



## 2019 ICHO GAZETTE

### International Curly Horse Organization

322 Tulie Gate Road, Tularosa, NM 88352  
office@curlyhorses.org      www.ichocurlyhorses.org

#### SPRING 2019 GAZETTE

##### ICHO BOARD

· **Pres. Joan Henning**  
Region 5  
JHenning\_joanie@yahoo.com

· **VP- Terry Schmidt**  
Region 6  
teschmidt@comcast.com

· **Trish Rosborough**  
Region 7  
trish@yanagistables.com

· **Treas. Donna Hedicke**  
Region 4  
dhedicke@earthlink.com

· **Registrar Jackie Richardson**  
Region 3  
registrar@curlyhorses.org

· **Web Manager Sheryl D'Uva** Region 1  
Region 1  
cozynookcurly@gmail.com

· **Becky Oldham**  
Region 2  
oldhambecky@yahoo.com

· **Janice Voss-Crosby**  
Region 3 At Large  
crosbyvoss@yahoo.com

· **Paul Dennis**  
Region 5 At Large  
devacurly@gmail.com

· **Sophie Allieux**  
Region 8  
francenachr@yahoo.fr

Hello ICHO members and friends! Thank you to our staff, Bunny Reveglia and Jackie Richardson, for compiling Stud book III in this edition of the ICHO Gazette, enjoy!

Winter has finally subsided and warm breezes are flowing through curly locks. Spring always inspires a “what’s next” inquisitiveness, new energy abounds with bouncing curly foals, and horse shows and clinics inspire new goals and achievements.

Also, for some, it’s a time to reflect and make plans for the future on the farm. Author, Sheri Grunski, is featured in this edition of the ICHO Gazette. Sheri is not only an author, but she is deeply inspired by her mission to live the vocation of a horse boarding business. Sheri dreamed, and then lived her dream with an equine business, and she outlines these factors to *Starting And Running A Successful Horse Boarding Business*. She wrote *The Comprehensive Book Of Horse Boarding & Effective Barn Management*. The book is a guide to follow your dream to create an equine business, while being guided through a stepwise path of a tried and true horse boarding business owner. Check it out!

Sincerely, Joanie Henning  
and Angel Leggs



The 2019 ICHO AGM will be featured electronically in early October. Details will be posted in the Summer Gazette.



## GAZETTE AD DEADLINE

We now have a new Gazette ad deadline schedule for submitting ads as follows:

WINTER: Dec 15

SPRING: Mar 15

SUMMER: June 15

FALL: Sept 15

Ads that are received after the deadline will be run in the next following issue. Payments must also be made before the deadline. All ads and payment must be sent to the office. Thanks!

ARTICLES- We are always looking for interesting articles for the Gazette. The article could be about training, health tips, an interesting story about a Curly or anything of interest horse related. Please send all articles to the office before the deadlines. Awaken the writer within you!



**GAZETTE SCHEDULE**

-  **WINTER February**
-  **SPRING May**
-  **SUMMER August**
-  **FALL November**

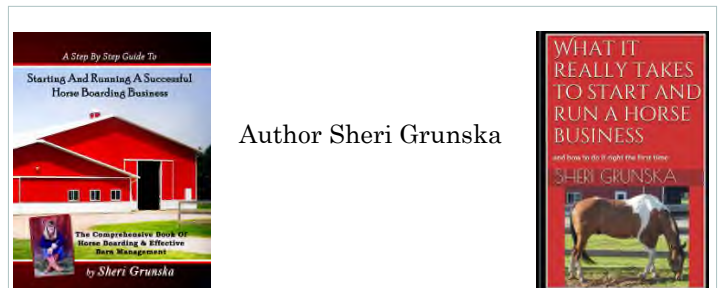
Submit Ads & Payment to: [office@curlyhorses.org](mailto:office@curlyhorses.org)

**Ad & Payment Deadlines:**  
[Winter Dec 15](#) [Spring Mar 15](#) [Summer Jun 15](#) [Fall Sep 15](#)

## INSIDE THIS ISSUE

*Boarding Horses for a Business.....pgs 4-11*

*Stud Book III.....Special Attachment*



Author Sheri Grunski

### ICHO now offers DNA testing for:

*Ancestral only TX A&M* \$25.00

*Parentage Only U of KY* \$30.00

*CA- (Cerebellar Abiotrophy)VetGen* \$35.00

*Genetic DNA Panel Testing* \$99.00

*Visit the website for more info or contact the office.*

## Gazette Ad Specials!

Stallion Station Ad– only \$10.00 per issue, \$40.00 for the year, color ad.

Business Card Ad– only \$10.00 per issue, \$40.00 for the year, color ad

All color Ads at Black and White Prices! All Gaz Color Ad fees reduced!!

**Full Page Color \$40.00, 1/2 Pg Color \$20.00, 1/4 Pg Color \$10.00, Classified \$10.00**

Submitting ads: \*Pay for ads online on our webpage– <http://ichocurlyhorses.org>

All ads must be copy ready in word doc format or jpg, png. Since we have reduced our prices we need the ads in ready to print format. For photos png is preferred since it has the best resolution. We can no longer accept pdf format because it does not insert clearly for the Gazette editing process.

All Ads must be sent to the office with payment. Ads also appear on the ICHO webpage.

Thanks! [office@curlyhorses.org](mailto:office@curlyhorses.org)

Gazette editor– Joan Henning



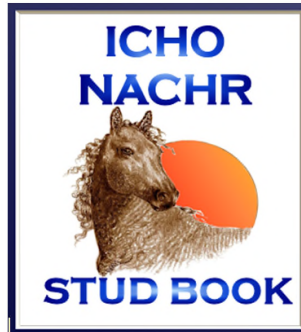
WWW.ICHOCURLYHORSES.ORG

**ICHO/NACHR STUDBOOK III**

**1001- 1500 NUMERICAL LISTINGS**

|  |   |  |  |
|--|---|--|--|
| <p><b>*DOMINANT- D</b><br/>1 or 2 Dominant Gened Curly Parents</p> | <p><b>SMOOTH COAT- S</b><br/>Straight Coat-<br/>1 or 2 Dominant Parents</p> | <p><b>UNKNOWN- U</b><br/>Curly Coated of unknown Parentage</p> | <p><b>RECESSIVE- R</b><br/>Out of 2 Straight Haired Other Breeds<br/><u>D/R</u> Dominant/Recessive Cross</p> |
|--|---|--|--|

Please see the special attachment for ICHO/NACHR Studbook 3



**STUDBOOK III**

**ALPHABETICAL 1001-1500**

**DIVISIONS:**

|  |   |  |  |
|--|---|--|--|
| <p><b>*DOMINANT- D</b><br/>1 or 2 Dominant Gened Curly Parents</p> | <p><b>SMOOTH COAT- S</b><br/>Straight Coat-<br/>1 or 2 Dominant Parents</p> | <p><b>UNKNOWN- U</b><br/>Curly Coated of unknown Parentage</p> | <p><b>RECESSIVE- R</b><br/>Out of 2 Straight Haired Other Breeds<br/><u>D/R</u> Dominant/Recessive Cross</p> |
|--|---|--|--|

*INTERNATIONAL CURLY HORSE ORG [ichocurlyhorses.org](http://ichocurlyhorses.org) [office@curlyhorses.org](mailto:office@curlyhorses.org)*

# **Boarding Horses for a Business (I had a lot to learn!)**

**By**

**Sheri Grunski**

No one could have told me twenty years ago that I would have been boarding horses as a business let alone writing books about the subject. It's amazing how life can change and in ways we least expect. I am so glad it did for me and my husband David.

Our story goes back to about 2002 when we had purchased some ponies for our then two very young daughters. We converted our old dairy barn into a ten stall horse barn not thinking at the time that we would ever board any horses. It was built for my horses alone but as they say, build it and they will come or at least something like that. Our story is similar to many others who now board horses for a living. We started off boarding a couple of friend's horses and found out that it was easy and we liked it. As time went on my husband and I started to talk about the idea of boarding horses as a business and then we both could stay home full-time. He was stressed at his job and it would be a dream come true to be at home taking care of horses. It seemed like the perfect career choice.

I had owned horses since I was a little girl and had even worked at a couple of barns in my earlier years so I thought I knew how to care for horses. David had a lot of experience working on dairy farms so he understood the chores and taking care of the farm seemed natural for him. We had purchased the family farm years before so we had the land. We just needed a barn big enough to house quite a few horses where the income would make it a viable business. Little did we know we were in for the ride of our life over the next few years and I would learn more about running a business, people and horses than I ever imagined.

The whole process of designing our barn, putting together the financial numbers, writing up a business plan, finally getting approved for a business loan (after being turned down many times!) took about three years. It was definitely a time of learning a lot about business for me since I had zero business skills at the time. The business plan was the most challenging thing to produce especially since I didn't even know what one was when we were first asked to write one up! I wanted this so bad that I studied and read everything I could about how to put together a business plan and after it was done I realized how important it was. It opened my eyes to many things that I wouldn't have ever thought of before when it comes to boarding horses and the financials. It also started getting me thinking about what type of boarding barn I wanted to have.



## ***Now the real learning begins***

Our barn was built and the building process in itself was a journey of excitement and tears, frustration and anger at times. We had hired one builder and fired him four months later. Then we had to find a new building contractor and all new subcontractors and our construction loan was only good for nine months. The clock was ticking and we were behind. We did find a new builder and he finished the job but we were also sued by the first builder and found ourselves in our first of two lawsuits over the building. Those lawsuits put our debt even higher. We kept going forward and dealt with the lawsuits as they came and opened for business only one month late. I learned more in those nine months of construction than any college class could have taught me. It was definitely a crash course on business and what not to do!



The first horses came in July of 2006 and the next month I went from four horses to forty and I was in shock to say the least. I will be very honest and tell you that I felt sick to my stomach during that first week. No one could have prepared me for what we had embarked on. I had gone from someone who absolutely loved horses and working at a few stables as an employee to a barn owner, businesswoman and barn manager and it was something I was not prepared for. I had many clients who had many questions and my people skills definitely needed some work at the time. I was saying yes to every request without thinking it through and that made my husband's job so much harder. I was going to learn about horses in a whole new way since I was now responsible and the one putting them into herds and hoping they got along with each other which often wasn't the case in the beginning. I didn't know any of the horses and my new boarders were watching my every step to see if I knew what I was doing. It was a new kind of pressure that I had never experienced before. I had also put pressure on myself to always act like I knew what I was talking when it came to everything! That is a crazy way to run a business and in reality there were times that I didn't and I should have been honest but I was lacking the confidence back then to be upfront with my new boarders.





Those early years of starting a horse boarding business were extremely hard and at the time I couldn't find any books that talked about barn management and all that goes with it. I didn't feel comfortable going to other barn owners and asking them questions or telling them about the problems I was having so I struggled for the first five years trying to navigate through every part of the business. I often wondered back then if I was the only one having problems with my clients or the financials and I felt alone often with this part of the job.



## *Then my life changed*

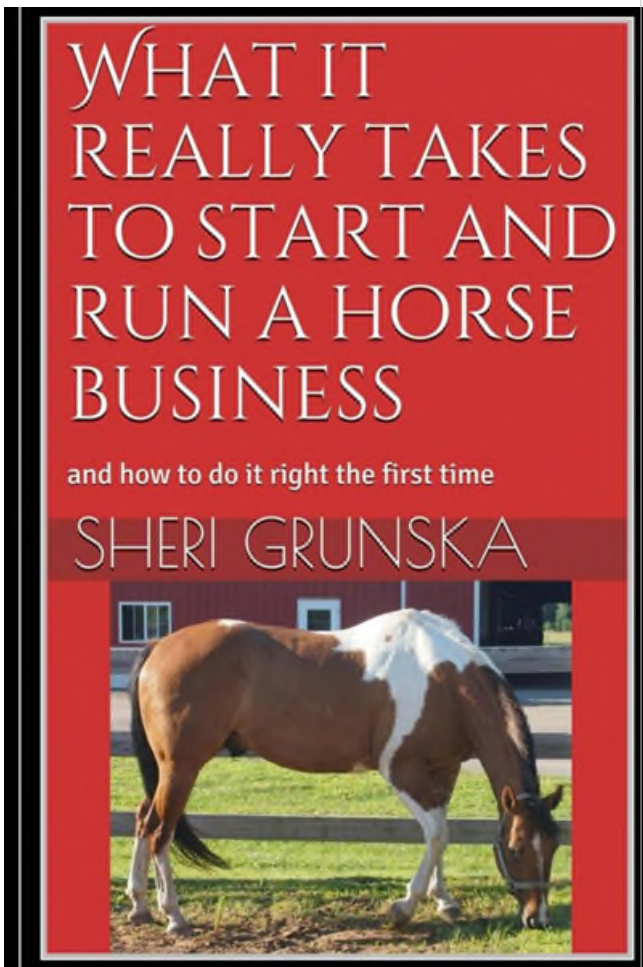
Once I started running my barn like a business and started to gain confidence in the decisions I needed to make, things started to change. I began to define what I wanted in a boarding barn and the clientele that would be a part of it all. I learned to say no to the things I didn't want to do for services and I learned to be a leader and not allow others to run my barn. My herd management skills went through the roof and I absolutely loved this part of the job!

Years ago I started blogging to see if there were others that had gone through similar things that I had gone through with trying to start a horse boarding business. I quickly realized that there were! That is when I started writing a much needed book to help others so they wouldn't fall into the same pitfalls we did in the beginning and give them the tools to help them navigate their barn and business in a positive way. I also truly believe you can make an honest living boarding horses if you do it the right way. We are living proof of that.



Years later I still absolutely love what I do for a living. We still board forty horses but it is much easier now (except for the extreme cold during the wintertime) and I have great boarders that have stayed for years. The barn rules are followed and there is no drama. I now have written five books on boarding horses to educate encourage and inspire. I also do consulting which I love because I get to see so many incredible stables and they are all unique each with something wonderful to offer. I feel like I truly have the best of both worlds. I still work here on the farm and I get to help others which I feel honored to do.

If you will allow me to offer some advice – I encourage you to write up a business plan for your boarding stable even if you are not borrowing money from a bank! It will be one of the best things you could do to help start off with a sound foundation for your business. Many barns go out of business because the barn owner is financially behind and they burn-out. Don't let that happen to you. The other piece of advice that is equally important is to find someone who has been in the business a while and has a positive attitude.



Ask them to mentor you and be a second set of eyes to catch things you might miss. You need a sounding board when you have a bad day (which will happen now and then) from someone who can offer honest feedback. You will never regret it.

There are so many people who have a dream like I did many years ago. My goal is to make their dreams a reality without making all the mistakes I made during our early years of business. Boarding horses is a great job and career but you need to set it up right in the beginning. If I can help one person today then I will feel like I am helping the equine industry in an area that is desperately needed.

If you looking for a book that will walk you through setting up your barn and stable and all that goes with it, please check out my books on Amazon or you can find them on my website at [www.probarnmanagement.com](http://www.probarnmanagement.com). I also blog every week about REAL barn management. My newest book A Step By Step Guide To Starting And Running A Successful Horse Boarding Business is unlike any book out there and it is making its way into equine programs in colleges around the country. We are all in this together to improve the care and well-being of the horses we love so much.

Wishing you many blessing in your horse business,  
Sheri Grunski

