



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



17 Years Of Building And Sharing Hoof-Care Knowledge In Cincinnati

“Focus on Hoof Care for a Healthier Horse,” the 2020 International Hoof-Care Summit theme, summarizes the reason farriers and veterinarians travel to Cincinnati, Ohio, every year: to gain new and valuable ideas for improving equine hoof care and their businesses.

Our 17th annual event offers unparalleled hoof-care education through 6 General Sessions, 14 Hoof-Care Classrooms, 32 Hoof-Care Roundtables and 18 “How-To” Clinics. In addition, attendees will have 10 uninterrupted hours to spend at the Summit Trade Show, which will reveal 2020’s

new footcare products, as well as those items farriers have come to rely on for years.

Because the sessions draw hundreds of hoof-care practitioners to Cincinnati every year, the networking provides you with an unequalled opportunity to share ideas with your peers. While at the Summit, you can compare notes, discuss topics and learn from other farriers and vets from around the world. Among these speakers, exhibitors and attendees are some of the most innovative and forward-thinking footcare experts of today. 🐾

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. (See Page 14 for details.)

8:30 to 9:30 a.m., 10:30 to 11:30 a.m. “Special Equine Nutrition Session.”

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.”

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



9:30 to 10:30 a.m., 11:30 a.m. to 12:30 p.m. “Special Equine Management Session.”

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



12:50 to 1:00 p.m.

“Where Footcare Comes First.”

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.”

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.



Jim Ferrie



Craig Trnka



1:50 to 2:05 p.m.

“Hallway Networking Opportunities.”

Stretch your legs while sharing footcare ideas with others. Attendees find all of the hallway-networking opportunities alone are well worth the price of attending the Summit.

2:05 to 2:55 p.m. Functional Anatomy and Physiology: Which is More Important, Treating the Symptoms or Understanding the Underlying Cause.”

Regardless of the discipline, so many variables affect the decisions a farrier must make for the betterment of the horse. As farrier Hayden Price stresses one of these crucial decisions is the appliance selected.

Through his work as the farrier for the British equestrian team, as well as other clients, the Usk, Wales, farrier has analyzed the questions faced when working with dressage horses.

In this presentation, he will discuss those considerations and relate these to how research can help advance practical farriery.

Why You Shouldn’t Miss This: Leave with insight to take home and evaluate your work with horses.



Hayden Price

2:55 to 3:10 p.m.

“Best Speaker Recognition And Awards.”

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

3:10 to 4:25 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. Castle Plastics
2. Equine Digit Support System
3. Equine Lameness Prevention Organization
4. Life Data Labs
5. SmartPak
6. Vettec



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 to our host hotel 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.

This Roundtable will introduce three upcoming Summit lectures by utilizing anatomy models relevant to specific program topics. Jim Ferrie, Dr. Maarten Oosterlinck and Mike Savoldi will use Horse Science models from Allie Hayes as a “warm-up” to give you a head start on the terminology and anatomy that’s part of later presentations and a report you also will receive at the Summit. 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.

Stuart Muir, Lexington, Ky.

3. Recognizing and Overcoming Burnout.

Todd Allen, Vandergrift, Pa.

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

Jason Critton, Sedalia, Colo.

5. Improving the Professionalism of the Industry.

Darren Owen, Scottsville, Va.

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

Steve Kraus, Ithaca, N.Y.

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

Mark Aikens, Norwich, England

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

(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.

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

10. Addressing the Clubfooted Horse.

Stuart Muir, Lexington, Ky.

11. Recognizing and Overcoming Burnout.

Todd Allen, Vandergrift, Pa.

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

Jason Critton, Sedalia, Colo.

13. Improving the Professionalism of the Industry.

Darren Owen, Scottsville, Va.

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

Steve Kraus, Cornell University, Ithaca, N.Y.

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

Mark Aikens, Norwich, England

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

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

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.

(See page 14 for details.)

8:00 to 8:05 a.m.

"Get The Most Out Of Your Time At The IHCS"

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 1: Effect on the Equine Foot & Body"

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 which cause numerous canker outbreaks, to assessing the impact of mud or footing on disease contraction, to evaluating canker symptoms which 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 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.



Dr. Frank Reilly

Dave Giza

8:55 to 9:00 a.m.

"Recognizing Summit Mail-In Forging Exercise Winner"

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"

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.



Dr. Maarten Oosterlinck



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.

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."

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.



David Barron

Hoof-Care Classroom #2

"SHOEING FOR SPECIFIC NEEDS SERIES: Managing Off-the-Track Thoroughbreds."

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.

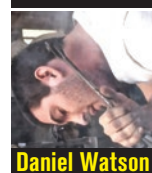
In this session, we've asked three farriers who work with OTTBs in their practices to share their advice:

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

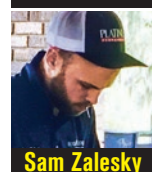
Why You Shouldn't Miss This: Take home practical tips for the common foot problems encountered with these horses.



Mike Stine



Daniel Watson



Sam Zalesky

Hoof-Care Classroom #3

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

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 will repeat 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.



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.”

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Mark Trussler

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.

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.”

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 six-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.



Dave Giza



Dr. Megan Mathias

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.

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”

This program honors three outstanding students who are earning a living as farriers just 3 years after graduating in 2015 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.

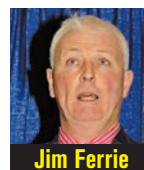
Sponsors include: Adeptus Nutrition, Dechra Veterinary Products, G.E. Forge & Tool, Pyranha Inc., Texas Farrier Supply.



2:40 to 3:30 p.m.

“Looking at the Hoof in Three Dimensions, Part 1.”

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 which affect the hoof.



Jim Ferrie

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 multidimensional 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.”

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.

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

Pick up Summit materials, including additional gifts. (See page 14 for details.)

8:00 to 8:05 a.m. "Latest Summit News."

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."

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.



Paul Skaggs

8:55 to 9:45 a.m.

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

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.

Why You Shouldn't Miss This: Learn to evaluate problems with more accuracy and understand how dynamic and complicated the foot truly is.



Mike Savoldi

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."

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.

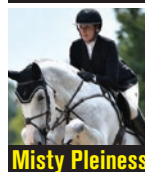
- ◆ David Barron, Woodinville, Wash.
- ◆ Misty Pleiness, Metamora, Mich.

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

Hoof-Care Classroom #7

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

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.



Mitch Taylor

Hoof-Care Classroom #8

"SHOEING FOR SPECIFIC NEEDS SERIES: Assessing Lameness and Shoeing Western Pleasure Horses."

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.



Dr. Sammy Pittman

Hoof-Care Classroom #9

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

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

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.



Steve Kraus

Hoof-Care Classroom #10

“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 chose from in each classroom block. To provide opportunity to learn from multiple presenters, we are repeating this classroom from Wednesday.

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 3:30 p.m.

“2020 International Halls of Fame Induction.”

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.

3:30 to 4:25 p.m.

“Can the Hoof be Shod Without Limiting Heel Movement?”

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. Recently, University of Ghent researcher Maarten Oosterlinck has conducted a comparative study between barefoot, shoeing with conventional shoes and a novel split-toe shoe. In this study of eight horses (16 forelimbs), the mediolateral heel movement was evaluated barefoot, shod with a conventional shoe and with a new type of shoe with a split toe.

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.

4:25 to 4:55 p.m.

“Laterally Offset Hoof Capsules and Their Effect upon the Medial Hoof.”

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.



Mark Trussler



Dr. Maarten Oosterlinck



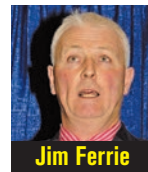
Mark Trussler

4:55 to 5:45 p.m.

“Looking at the Hoof in Three Dimensions, Part 2.”

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.

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.



Jim Ferrie

6:15 to 7:15 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.**
Daisy Bicking, Parkesburg, Pa.
18. **Pros And Cons Of Diversifying Your Practice.**
Curtis Burns, Wellington, Fla.
19. **Managing Client Expectations as a Farrier or Veterinarian in Laminitis Cases.**
Dr. Sammy Pittman, Collinsville, Texas
20. **Dealing with Mismatched Feet in Your Practice.**
Tim Shannon, Moreno Valley, Calif.
21. **Case Reviews: How Would You Address This?**
Steve Foxworth, Berthoud, Colo.
22. **Pros and Cons of Different Trimming Methods.**
Doug Anderson, Mt. Airy, Md.
23. **Buy a Shoe for That Vs. Making Your Inventory.**
Paul Skaggs, Fults, Ill.
24. **Respectfully Educating Clients Despite the Influence of the Internet.**
Mike Stine, Marshville, N.C.

7:15 to 8:15 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.**
Daisy Bicking, Parkesburg, Pa.
26. **Pros And Cons Of Diversifying Your Practice.**
Curtis Burns, Wellington, Fla.
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Doug Anderson, Mt. Airy, Md.
31. **Buy a Shoe for That Vs. Making Your Inventory.**
Paul Skaggs, Fults, Ill.
32. **Respectfully Educating Clients Despite the Influence of the Internet.**
Mike Stine, Marshville, N.C.

FRIDAY, JANUARY 24

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 footcare work.

Hoof-Care Classroom #11

“BETTER BUSINESS SERIES: Are You a Liability?”

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.”

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.

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.



Paul Skaggs

Hoof-Care Classroom #13

“SHOEING FOR SPECIFIC NEEDS SERIES: Focus on Being Proactive Vs. Reactive in Your Footcare.”

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. 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.



Dave Gilliam

Hoof-Care Classroom #14

“Strategies for Evaluating Horses to Maximize Hoof Care.”

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 perspec-



Mike Stine



tive 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.

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.

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.

9:30 to 9:45 a.m. “Networking Break.”

During a break in this morning's activities, share some take-home points you picked up from the hoof-care classroom you just attended.

9:45 to 10:35 a.m.

“What Considerations Do We Need to Make in Shoe Selection and Procedure?”

Regardless of the discipline, so many variables affect the decisions a farrier must make for the betterment of the horse. One of these decisions is the appliance selected to complement the trim.

Through his work as the farrier for Great Britain's' dressage team, as well as other clients, Usk, Wales, farrier Haydn Price has analyzed these questions facing farriers. In this presentation, he will pull from his own research to scratch the surface of some of their answers.

Why You Shouldn't Miss This: Leave with a fresh perspective on the decisions made when trimming/shoeing.



Haydn Price

10:35 to 11:25 a.m.

“Proper Geometry for Shoeing the Hind End.”

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.

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



Steve Kraus



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

“The Progressive Stages of Pathology Associated with the Distal Phalanx, Part 2”

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.

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.



Mike Savoldi

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 to 1:50 p.m.

“Re-evaluating Hoof Length”

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.

Why You Shouldn't Miss This: Leave with considerations for your trim and what influences it with each horse.



Nick Denson

1:50 to 2:30 p.m. “Closing Notes.”

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

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

MAIL: Send the registration form on Page 16 to International Hoof-Care Summit, P.O. Box 624, Brookfield, WI 53008-0624

ONLINE: Registration is available and secure at IHCS2020.com.

PRINT: Download the International Hoof-Care Summit registration form off the website at IHCS2020.com, then fax it to (262) 786-5564 or mail it to International Hoof-Care Summit, P.O. Box 624, Brookfield, WI 53008-0624

REGISTER: Before Jan. 2 to save \$40



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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.” 🐾



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.

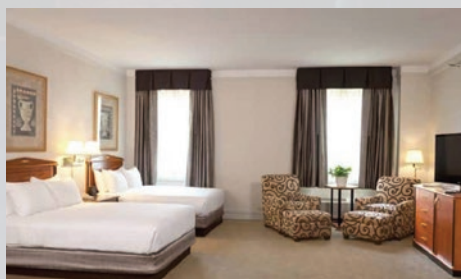
- ◆ In-room high-speed Wi-Fi plus on-demand movies and premium HD channels on the large flat-screen TV.
- ◆ Observation deck located on the 49th floor, where on a clear day you can see for miles in all directions, and three states (Kentucky, Indiana, Ohio).
- ◆ A variety of hotel dining options, including 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 McDevore



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REGISTRATION

Registrant Information:

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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: _____

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Would you like to receive a free 1-year *American Farriers Journal* subscription?

YES NO

**Please attach additional forms for additional attendees*

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(Please make checks payable to American Farriers Journal, in US funds only)

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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.

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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.**