

PREVENT TYING UP

HOOF SHAPE AND SOUNDNESS

EQUUS

THE HORSE OWNER'S RESOURCE
MARCH 2011 • ISSUE 402

**YOUR VACCINATION
QUESTIONS ANSWERED**

**Strategies
for stopping
scratches**

**CONFORMATION:
THE SOURCE OF
POWER**

**GET YOUR
HORSE'S
ATTENTION**

Visit EQUUSmagazine.com

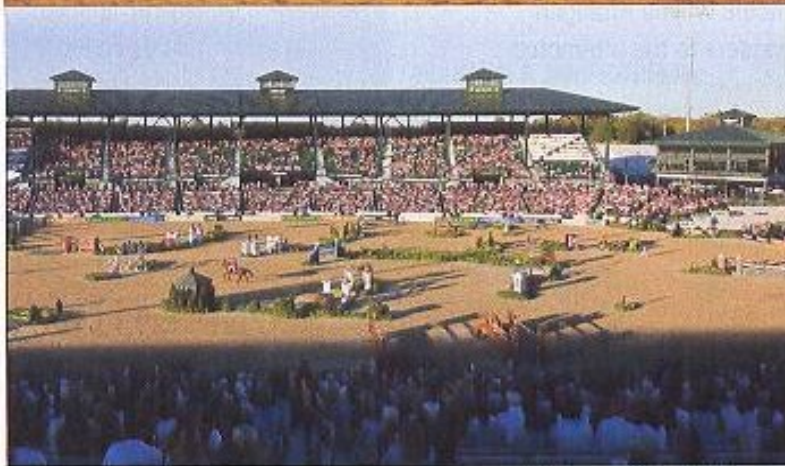
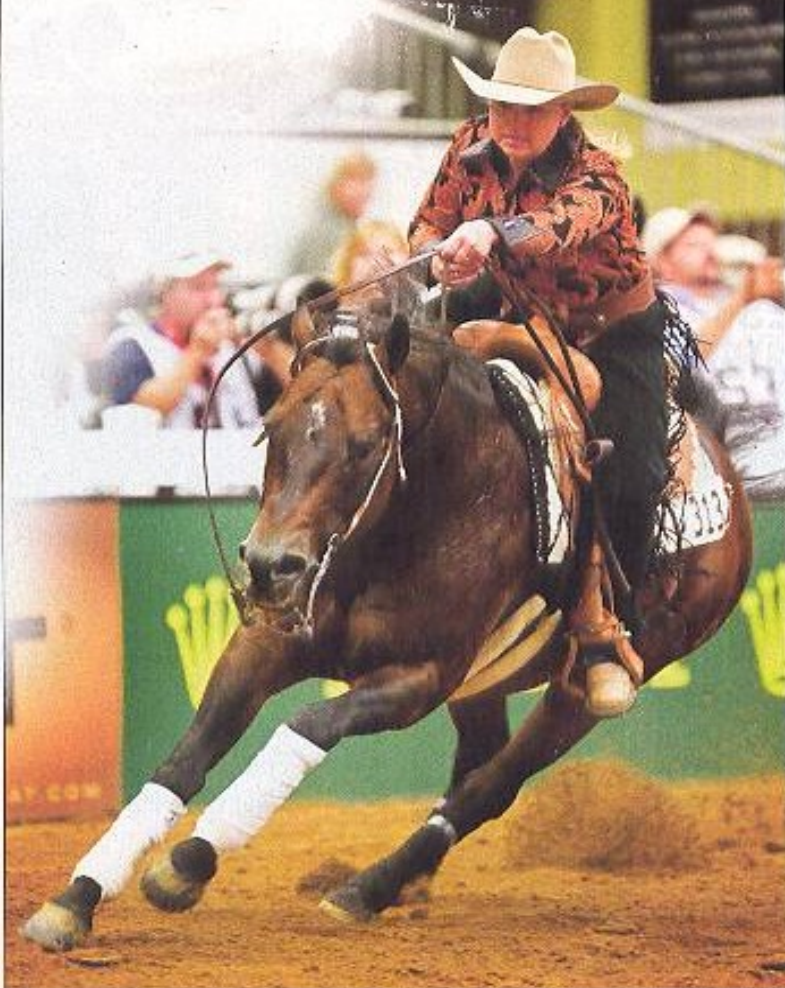
HORSES BOOST KENTUCKY TOURISM IN 2010

More than half a million people attended the Alltech FEI World Equestrian Games (WEG), a 16-day equestrian event held at the Kentucky Horse Park in Lexington from September 25 to October 10, 2010.

The Games were composed of World Championship competitions in eight sports: dressage, eventing, driving, jumping, vaulting, reining, endurance and para dressage. According to the official count, the WEG drew 752 horses and 632 athletes from 58 countries; total attendance was 507,022, including volunteers and media.

Other equestrian attractions also drew crowds in Kentucky.

HOW'S THAT FOR ENTHUSIASM? With the World Equestrian Games, held last fall at the Kentucky Horse Park, equine events brought thousands of visitors to Kentucky last year.



Attendance was 155,804 at the 136th Kentucky Derby in May, despite daylong rain. It was the sixth largest Derby crowd of all time, and only the 10th time in the race's history that the crowd has exceeded 150,000.

Every three months the Kentucky Tourism Council identifies a Top 10 list of festivals and events for the season, based on popularity and attendance as well as cultural significance. Other horse-related events recognized on 2010 Top 10 lists included

- the Keeneland Race Course Spring Meet, in Lexington in April
- the Rolex Kentucky Three-Day Event, in Lexington from April 22 to 25
- two Saddlebred shows—the Lexington Junior League Horse Show from July 5 to 10 and the Shelbyville Horse Show from August 4 to 7
- the Knott County Fall Trail Ride, in Hindman from October 1 to 3, which includes three days of guided trail rides through a reclaimed mine site as well as food and music. 🍷

SMARTPAK NAMED TO INC. 500/5000 LIST FOR SIXTH STRAIGHT YEAR

For the sixth straight year, *Inc.* magazine included SmartPak Equine on its 2010 annual Inc. 500/5000 list, which identifies the top 5,000 fastest growing privately held companies in the United States.

Based in Plymouth, Massachusetts, SmartPak in 1999 introduced its patented supplement feeding system,

which delivers premeasured daily doses of feed supplements and medications customized for individual horses. Since then, the company's offerings have expanded to include rider apparel, barn supplies, tack and small-animal products.

On *Inc.*'s 2010 list, SmartPak was ranked at number 2,894 with revenues of \$59 million and

a three-year growth rate of 75 percent. It was the only equine-related business on the list.

To qualify for the list, a company must be headquartered in the United States, privately held, for-profit and independent. Companies are ranked based on their revenue growth over the previous three years.

DO YOU HAVE GOOD NEWS TO SHARE?

If your horse organization or group has recently enjoyed positive developments, share it with EQUUS readers with a post on our Facebook page.