare.

1:50 to 2:05 p.m.

"Hallway Networking Opportunities."

Stretch your legs while sharing footcare ideas with others.

2:05 to 3:00 p.m.

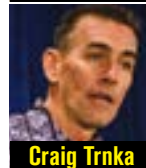
"The Shoeing Process: What We Already Know ... But if in Doubt Just Put a Bar Shoe on It! (Part 1)"

– Rooms 200-205

Years ago, the conventional remedy was to "just put a bar shoe on it." And many farriers did.



Jim Ferrie



Craig Trnka



Haydn Price

Now with evidence-based data collection and advanced diagnostics, has farriery evolved in addressing the horse for its individual needs?

In this presentation, Usk, Wales, farrier Haydn Price will introduce this discussion. He will lay out the application of controlled study into the practicality of everyday work and its impact on the industry.

Why You Shouldn't Miss This:

Leave with considerations we should be making in our selection and application.

2:55 to 3:10 p.m. "Best Speaker Recognition and Awards."

– Rooms 200-205

Three individuals from last year's Summit will be recognized for their outstanding presentations, as rated by attendees.

3:15 to 4:30 p.m.

"6 'How-To' Hoof-Care Product Knowledge Clinics."

We're offering a series of informative "How-To" clinics. You'll select three of these 20-minute sessions to attend.

(Each "How-To" session will be held 3 times during this time block.)

1. Shoeing Tips with Castle Pads and Pour-in Urethanes.

Nick Denson, Castle Plastics

– Room 211



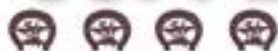
2. Causes of Microbial Infections and Topical Treatment Protocols.

Sam Austin, Equine Digit Support System

– Rooms 200-205



ALVIN FARRIER SUPPLY



We Believe
DURASOLE™
To Be The Most Effective
Sole Toughener On The Market

✓ **DURASOLE™** is formulated to harden the equine exfoliating sole.

✓ **DURASOLE™** works by swelling and thickening the cell membranes of the exfoliating sole.

✓ **DURASOLE™** does not contain copper naphenate or essential oils.

✓ **DURASOLE™** has been used extensively and successfully on equine athletes engaged in strenuous activities over difficult terrain.

✓ **DURASOLE™** is highly concentrated and formulated to be used in small quantities.

DURASOLE™
“Forms a living pad”

DURASOLE™ is shipped internationally, currently selling in Norway & United Kingdom



UPS Daily
Distributed Worldwide
by
AFS Distributing Co.

Our full-line farrier
supply catalog online

www.alvinfarriersupply.com
Email: alvinfarriersupply@yahoo.com

2498 C.R. 145 16915 FM 2920
Alvin, TX 77511 Tomball, TX 77377
(281) 331-3636 (281) 290-9550

3. Sole Searching: An Exploration of Tissue.
Steve Foxworth, Equine Lameness Prevention Organization
– Room 212



4. Over and Under Supplementation's Effect on the Hoof.
Mike Barker, Life Data Labs
– Room 208



5. Hoof Moisture Regulation: The Difference Between Feed Through Vs. Topical Application to Maintain a Healthy Hoof.
Danvers Child, SmartPak
– Room 207



6. Understanding how Unique Adhesive Applications Will Help Your Business Grow.
Esco Buff Vettec
– Room 206



4:25 to 5:15 p.m.

“Take a Break On Your Way to the Hilton Netherland Hotel!”

Head over from the Duke Energy Center during this short break and get ready for a double block of Roundtables.

5:15 to 6:15 p.m. “8 Informative and Inspiring Hoof-Care Roundtables.”

Hearing that there are too many great footcare topics to choose from, we've listened to you and will repeat the two

Roundtable sessions tonight so that you have a more focused selection to choose from. These small group settings (32 held on Tuesday and Thursday evenings) offer a remarkable learning atmosphere for information sharing.

Select one of the following 8 Hoof-Care Roundtables to attend. Topics and moderators are:

1. Hands-On Anatomy Warm-Ups.
– Rosewood Room

This Roundtable will introduce three upcoming Summit lectures by utilizing anatomy models relevant to specific program topics. Jim Ferrie, Dr. Maarten Oosterlinck, and the team of David Giza, Dr. Megan Mathias and Dr. Frank Reilly will use Horse Science models from Allie Hayes as a “warm-up” to these later presentations. Attendees will rotate between three tables in 20-minute sessions.

Why You Shouldn't Miss These:

Pick up new ideas to learn even more about upcoming Summit lectures and assist you in dealing with those problem horses on your client list.

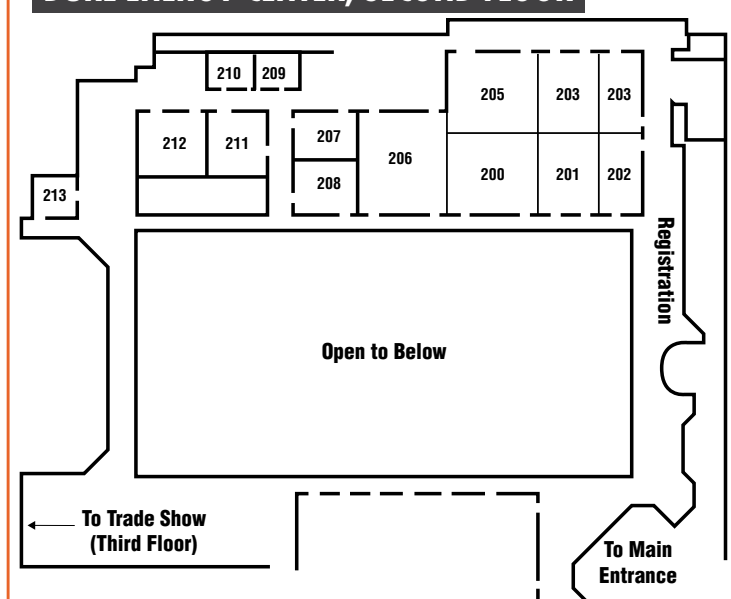
2. Addressing the Clubfooted Horse.
– Salon H/I

Stuart Muir, Lexington, Ky.

3. Recognizing and Overcoming Burnout.
– Salon B/C

Todd Allen, Vandergrift, Pa.

DUKE ENERGY CENTER, SECOND FLOOR



All of the week's morning and afternoon IHCS educational sessions will be held on the second floor of the Duke Energy Convention Center. The Trade Show is on the third floor.

4. Mechanics in Various Footing Types for the Horse's Job.

– Rookwood Room

Jason Critton, Sedalia, Colo.

5. Improving the Professionalism of the Industry. – Salon D/E

Darren Owen, Scottsville, Va.

6. Are We Looking at the Business the Wrong Way? (An Interactive Analysis of Farrier Business Practices.)

– Caprice 2/3

Steve Kraus, Ithaca, N.Y.

7. Veterinarian-Farrier Communication for the Best Outcome of the Patient.

– Salon F/G

Mark Aikens, Norwich, England

8. For New Farriers (Apprentice to Third Year) Only.

– Hilton Continental Ballroom

(This session will focus on building a farrier business geared for success.)

Bob Smith and Tiffany Gardner, Pacific Coast Horseshoeing School, Plymouth, Calif.

6:15 to 7:15 p.m.

"8 More Hoof-Care Roundtables"

Select another Hoof-Care Roundtable to share what's working for you, ask questions and learn from other attendees.

9. Hands-On Anatomy Warm-Ups.

– Rosewood Room

(Repeated session, see Hoof-Care Roundtable #1.)

10. Addressing the Clubfooted Horse.

– Salon H/I

Stuart Muir, Lexington, Ky.

11. Recognizing and Overcoming Burnout.

– Salon B/C

Todd Allen, Vandergrift, Pa.

12. Mechanics in Various Footing Types for the Horse's Job.

– Rookwood Room

Jason Critton, Sedalia, Colo.

13. Improving the Professionalism of the Industry.

– Salon D/E

Darren Owen, Scottsville, Va.

14. Are We Looking at the Business the Wrong Way? (An Interactive Analysis of Farrier Business Practices.)

– Caprice 2/3

Steve Kraus, Ithaca, N.Y.

15. Veterinarian-Farrier Communication for the Best Outcome of the Patient.

– Salon F/G

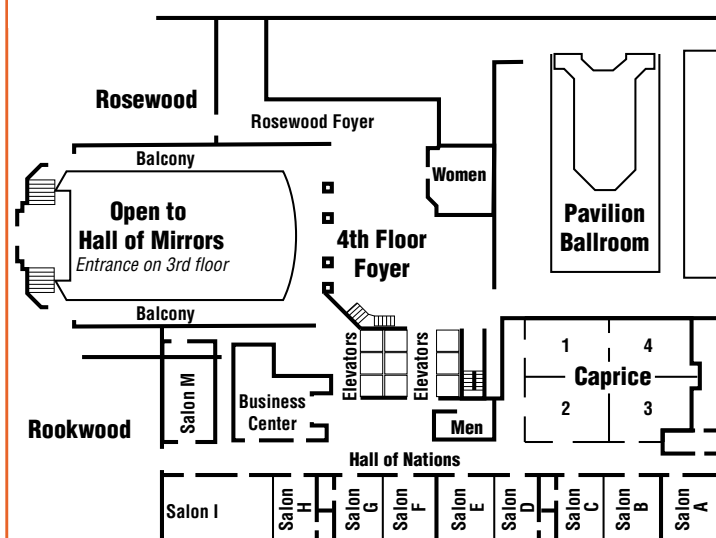
Mark Aikens, Norwich, England

16. For New Farriers (Apprentice to Third Year) Only.

– Hilton Continental Ballroom

Bob Smith and Tiffany Gardner, Pacific Coast Horseshoeing School, Plymouth, Calif.

HILTON NETHERLAND HOTEL, FOURTH FLOOR



Most Tuesday and Thursday Roundtables will be held at the Hilton Netherland Hotel on the fourth floor. Roundtables 8, 16, 24 and 32 will be held on the hotel's mezzanine level.



UNLIMITED POSSIBILITIES

We now offer our Hanton tabs, both Aluminum and Steel, with our patented blister application system.

- Create customized glue-on shoes on site to meet the needs of your customer. Apply the Hanton tabs to any steel or aluminum manufactured shoe or to a handmade shoe to create exactly what is needed while at the horse.
- Reduce inventory costs by eliminating the need for glue-on shoes in multiple sizes.
- The Aluminum Tab kit includes four small SynergiSticks for quick and easy application of the aluminum tabs to any aluminum shoe of your choice.



Check our website for a supply house near you!
broadlinefarriersolutions.com
Call us at 502-321-6609

TEXT YOUR ORDER
TO SHIP OR PICK-UP IN WAREHOUSE
303-827-1241



* TEXTline not monitored for Calls/Voicemails
Please Call 1-800-994-OLEO (6536)



ADVANTAGES:

- Stops the pain quickly
- Works with or without shoeing
- Realigns the hoof wall to the coffin bone
- Painless application
- Easy to apply
- Multiple sizes available

ALSO AVAILABLE:

Crack Repair Kits only \$10



FOR MORE INFO OR TO PLACE YOUR ORDER GO TO
HOOFCINCH.COM
OR CALL: (855-442-4624)

WEDNESDAY, JANUARY 22

7:30 a.m. to 5:00 p.m.

"Registration Time"

If you haven't registered, pick up your guide to the Summit, along with extra gifts from *American Farriers Journal* and sponsors.

8:00 to 8:05 a.m.

"Get the Most Out of Your Time at the IHCS"

– Rooms 200-205

Before this morning's opening general session, learn how to spot the real gems in today's program. *American Farriers Journal* staff will outline proven steps to help you select the specific sessions that will be most valuable in furthering your hoof-care education.

8:05 to 8:55 a.m.

"Diagnosing and Treating Canker (Part 2: Effect on the Equine Foot & Body)"

– Rooms 200-205

The stench is diagnostically distinctive — the tendrils from the sole unmistakable — and for a horse with canker, the clock is already ticking by the time you notice the signs. In this presentation, Culpeper, Va., farrier Dave Giza and West Chester, Pa., veterinarian Dr. Frank Reilly will share their evidence-based research in equine canker treatment protocol along with tools for treatment and cure. From identifying factors that cause numerous canker outbreaks, to assessing the impact of mud or footing on disease contraction, to evaluating canker symptoms that extend beyond the hoof — this presentation will provide the answers needed to successfully treat rather than euthanize.

Why You Shouldn't Miss This:

This highly successful veterinarian-farrier team has been researching and treating equine canker for the past 12 years, resulting in 100% success rate. This session will enable you to understand the vital roles veterinarians and farriers play in the identification, treatment and prevention of this disease.

8:55 to 9:00 a.m.

"Recognizing Summit Mail-In Forging Exercise Winner"

– Rooms 200-205

Find out who submitted the best contest shoe. This IHCS contest is

sponsored by VICTORY. See the top shoes on display in the *AFJ* booth during the three Wednesday and Thursday Trade Show sessions.

9:00 to 9:50 a.m.

The Burney Chapman Memorial Lecture, Presented By Life Data Labs – "Current Concepts on Biomechanical Basics of Therapeutic Farriery"

– Rooms 200-205

For centuries, farriery has been a craft relying merely on tradition, personal experience and empirical evidence. However, over the last decades, an increasing number of studies have provided insight in the biomechanics of the hoof, and evidence-based data on the effect of specific trimming and shoeing techniques is gradually becoming available.

In this presentation, University of Ghent researcher Maarten Oosterlinck will show how objective and quantitative tools to employ routinely in the assessment of equine locomotion and farriery techniques are gradually becoming available to the equine clinician and farrier. This presentation reviews the current biomechanical concepts that are important for evidence-based application of trimming and shoeing techniques in the treatment of lameness.

The main issues that will be discussed are hoof balance, shock absorption, grip vs. sliding, the pressure distribution within the hoof, and hoof breakover. Also, possible effects on the hoof mechanism have to be considered. Ideally, these issues should be considered in the prevention of injury rather than in the treatment of established pathology.

Why You Shouldn't Miss This:

Gain a perspective on how evidence-based farriery is providing more clarity in discussions with veterinarians, owners and others who make up the horse's care team.

10:00 a.m. to 1:00 p.m.

"Trade Show Time"

Get your first glimpse of all of the new products for 2020 and talk one-on-one with company experts. You also can purchase a lunch so you can take advantage of this opportunity to meet with and discuss ideas with more than 130 Trade Show exhibitors.



Dr. Maarten Oosterlinck



Dave Giza



Dr. Frank Reilly

1:15 to 2:15 p.m.

"5 Powerful Hoof-Care Classrooms"

Choose from 5 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 valuable footcare ideas — then later compare the ideas each of you harvested.

Hoof-Care Classroom #1

"BETTER BUSINESS SERIES: Don't Sink the Boat! Be the Captain of Your Finances."

— Room 211



David Barron

Almost everything we do in the business of hoof care is based on anecdotal information passed to us by others, or concocted by ourselves after acquiring some working experience. No one until now has taken an interest in the primary reason that you're in business, which is to make money and facilitate the lifestyle of YOUR choice!

In this lecture, farrier-turned-financial-planner David Barron will focus on WHAT you want out of your business, HOW to plot a course for those objectives, and WHY the hoof-care industry has been a bed of misinformation on business for such a long time.

Why You Shouldn't Miss This:

Whether you're starting out in hoof care, you've been in it, or you're looking to leave it behind, this lecture will give you some ideas to ruminate on how to take the next step.

Hoof-Care Classroom #2

"SHOEING FOR SPECIFIC NEEDS SERIES, PRESENTED BY EQUILOX:

Managing Off-the-Track Thoroughbreds."

— Room 206

According to the American Horse Council, more than a third of the Thoroughbreds (OTTB) annually that don't make it on the track find a new job elsewhere. When farriers take on these horses, they often are presented with foot management problems, as well as clients who lack the horsemanship to properly transition these horses.

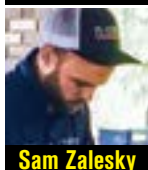
In this session, we've asked three farriers who work with OTTBs in their



Mike Stine



Daniel Watson



Sam Zalesky

practices to share their advice:

- ◆ Mike Stine, Marshville, N.C.
- ◆ Daniel Watson, Marshall, Va.
- ◆ Sam Zalesky, Rood & Riddle Equine Hospital, Lexington, Ky.

Why You Shouldn't Miss This: Take home practical tips for the common foot problems encountered with these horses.

Hoof-Care Classroom #3

"Recognizing and Treating Angular Limb or Flexural Deformities in Foals."

— Rooms 200-205

Conference Director's Note: A common criticism of the Summit by attendees is that there are too many classrooms to choose from in each classroom block. To provide opportunity to learn from multiple presenters, we are repeating this classroom Thursday.

Cornell University Head of Farrier Services Steve Kraus will provide this overview of the common conformational problems encountered in young horses. The key to developing correctly formed legs that will stay sound is early recognition and appropriate treatment. Some of these horses will need more exercise, some need less. Come to this lecture and find out which. This lecture will present several cases from the Cornell veterinary clinic as examples.



Steve Kraus

Why You Shouldn't Miss This:

Learn that timetables critical in development when working with young horses.

Hoof-Care Classroom #4

"Understanding and Managing Conformational Weakness."

Conference Director's Note: A common criticism of the Summit by attendees is that there are too many classrooms to choose from in each classroom block. To provide opportunity to learn from multiple presenters, we are repeating this classroom Thursday.

— Rooms 207-208

In his practice, just like other farriers, Mark Trussler must deal with the conformation presented by the horse. In this presentation, he will discuss his process for working with these horses and helping them through correct shoeing protocol. He will illustrate these changes with images from his own work.



Mark Trussler



TRADITIONAL TECHNIQUES, PROACTIVE SOLUTIONS



The most dangerous tool in your box is a blunt knife — be safe: take one of ours



Not just a chisel or a punch on a stick — tough built-in value from horseshoers for horseshoers

Visit our website to view the rest of our products and the science behind them

TheShoeingLab.com

Phone: +44 (0) 1905 641640

Email: sales.theshoeinglab@gmail.com

Location: Walton Lane Grimley, Worcestershire WR2 6LR, U.K.

Shoeing Lab products also available from:

Meader Supply Corp.

23 Meaderboro Rd,
Rochester, NH 03867
800-446-7737

Northeast Farrier Supply

210 Holabird Avenue Winsted, CT 06098
(866) 333-6337

Palm Beach Farrier Supplies

3500 Fairlane Farms Rd,
Wellington, FL 33414
(561) 204-5022

Why You Shouldn't Miss This:

Gain considerations for evaluating your work with horses that present tough conformational challenges at the end of the trimming/shoeing cycle.

Hoof-Care Classroom #5

"Diagnosing and Treating Canker (Part 2): A Case Study of Equine London Bobby."

— Room 212

See unique before, during and after treatment of advanced canker with video, photos and lab reports of equine London Bobby's emergency field treatment — a 6-hour process that involved monitoring vitals, administering sedation, blocking three feet and tourniquet applications to control blood loss while three deeply rooted hoof resections were completed all while standing. In this presentation, Culpeper, Va., farrier David Giza and Warrenton, Va., veterinarian Dr. Megan Mathias discuss how veterinarian/farrier collaboration saved a horse with severe canker after several other veterinarians had recommended euthanasia.

Why You Shouldn't Miss This:

Learn what made this partnership successful, the specific roles veterinarians and farriers should be prepared to take, and how open respect, communication and shared expertise can ultimately lead to full recovery for the canker infected horse.



Dave Giza



Dr. Megan Mathias

2:15 to 2:30 p.m. "Valuable Hallway Networking Time."

Stretch your legs and share the latest footcare ideas with fellow attendees before this afternoon's general session gets underway.

2:30 to 2:40 p.m. "Rising Shoeing Star Awards"

— Rooms 200-205

This program honors three outstanding students who are earning a living as farriers just 3 years after graduating in 2016 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 shers to develop the talents needed for a successful career.

Sponsors include: Adeptus Nutrition, Dechra Veterinary Products, G.E. Forge & Tool, Pyranha Inc., Texas Farrier Supply.



2:40 to 3:30 p.m.

"Looking at the Hoof in Three Dimensions (Part 1)"

— Rooms 200-205

Hall of Famer Jim Ferrie returns to the Summit with a thorough review of the foot to compel farriers to think of their work in three dimensions. The Newmilns, Scotland, farrier will cover

normally perceived front foot balance and discuss mechanical forces that affect the hoof.

By reviewing anatomy, he also will discuss using the external hoof to accurately locate the internal structures. He will stress the perspective of one dimension, the lateral plane, while reviewing various issues and typical appliances.

Why You Shouldn't Miss This:

Leave with a multi-dimensional sense on establishing your goals when trimming and/or shoeing a horse.

3:30 to 7:00 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.

8:00 to 9:30 p.m.

"American Association of Professional Farriers/International Association of Professional Farriers Annual Meeting"

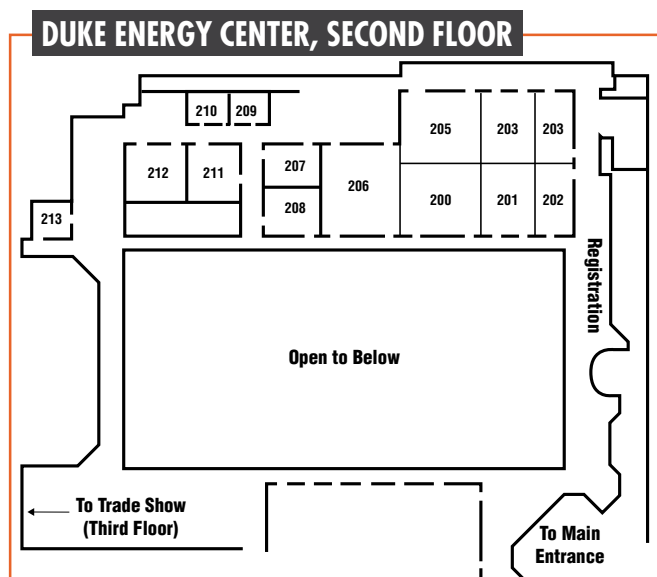
— Hilton Continental Ballroom

All Summit attendees are invited to the AAPF/IAPF's annual meeting, where you will hear about the group's previous year's activities and look ahead to the plans for 2020-2021.

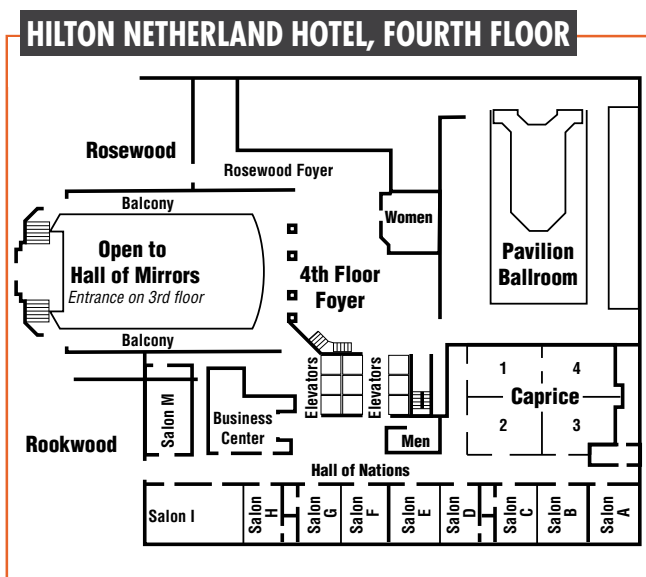
Take advantage of this session to learn about programs that can further your education and improve your work with horses.



Jim Ferrie



All of Wednesday's morning and afternoon IHCS educational sessions will be held on the second floor of the Duke Energy Convention Center. The Trade Show is on the third floor.



Most Tuesday and Thursday Roundtables will be held at the Hilton Netherland Hotel on the fourth floor. Roundtables 8, 16, 24 and 32 will be held on the hotel's mezzanine level.

THURSDAY, JANUARY 23

7:30 a.m. to 5:00 p.m.

"Registration Time."

Pick up Summit materials, including additional gifts.

8:00 to 8:05 a.m.

"Latest Summit News."

– Rooms 200-205

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

8:05 to 8:55 a.m.

"Increase Your Profit with Basic Shoe Modifications."

– Rooms 200-205

Skills in modifying shoes will not only improve your ability to help horses, but Fuels, Ill., farrier Paul Skaggs says that using these skills decreases your expenses.

In this lecture, he'll share how using these five simple shoe modifications will help decrease inventory and increase profit margins. But it makes more than good business sense. Honing your skill with these basic tips will help those horses with specific needs addressed by these modifications. It doesn't matter if you are just starting out or a seasoned farrier in need of a refresher, this session will help you.

Why You Shouldn't Miss This:

This session is perfect for anyone looking to fine tune their business methods at the anvil.

8:55 to 9:45 a.m.

"Orientation of the Distal Phalanx as Related to Pathologies (Part 1)"

– Rooms 200-205

The shape of the hoof is a moment in time. This means that it is constantly changing. Recognizing these changes is the first step in developing a healthy foot.

In this presentation, Hall of Fame farrier and researcher Mike Savoldi will discuss the importance of protecting bone structure, bone position, and bone movement within the hoof capsule to produce a healthy foot. Savoldi suggests traditional farrier science is in many ways hindering the farrier's ability because it does not apply to the internal portions of the foot. This is the first part in his two-part presentation.



Paul Skaggs



Mike Savoldi

Why You Shouldn't Miss This:

Learn to evaluate problems with more accuracy and understand how dynamic and complicated the foot truly is.

10:00 a.m. to 1:30 p.m.

"Your Last 'Tool-Time' Opportunity – Trade Show Wrap-Up."

Here's your final opportunity to check out new footcare products for 2020. Lunch will be available for purchase in the Trade Show area.

1:30 to 1:45 p.m.

"Networking Break."

Take a break after spending time at the Trade Show and share the product knowledge you gained before the next classroom sessions begin.

1:45 to 2:45 p.m.

"5 More Hoof-Care Classrooms"

From among 5 Hoof-Care Classrooms, select the one that will have the biggest impact on your footcare practice in 2020.

Hoof-Care Classroom #6

"BETTER BUSINESS SERIES: The Future of a Hoof-Care Business: What's Coming and What Can You Do?"

– Room 212

The one thing you can count on is change. What is the leading demographic pool for hoof care providers in the next 5, 10 or 20 years? How are horse owners and other equine professionals changing the landscape of the equine industry, what does that mean for hoof care providers, and what practices should you implement in order to stay safe, relevant and successful?

We've asked these three equine industry experts to share their views in this panel discussion.

- ◆ David Barron, Woodinville, Wash.
- ◆ Misty Pleiness, Metamora, Mich.
- ◆ Amy Cairy, Longmeadow, Mass.

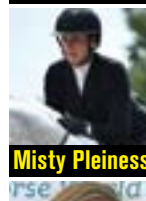
Much of the time will be reserved for your questions to the panel.

Why You Shouldn't Miss This:

Learn trends that will affect your clients and your business in the coming decade and beyond.



David Barron



Misty Pleiness



Amy Cairy



More Sport™ Horseshoeing:

TRADITIONAL TECHNIQUES, PROACTIVE SOLUTIONS



- Counteract the adverse affects of working on artificial surfaces
- Add width to the toe and heel for flotation
- Add traction for horses on silicon based surfaces
- Rolled toe fronts available toe or side clipped

Visit our website to view the rest of our products and the science behind them

TheShoeingLab.com



Phone: +44 (0) 1905 641640

Email: sales.theshoeinglab@gmail.com

Location: Walton Lane Grimley, Worcestershire WR2 6LR, U.K.

Shoeing Lab products also available from:

Meador Supply Corp.

23 Meadorboro Rd,
Rochester, NH 03867
800-446-7737

Northeast Farrier Supply

210 Holabird Avenue Winsted, CT 06098
(866) 333-6337

Palm Beach Farrier Supplies

3500 Fairlane Farms Rd,
Wellington, FL 33414
(561) 204-5022

Hoof-Care Classroom #7

"Regardless of the Modality, Basic Farrier Principles Must be Addressed in Therapeutic Cases."

– Rooms 211

When Mitch Taylor of the Kentucky Horseshoeing School took his sabbatical in a Qatar veterinary hospital for 18 months, he was presented with numerous challenging cases.

In this presentation, Taylor will review these cases, which often took some creative approaches. But to gain the desired result in each, he stresses principles vs. a one-size-fits-all approach.

Why You Shouldn't Miss This:

Gain alternative ideas on certain cases you may encounter.

Hoof-Care Classroom #8

"SHOEING FOR SPECIFIC NEEDS SERIES, PRESENTED BY EQUILOX: Assessing Lameness and Shoeing Western Pleasure Horses."

– Rooms 207-208

Based in Collinsville, Texas, veterinarian and farrier Sammy Pittman's clientele include Western Pleasure horses in need of his help to return to their work.

In this presentation, he will share how he approaches cases, and determining his trimming and shoeing of these lame horses in relation to their movements. He will use cases from his practice, Innovative Equine Podiatry, to help illustrate these goals.

Why You Shouldn't Miss This: Gain insight on determining lamenesses in these horses when they move.

Hoof-Care Classroom #9

"Recognizing and Treating Angular Limb or Flexural Deformities in Foals."

– Rooms 200-205

Conference Director's Note: A common criticism of the Summit by attendees is that there are too many classrooms to choose from in each classroom block. To provide opportunity to learn from multiple presenters, we are repeating this classroom on Thursday.

Cornell University Head of Farrier Services Steve Kraus will provide this overview of the common conformational problems encountered in young horses. The key to developing correctly formed

legs that will stay sound is early recognition and appropriate treatment. Some of these horses will need more exercise, some need less. Come to this lecture and find out which. This lecture will present several cases from the Cornell veterinary clinic as examples.

Why You Shouldn't Miss This:

Learn that timetables critical in development when working with young horses.

Hoof-Care Classroom #10

"Understanding and Managing Conformational Weakness."

– Room 206

Conference Director's Note: A common criticism of the Summit by attendees is that there are too many classrooms to choose from in each classroom block. To provide opportunity to learn from multiple presenters, we are repeating this classroom on Thursday.

In his practice, just like other farriers, Mark Trussler must deal with the conformation presented by the horse. In this presentation, he will discuss the his process for working with these horses and helping them through correct shoeing protocol. He will illustrate these changes with images from his own work.

Why You Shouldn't Miss This: Gain considerations for evaluating your work with horses that present tough conformational challenges at the end of the trimming/shoeing cycle.

2:45 to 3:00 p.m. "Networking Break."

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

3:00 to 3:40 p.m.

"2020 International Halls of Fame Induction"

– Rooms 200-205

The *American Farriers Journal* staff will introduce inductees into the 2020 International Horseshoeing Hall of Fame and the 2020 International Equine Veterinarians Hall of Fame with moving video tributes.

3:40 to 4:30 p.m.

"Pressure Plate Analysis Findings to Influence Shoeing"

– Rooms 200-205

The visual evaluation of dynamic hoof balance is limited by human perception.



Steve Kraus



Mitch Taylor



Dr. Sammy Pittman

EQUILOX



Mark Trussler

Even for an experienced farrier or veterinarian, subtle abnormalities may not be readily observable, especially at gaits faster than the walk. Radiographs can be made to help make trimming and shoeing decisions, but this is only a static evaluation and therefore, does not reflect the dynamic hoof balance during locomotion.

In this presentation, veterinarian and researcher Maaten Oosterlinck will show how when contrary to common beliefs, even in "normal," balanced hooves visually landing flat or symmetrically, forces are not evenly distributed across the hoof-track interface. How should this understanding affect the farrier's decisions?

Why You Shouldn't Miss This: Gain insight that will help guide you when providing footcare with the individual horse.

4:30 to 5:20 p.m.

"Laterally Offset Hoof Capsules and Their Effect Upon the Medial Hoof."

– Rooms 200-205

The medial hoof distorts in response to the forces that constantly load onto it from the body above and from the ground below, but in a laterally offset hoof capsule, distortion can be exaggerated.

In this presentation, Lincoln, England, farrier Mark Trussler shares the findings from his Fellowship research with the Worshipful Company of Farriers. He explores the use of individual shoeing plans for five horses with laterally offset hoof capsules over a 12-month period. It was hoped stabilization of landing and loading during movement would redistribute force more evenly throughout the entire hoof capsule reducing medial hoof distortion and allowing the medial hoof to develop and strengthen.

Why You Shouldn't Miss This:

See the findings from Trussler's study and consider how they can influence your work.

5:20 to 6:10 p.m.

"Looking at the Hoof in Three Dimensions, (Part 2)"

– Rooms 200-205

In the second part of his talk, Jim Ferrie will look at the hoof/limb in two dimensions, surveying foal and mature angular limb problems and how to trim or shoe for them. Finally, he'll explain how taking the three-dimensional approach to the hoof/limb can help with common conformational issues. He'll offer his insight on the trimming and shoeing of the problems presented.



Dr. Maarten Oosterlinck



Mark Trussler



Jim Ferrie

Why You Shouldn't Miss This:

Gain a better understanding between the digital cushion and heels that can affect considerations you give to the hoof health of the horses you work with.

6:40 to 7:40 p.m.

"16 More Powerful Hoof-Care Roundtables."

This is your opportunity to exchange the latest ideas and proven footcare strategies with fellow farriers. Go toe-to-toe with fellow attendees on the topic that holds the most interest for boosting your hoof-care work and income in 2020. 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. The sessions from the 6:15 p.m. block will be repeated during the 7:15 p.m. block.

Topics and moderators include:

17. Working with the Client Whose Mindset is the Horse is a Family Member/Pet.

— Rosewood Room

Daisy Bicking, Parkesburg, Pa.

18. Pros and Cons of Diversifying Your Practice.

— Rookwood Room

Curtis Burns, Wellington, Fla.

19. Managing Client Expectations as a Farrier or Veterinarian in Laminitis Cases.

— Salon H/I

Dr. Sammy Pittman, Collinsville, Texas

20. Dealing with Mismatched Feet in Your Practice.

— Salon F/G

Tim Shannon, Moreno Valley, Calif.

21. Case Reviews: How Would You Address This?

— Salon D/E

Steve Foxworth, Berthoud, Colo.

22. Pros and Cons of Different Trimming Methods.

— Salon B/C

Doug Anderson, Mt. Airy, Md.

23. Buy a Shoe for That Vs. Making Your Inventory.

— Caprice 2/3

Paul Skaggs, Fuels, Ill.

24. Respectfully Educating Clients Despite the Influence of the Internet

— Hilton Continental Ballroom

Mike Stine, Marshville, N.C.

7:50 to 8:50 p.m.

"8 More Hoof-Care Roundtables."

Repeated topics and moderators include:

25. Working with the Client Whose Mindset is the Horse is a Family Member/Pet.

— Rosewood Room

Daisy Bicking, Parkesburg, Pa.

26. Pros and Cons of Diversifying Your Practice.

— Rookwood Room

Curtis Burns, Wellington, Fla.

27. Managing Client Expectations as a Farrier or Veterinarian in Laminitis Cases.

— Salon H/I

Dr. Sammy Pittman, Collinsville, Texas

28. Dealing with Mismatched Feet in Your Practice.

— Salon F/G

Tim Shannon, Moreno Valley, Calif.

29. Case Reviews: How Would You Address This?

— Salon D/E

Steve Foxworth, Berthoud, Colo.

30. Pros and Cons of Different Trimming Methods.

— Salon B/C

Doug Anderson, Mt. Airy, Md.

31. Buy a Shoe for That Vs. Making Your Inventory.

— Caprice 2/3

Paul Skaggs, Fuels, Ill.

32. Respectfully Educating Clients Despite the Influence of the Internet.

— Hilton Continental Ballroom

Mike Stine, Marshville, N.C.



TRADITIONAL TECHNIQUES, PROACTIVE SOLUTIONS



MoreAid = MoreSport = MoreSound

Visit our website to view the rest of our products and the science behind them

TheShoeingLab.com



Phone: +44 (0) 1905 641640

Email: sales.theshoeinglab@gmail.com

Location: Walton Lane Grimley,
Worcestershire WR2 6LR, U.K.

Shoeing Lab products also available from:

Meader Supply Corp.

23 Meaderboro Rd,
Rochester, NH 03867
800-446-7737

Northeast Farrier Supply

210 Holabird Avenue Winsted, CT 06098
(866) 333-6337

Palm Beach Farrier Supplies

3500 Fairlane Farms Rd,
Wellington, FL 33414
(561) 204-5022



FARRIER SPOUSE PROGRAM: IT'S A TEAM EFFORT

Spouses are integral parts of many farrier practices. Beyond providing moral support, spouses actively contribute by performing some — or many — of the business duties related to the practice.

The Farrier Spouse program, which was led for many years by Shelley Walker of Nature Farms Farrier Supply, is designed to offer practical educational sessions, as well as an opportunity to network with other farrier spouses and exchange knowledge.

The program will take place Thursday, Jan. 23, starting at 2 p.m. in the Hilton Netherland Hotel in Salon M on the fourth floor. This year it will be hosted by *American Farriers Journal* Managing Editor Kristen Kubisiak.

2 to 2:45 p.m. "SCORE: Free Business Mentoring & Education." – Salon M

SCORE Greater Cincinnati chapter chair Patricia McKay will provide an overview of free services available to small business entrepreneurs — like farriers — in locations across the country.



Patricia McKay

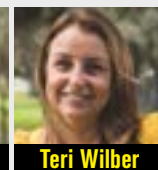
2:45 to 3 p.m. "Hallway Break."

3 to 3:45 p.m. "Taking a Team Approach." – Salon M

Teri and Clayton Wilber of Florida Farrier Services in St. Cloud, Fla. share their tips for business and family success.



Clayton Wilber



Teri Wilber

4 to 4:45 p.m. "Hoof-Care Professional Panel." – Salon M

Therapeutic shoer Nick Denson, Hall of Fame farrier Mike Wildenstein and veterinarian Dana Gilliam (also a farrier spouse) share their insights and answer your questions.

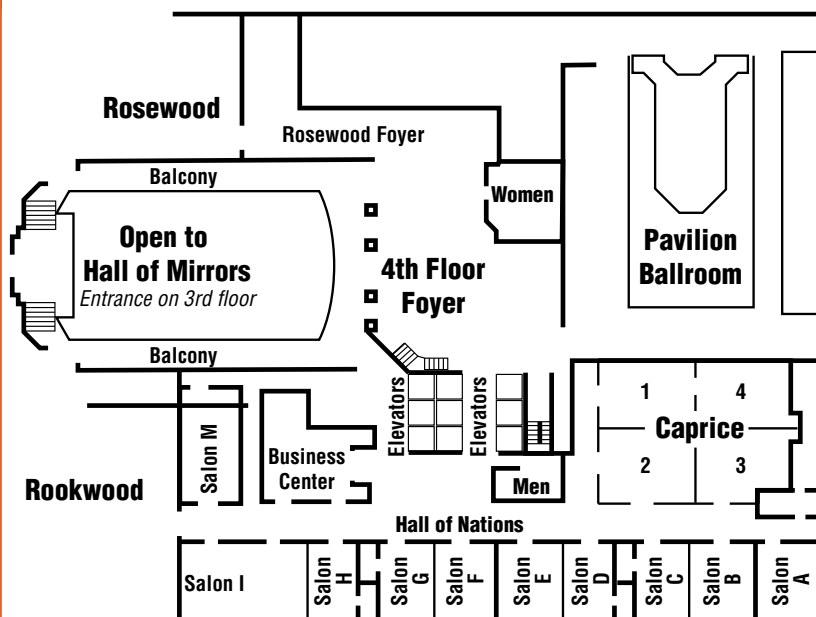
4:45 to 6 p.m. "Dinner Break."

6 to 7 p.m. "We've Got Your Back" Roundtable. – Salon M

Get to know other members of this tight-knit equine community and share your experiences: We learn from each other.

Most Tuesday and Thursday Roundtables will be held at the Hilton Netherland Hotel on the fourth floor. Roundtables 8, 16, 24 and 32 will be held on the hotel's mezzanine level.

HILTON NETHERLAND HOTEL, FOURTH FLOOR



YODER BLACKSMITH SUPPLIES
 8900 Township Road 652
 Frederickburg, OH 44627

We Manufacture Yoder Boxes

The Professional

We also stock a complete line of farrier supplies with competitive prices and fast, friendly service.



8:30 to 9:30 a.m.

"Final Call – Pick From 5 Highly-Intensive Hoof-Care Classrooms."

This is the final block of classrooms, which runs 5 simultaneously. Attend the Hoof-Care Classroom that will have the biggest impact on your 2020 foot-care work.

Hoof-Care Classroom #11

"BETTER BUSINESS SERIES: Are You a Liability?"

– Room 211

What is "liability?" Why does everyone think that what I do is so precarious, and how can I protect my empire from suffering the consequences of a professional catastrophic event?

In this lecture David Barron, a former CJF farrier, will examine how evaluation appraises the risks associated with hoof-care work, what would happen in the event of a liability claim arising and what financial products are available to build a moat around the castle you're busy building.

Why You Shouldn't Miss This:

Learn more about the impact a liability case could have on your practice and the immediate steps you should take to prevent financial catastrophe.



David Barron

Hoof-Care Classroom #12

"Shoe Modifications: The Business Breakdown."

– Room 206

Earlier in his career, Paul Skaggs cold shod every horse. After developing his practice and committing to shoeing full time, he focuses on improving his skills at the forge and anvil with his horses.



Paul Skaggs

In this continuation of his Thursday lecture, Skaggs gets into the actual numbers behind shoe modifications and their impact on your business. Doing the math on these modifications to maximize profit margins by minimizing overhead.

Why You Shouldn't Miss This:

If your practice uses steel shoes, consider these business principles regarding your shoe use and inventory.

Hoof-Care Classroom #13

"SHOEING FOR SPECIFIC NEEDS SERIES PRESENTED BY EQUILOX: Focus on Being Proactive Vs. Reactive in Your Footcare."

– Rooms 207-208

Flower Mound, Texas, farrier Dave Gilliam says it is paramount that farriers increase their awareness when observing hoof distortions to best address them for the performance horse.



Dave Gilliam

Using examples of the hunters/jumpers that he works with, Gilliam will discuss how understanding what developing or present distortions of the hoof capsule can indicate, as well as his strategies in addressing them to move toward the optimal outcome for the horse.

Why You Shouldn't Miss This:

Although Gilliam's emphasis will be on the hunters/jumpers he works with, these insights are applicable to other performance horses.

Hoof-Care Classroom #14

"Strategies for Evaluating Horses to Maximize Hoof Care."

– Room 212

When Marshville, N.C., farrier Mike Stine first began learning to trim and shoe, most of the focus was on the hoof, and very little about the rest of the horse. After meeting the late Tony Gonzales, author of *Proper Balance Movement, A Diary of Lameness*, that perspective began to change. This session will touch on equine balance, body posture, conformation, movement, hoof balance and other outside pressures that impact equine soundness and performance.



Mike Stine

Although we have many modern tools for measuring equine movement and for studying the hoof, when we are in the field, we often have to rely on our observational and practical skills. These evaluation skills translate that into the work we do to help the horse remain sound or regain soundness, and perform to their maximum potential.

WELL SHOD

YOUR FULL-LINE FARRIER SUPPLY STORE

Silverback Lite Pro

Top quality made in the UK
Unmatched in comfort and support.

www.well-shod.com • 800-206-2181 • orders@well-shod.com

Why You Shouldn't Miss This:

By developing the ability to see subtle patterns of movement, and effects of conformational or postural features of each horse on the hoof, you can use evaluation skills to make better informed hoof care decisions for each individual horse.

Hoof-Care Classroom #15

"Can the Hoof be Shod Without Limiting Heel Movement?"

— Rooms 200-205

As a component of the hoof mechanism, heel movement plays an important role in shock absorption, which is a crucial factor for the orthopedic longevity of equine athletes. Conventional shoeing restricts heel movement, and there is an ongoing quest to overcome this problem.

University of Ghent researcher Maarten Oosterlinck has conducted a comparative study between barefoot, shoeing with conventional shoes and a novel split-toe shoe.

Why You Shouldn't Miss This:

Gain a better understanding of the mechanics at play as determined by appliance selection.



Dr. Maarten Oosterlinck

9:30 to 9:45 a.m.

"Networking Break."

Take a quick break before the final General Session.

9:45 to 10:35 a.m.

"The Shoeing Process: What We Already Know ... But If in Doubt, Just Put a Bar Shoe on It! (Part 2)"

— Rooms 200-205

In the second session from Hall of Fame farrier Haydn Price, the Usk, Wales, native will pull from his own research and work to examine the shoeing processes involving conditions associated with the navicular and navicular bursa.

Why You Shouldn't Miss This:

Leave with a fresh perspective on the effects on contemporary shoeing applications you may be using.

10:35 to 11:25 a.m.

"The Progressive Stages of Pathology Associated with the Distal Phalanx (Part 2):"

— Rooms 200-205

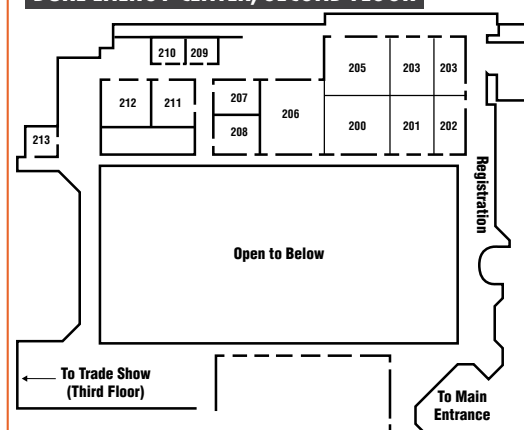


Haydn Price



Mike Savoldi

DUKE ENERGY CENTER, SECOND FLOOR



All of the week's morning and afternoon IHCS educational sessions will be held on the second floor of the Duke Energy Convention Center. The Trade Show is on the third floor.

The position of the distal phalanx is critical when it comes to both hoof health and capsule shape. The shape of the hoof capsule will be determined and prescribed by the shape of the sole arch. The sole arch can be very deep (cupped foot) or it can be flat and shallow (flat foot).

In part two of his presentation on the distal phalanx, Hall of Fame farrier and researcher Mike Savoldi will share strategies to learn how to work with the foot instead of dictating to it.

ARE YOU COMING TO OUR WINTER CLINIC?

Friday, Feb 14 &
Saturday, Feb 15, 2020

Location:
Anvil Brand Shoe Company
500 S. Spencer Street
Lexington, IL 61753

Pre-register:
800-365-8202 or sales@anvilbrand.com

Featured Clinician:
Bud Willimon, APF

Hosted by:
Land of Lincoln Horseshoers Association

WWW.ANVILBRAND.COM

NU-FOOT®

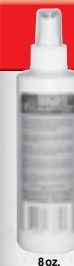


**Granular Supplement
Vet Formula (In 5 lb.)**
Better Overall Health
Freshness Sealed & Verified
Optimum Nutrition For The Hoof



Pellets (In 11 lb.)
Easy To Feed,
Highly Palatable

FUNGIDYE®



- ✓ SAFE to use.
- ✓ Rated #1 anti-fungal product against white line disease and other hoof infections.
- ✓ Stops the growth of the fungi.
- ✓ Gives dormant organisms an opportunity to grow healthy.
- ✓ Patented.
- ✓ Satisfaction guaranteed.



www.farrierscience.com

Read about us on HoofDisease.com, fill in survey.

FARRIER SCIENCE CLINIC

2996 Millville-Shandon Road • Hamilton, Ohio 45013
Phone: (513) 738-0010 • Fax: (513) 738-2996
Email: farrier_science_clinic@fuse.net

With modern diagnosing tools it becomes obvious that pathology does not always agree with biomechanics and so new techniques must be developed in order to control or prevent the developing pathologies.

Why You Shouldn't Miss This:

Learn the small changes you can introduce that will develop into big gains over time.

11:25 a.m. to 12:15 p.m.

"Proper Geometry for Shoeing the Hind End."

– Rooms 200-205

The horse's hind end tends to be neglected as a source of problems for the front end. According to Cornell University Chief of Farrier Services Steve Kraus, understanding the importance of the hind end, how the horse uses it, what can go wrong with it, and how trimming and shoeing can help the various conformation faults. In this presentation, he'll survey how the hind end is the key to giving most performance horses their competitive edge.



Steve Kraus

Why You Shouldn't Miss This: Gain considerations for improving your work with the hind limbs and help your horses succeed in their work.

12:15 to 1:00 p.m. "Hallway Networking and Lunch Break."

Take time before the home stretch of this Summit to grab a bite to eat and chat with other hoof-care professionals.

1:00 p.m. to 1:50 p.m.

"Principles and Solutions for Helping Horses with Poor Sole Depth."

– Rooms 200-205

Management of horses with poor sole depth is a common challenge for farriers, regardless of the breed or discipline. In this presentation, Collinsville, Texas, farrier and veterinarian Sammy Pittman will pull from his practice to review practical strategies for helping these horses, as well as cautionary advice.



Dr. Sammy Pittman

Why You Shouldn't Miss This:

Gain some ideas to utilize when you need a fresh perspective on horses with poor sole depth.

1:50 to 2:40 p.m.

"Re-evaluating Hoof Length."

– Rooms 200-205

Sagamore, Mass., farrier Nick Denson raises the question of whether we have

gone too far in shortening the toe in shoeing practices. This presentation is largely based on observations regarding influences on the industry that affect the decisions farriers make with each horse.



Nick Denson

Why You Shouldn't Miss This:

Leave with considerations for your trim and what influences it with each horse.

2:40 to 3:00 p.m.

"Closing Notes"

– Rooms 200-205

We'll close the 17th annual International Hoof-Care Summit with an inspirational talk from Lafayette, Ind., farrier Danvers Child that will fire you up to head home and use the knowledge you've gained.



Danvers Child

SPURR'S BIG FIX



100% Natural

Made in the U.S.A.

We all know the old saying:
"No Hoof No Horse"

Hoof / Wound / Skin Antiseptic

- ★ Conditioning Dry, Brittle or Cracked Hooves
- ★ Treatment of Thrush & White Line Disease
- ★ Softening Hoof for Trimming
- ★ Extending Tool Life
- ★ Softening Hoof for Driving Nails
- ★ Improving Hoof Growth
- ★ Improving Hoof Condition



SpurrsBigFix.com | 256-412-8600

Successful Strategies For Preparing For The 4 Days Of The Summit

How veteran farriers plan for continuing education events

Attending an event that takes you away from your hoof-care practice for an extended period of time can be challenging. Yet, the benefits of continuing education events often outweigh the rigorous planning that makes attendance possible.

Planning The Trip

The first order of business is setting aside the necessary money for this business expense. Moreno Valley, Calif., farrier Tim Shannon suggests that every farrier should have continuing education events built into their budget. “It’s a mandatory part of being a farrier,” Shannon says.

Plymouth, Calif., farrier Tiffany Gardner agrees. **Farriers should set aside enough in a business savings account to cover the expenses of attending these types of events.**

When you’re starting out, Shannon advises picking a regular barn you service and don’t count into your budget. Rather, put it directly into a separate savings account.

Save that account for events. Shannon attends about three events a year that are 3 days in length or longer. You can also use that savings account later for retirement, he says.

In addition to Shannon’s advice, Gardner touches on an important savings tactic that anyone can relate to. “Pay yourself first,” she says. Choose a set amount each week to put aside

into a separate savings account. This is how Gardner is able to attend at least two events each year that are 3 days or longer.

The farriers don’t charge their clients for continuing education fees; the cost is factored in when farriers make decisions on yearly rate increases.

After number-crunching, it’s time to make sure your schedule can allow for time away. Gardner makes time in her schedule to accommodate these types of events and time away. Birmingham, Ala., farrier Mark Rikard has many older clients, so he does the scheduling for them. Rikard will schedule his clients’ horses before and after the week of the event, much like Shannon and Gardner. At a barn that Rikard visits weekly, he uses a whiteboard to write the names of the horses due the next week.

“Here I’ll write ‘Mark will be gone for a week’ and put the name of another farrier in case something comes up,” Rikard says. At this barn where he visits once per week, Rikard is one of two farriers servicing the horses. The two farriers work out a schedule when one or the other takes time away, so the farrier who stays will be responsible for the horses. If it’s a barn that doesn’t have two farriers, Rikard will contact a farrier he knows well or has worked with in the past.

Rikard says that it is “extraordinarily important” on selection of who will cover you. You don’t want the other farrier coming in and doing a bad job, says Rikard. It will reflect poorly on you. **Only recommend a farrier you know well and trust for attending to your clients’ horses while you’re away.**

When looking at your schedule, you’ll want to give your replacement enough notice. Rikard asks another farrier a couple of weeks before the event. You’ll also need to give clients plenty of advanced notice. Shannon lets his clients know 6 to 8 weeks beforehand so they’re aware of the schedule change. Gardner and Rikard let their clients know as soon as possible in case anything comes up.

Benefits Of Continuing Education

The trio finds that there are a number of advantages to attending a hoof-care event such as the International Hoof-Care Summit.

Gardner looks forward to learning about new research.

“It’s presented in a very thorough way instead of just reading about it in a peer-reviewed journal,” she says.

Shannon describes the continuing education events as an opportunity to get “us to work outside our bubble.”

“We all work alone,” he adds. **“The Summit gives us a place to bounce ideas off other farriers and get other input.** And it’s a safe place for farriers to be where there’s no competition. And we’re free to talk about our successes and failures, and it helps us educate the farrier community as a whole.”

All three farriers agree that a major benefit of attending these events is the ability to network. It can be rewarding and inspiring to interact with colleagues about hoof-care techniques. The vast experiences that other farriers have can offer opportunities to expose you to other ideas and perspectives that could challenge how you might approach different cases. Gardner finds that this is not only beneficial for farriers but their clients as well.

“You have a resource that you can tell your clients, hold on, let me double-check something,” she says. “I have a resource we can refer to on this case.”

Returning from such an event, Rikard likes to inform his clients about a new tool or product that he can use on the horse to improve it. When using the new item, he explains about the continuing education event and what he learned there. However, if he doesn’t tell them about it, his clients don’t ask.

“You have to tell them,” Rikard says, “or they don’t know.” 🐾



Send Me To The Summit! Instant Win Giveaway

EVERYBODY WINS

One Person Wins Big!

Enter now through November 17, 2019 and find out instantly if you are a lucky winner of one of 121 prizes!

Here are all the exciting prizes that are up for grabs:

ALL Entrants will win 25% off code redeemable at the *American Farriers Journal* online store 

100 winners will receive a free 'Proud to Be an American Farrier' decal 

20 winners will receive a free *American Farriers Journal* baseball cap 

10 winners will receive \$100.00 off their registration to the International Hoof-Care Summit 

ONE LUCKY PERSON will win a **FREE** trip to the Summit

Travel to the 2020 International Hoof-Care Summit at no expense, enjoy a free hotel stay and experience an exclusive dinner with a Hall of Fame farrier!



ENTER TO WIN @ americanfarriers.com/win

SEE WHAT THE BUZZ IS ABOUT

Watch this video to take in the sights and sounds from the International Hoof-Care Summit.

Hear past attendees share their memorable Summit moments and offer their advice for those who are considering attending.

“”
The networking opportunities that are available here to anyone within the equine industry are exponential.
— Gary Wells, Australia



WATCH NOW TO TAKE AN INSIDE LOOK AT THE WORLD'S LARGEST EQUINE FOOTCARE EVENT AND TRADESHOW EVENT >> [AMERICANFARRIERS.COM/SIGHTS](https://americanfarriers.com/sights)

Experience An Unforgettable Stay Surrounded By Classic Architecture And Modern Hospitality

Open since 1931, the Cincinnati Hilton Netherland Plaza – the host hotel of the International Hoof-Care Summit – is Cincinnati's must-see hotel and a registered National Historic Landmark. Adorned with rare Brazilian rosewood paneling, two-story ceiling murals and original German silver-nickel fixtures throughout, the Netherland Plaza is one of the world's finest examples of French Art Deco style and the perfect place to hang your hat after a long day of learning.

Benefits to staying at the host hotel include:

- ♦ An attendee-only special room rate of \$128 (a \$44 savings), available for a limited time – book early!
- ♦ Complimentary access to an indoor lap pool and gym.
- ♦ On-site convenience store, snack shop, news stand, barber shop and clothing store.
- ♦ Convenient indoor Skywalk access to all sessions at the Duke Energy Convention Center, giving you quick and easy access to your hotel room during meal and refreshment breaks.

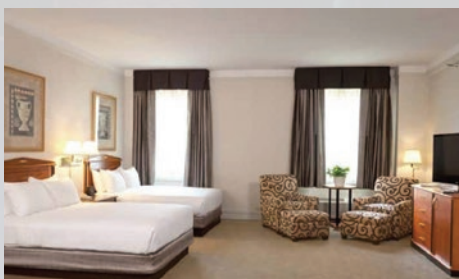
- ♦ In-room high-speed Wi-Fi plus on-demand movies and premium HD channels on the large flat-screen TV.
- ♦ Observation deck located on the 49th floor, where on a clear day you can see for miles in all directions, and three states (Kentucky, Indiana, Ohio).
- ♦ A variety of hotel dining options, including Orchids at Palm Court, one of only 63 AAA Five Diamond-rated restaurants in North America, and ranked as OpenTable's Top 100 restaurants in the USA for 7 consecutive years.
- ♦ More networking opportunities! There are always attendees in the lobby and other public spaces of the host hotel before and after sessions, during meal breaks and after hours.

Reserve your room at the special conference attendee room rate by calling 800-445-8667 and asking for the International Hoof-Care Summit rate. Book online by visiting IHCS2020.com.

For more information about the hotel and its amenities, please call the Netherland Plaza at (513) 421-9100.



The AAA Five Diamond-rated Orchids at Palm Court restaurant.



Comfortable and clean rooms featuring modern amenities.



The Bar at Palm Court, the place-to-be for afterhours live music, drinks and networking with fellow farriers.

The 2020 IHCS: Summit Spouse Program

Ever since the Summit began, the non-farrier/veterinarian spouses of attendees have been invited to Cincinnati. This year, we are providing a special afternoon of education, completely free, for those spouses of attendees.

Beginning at 2 p.m. on Thursday, January 23 at the Cincinnati Hilton Netherland Plaza, the Summit will host a series of educational sessions for spouses. We'll cover a series of classes that focus on business and well-being, as so many spouses are crucial to the success of their partner's hoof-care practices.

For more information and to register, visit IHCS2020.com. If your spouse is already registered for the Summit, call us at (866) 839-8455 or (262) 432-0388.

Apprentices And Hoof-Care Students Attend For Less!

The International Hoof-Care Summit is the best way for up-and-coming footcare professionals to increase their knowledge, learn effective business management strategies and become introduced to a welcoming community of mentors.

Apprentices and current attendees of a hoof-care school, veterinary student program or veterinary technician program can register for only \$199.50 – a 53% savings off the full registration price. Students and apprentices may register by calling (866) 839-8455 or (262) 432-0388.

This discount offer is valid only once as an apprentice and once as a student. 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.



FREE!
Each paid attendee receives a
full-year Premium Subscription to
American Farriers Journal
ABSOLUTELY FREE!
A \$57.95 value!

Just A Few Of The Summit Bonuses You'll Get!

You'll get five valuable bonuses, jam-packed with critical hoof-care information. These **FREE** bonuses alone will pay for the cost of your Summit registration.

To continue your footcare education once you return home from the 17th 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 footcare world in these five free bonuses valued at **\$557.70!**

WIN SUMMIT EDUCATIONAL PRIZES!

Several International Hoof-Care Summit attendees will head home with valuable educational products or enjoy these prizes in Cincinnati, including:

- ✓ One lucky attendee will have his or her name drawn to receive a Microsoft Surface Tablet.
- ✓ Walter Varcoe of Articulated Equine Skeletons and Varcoe Equine Services in Port Jarvis, N.Y., has donated four items to expand anatomy education. One attendee each will have their name drawn to receive a carpus-down or tarsus-down limb, while another winner will receive a full equine skeleton.
- ✓ 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. Several others will have their names drawn for other *AFJ* educational materials.
- ✓ Four winners will have their names drawn for free dinner at some of downtown Cincinnati's leading restaurants.
- ✓ See another opportunity to **WIN BIG** on page 12!

BONUS #1

Video Replays of General Session Presentations

Get exclusive access to video replays of the 2020 conference general session presentations. You'll be sure to find these videos highly useful for reviewing and implementing the knowledge shared in Cincinnati.

Bonus Value: \$400.00

BONUS #2

1-Year FREE Subscription To *American Farriers Journal*

Each paid International Hoof-Care Summit attendee will receive a FREE 1-year Premium Subscription to *American Farriers Journal*. Arriving eight times a year, "The Hands-On Magazine For Hoof-Care Professionals" will bring you more than 1,000 pages of valuable footcare tips, tricks and techniques during 2020. You'll also get access to exclusive premium-subscriber-only online content at AmericanFarriers.com. (If you're already an *AFJ* subscriber, your subscription will be extended by 1 year.)

Bonus Value: \$57.95

BONUS #3

2020 International Hoof-Care Summit Program

This exclusive, hands-on hoof-care guide zeros in on hundreds of field-tested ideas and research findings to help you trim and shoe more effectively in 2020. Offering valuable material from Summit speakers and suppliers, this no-nonsense reference will expand your footcare knowledge and help you operate a more efficient footcare business during the coming year.

Bonus Value: \$29.95

BONUS #4

2019's Leading Hoof-Care Reports

This pair of Hoof-Care Management Reports offers impactful information to help ensure your footcare success. One report zeros in on areas that relate to hoof-care professionals business practices. The other report examines the backyard hoof-care practices of farriers.

Bonus Value: \$36.85

BONUS #5

Official Summit T-Shirt And Cap

Take home a heavyweight T-shirt that demonstrates your commitment to footcare education. Also, keep your head covered with a durable baseball cap, featuring an embroidered Summit logo.

Bonus Value: \$32.95

2020 International Hoof-Care Summit

January 21-24, 2020
Duke Energy Center and
Hilton Netherland Plaza
Cincinnati, Ohio



7 General Sessions: 15 hours
14 Hoof-Care Classrooms:
14 hours (3 sets of classrooms)
32 Hoof-Care Roundtables:
32 hours (4 sets of roundtables)
18 "How-To" Clinics:
(6 classes, each held 3 times)
Trade Show: 10 hours (3 sessions)
Please check ihcs2020.com
prior to the Summit for any changes to
the session times or dates.

Three Educational Opportunities To Be Held BEFORE The Summit Begins

Join Life Data Labs as they provide two special educational presentations on nutrition from 8:30 to 9:30 a.m. and 10:30 to 11:30 a.m. on Tuesday, Jan. 21. Pre-register for this free session at AmericanFarriers.com/LifeDataLabs.

Vettec will provide two special hands-on clinics from 9:00 to 10:30 a.m. and 10:45 a.m. to 12:15 p.m. on Tuesday, Jan. 21. Attendees can visit several stations to learn about the use and application of Vettec materials for various hoof-care needs. Each station will feature a different application. Pre-register for this free session at AmericanFarriers.com/Vettec.

Also on Tuesday, Jan. 21, SmartPak will provide two special educational sessions. The first session will be at 9:30 to 10:30 a.m. and will be repeated at 11:30 a.m. to 12:30 p.m.. Pre-register for this free session at AmericanFarriers.com/SmartPak.

EDUCATIONAL CREDITS

The 2020 International Hoof-Care Summit is approved for 27 CE credits by the American Association of Professional Farriers/International Association of Professional Farriers.

We've applied for veterinary CE hours. Please visit IHCS2020.com for updates on the approval status.

SATISFACTION FULLY GUARANTEED!

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 more than 40 years, footcare professionals have trusted *American Farriers Journal* to deliver unbiased hoof-care information. Hosting this event is another way for us to help you expand your hoof-care education. Not only through the talented and informative presenters, but what you also gain from the valuable networking opportunities available in the 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 17th annual International Hoof-Care Summit coming up this winter in Cincinnati.



Jeremy McDevitt





International Hoof-Care Summit
 Hosted by *American Farriers Journal*
 P.O. Box 624, Brookfield, WI 53008-0624

Telephone: (866) 839-8455 (U.S. and Canada only)
 or call (262) 432-0388
Fax: (262) 786-5564
E-mail: info@americanfarriers.com
Web site: IHCS2020.com

REGISTRATION

Registrant Information:

First Name: _____
 Last Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____
 Zip/Postal Code: _____ Country: _____
 Phone: _____
 Email: _____
 I am a (select all that apply): ☐ Full-Time Farrier ☐ Part-Time Farrier
☐ DVM ☐ Student ☐ Apprentice ☐ Vet Tech ☐ Trimmer
☐ Horse Owner ☐ Other: _____

Additional Registrant*:

First Name: _____
 Last Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____
 Zip/Postal Code: _____ Country: _____
 Phone: _____
 Email: _____
 I am a (select all that apply): ☐ Full-Time Farrier ☐ Part-Time Farrier
☐ DVM ☐ Student ☐ Apprentice ☐ Vet Tech ☐ Trimmer
☐ Horse Owner ☐ Other: _____

Would you like to receive a free 1-year *American Farriers Journal* subscription?
☐ YES ☐ NO

**Please attach additional forms for additional attendees*

Payment Information:

Payment Type: ☐ Visa ☐ MC ☐ AmEx ☐ Discover ☐ Check
 (Please make checks payable to American Farriers Journal, in US funds only)

Card #: _____
 Exp date: _____ CCV Code: _____
 Name on Credit Card: _____

Registration Options:

You may register by phone, fax, mail or online at IHCS2020.com. Early Bird Registration discounts end on Jan. 2, 2020. Registration forms must be received in the Summit offices by the end of the day on Jan. 17, 2020, after which you can register on-site.

#1 Your International Hoof-Care Summit registration includes a FREE 1-year subscription to *American Farriers Journal* (see page 14 for details). Published 8 times per year, *American Farriers Journal* offers trusted news and information on all aspects of equine hoof care.

Would you like to receive a free 1-year subscription?

- ☐ YES, I want to receive a subscription to *American Farriers Journal* at no additional cost to my registration fee.
☐ NO, I do not want a free 1-year *American Farriers Journal* subscription.

#2 Full Summit Registration **\$409** (after 1/2/19 fee is **\$449**)

_____ attendees x **\$409** = \$ _____
 _____ attendees x **\$449** = \$ _____

#3 Apprentice/Student Registration **\$199.50***

_____ attendees x **\$199.50** = \$ _____

TOTAL DUE: \$ _____

*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. This offer is valid one time as an apprentice and one time as a student.

Name: _____
 Company/School: _____
 Address: _____
 City: _____ State: _____
 Zip/Postal Code: _____ Country: _____
 Phone: _____
 Email: _____

For hotel reservations contact:

Cincinnati Hilton Netherland Plaza
 35 W. 5th St, Cincinnati, OH 45202
 Phone: (513) 421-9100

When making reservations, mention the International Hoof-Care Summit to receive the \$128 per night cost-saving rate.

Find hotel details at IHCS2020.com

*Hotel room cut-off is Dec. 29, 2019, or until allocated rooms are sold out.