



Entrepreneurial Ventures in Recreational Horse Camps and Trails

December 10-11, 2004
Madren Center
Clemson University
Clemson, South Carolina

CLEMSON
EXTENSION

■ About the Course

This conference will focus on the fundamental aspects of business ventures in recreational horse camps and trailrides. Dr. David Kohl, one of America's most renowned agricultural economists, will lead interactive sessions that help the entrepreneur address basic considerations required to evaluate sustainability and profit expectations. Ms. Jill Burroughs, an expert in small business development, will lead interactive sessions on the mechanics of establishing and maintaining a small business. In addition, federal agency representatives will make presentations on their interests in establishing private entity – government business partnerships that involve recreational use of federal lands. Other speakers will present case histories of their involvement in the rapidly increasing business of recreational horse camps and trailrides. Attendance will be limited to 100 conferees to optimize the effectiveness of interactive sessions and networking.

■ Who Should Attend

This conference will contain information of critical value to people who are considering venturing into the camp and trailride business as well as those who are already in this arena. Some will find clues for difficult decisions for a struggling business. Others will find guidance in deciding whether or not to make the venture. Anyone expecting to build a profitable business in recreational horse camps and trailrides should attend this important conference.

■ Registration Information

The registration fee for this conference is \$275 if received by October 31st, \$325 after October 31st. The fee includes all instructional materials, lunch on Friday and Saturday, social and dinner on Friday evening, and refreshment breaks. Seating is limited to 100, so early preregistration is recommended.

■ Cancellation Policy

Cancellation of preregistration must be made 7 days prior to conference to obtain a full refund. Refunds after that time will be subject to a \$50 service charge. Refunds will not be given after the conference unless approved by the continuing education coordinator. Substitution of personnel is recommended in lieu of cancellation. If cancellation becomes necessary, please call (864) 656-0606. Should Clemson University cancel this conference for any reason, a full refund of the registration fees will be returned. Clemson University will not be responsible for any other cost the registrant may incur.

■ Agenda

Friday December 10, 2004

- 8:30 Welcome
- 8:45 Keynote Address (Hickey)
- 9:30 Trends in commercial horse camps and trailrides (Wood)
- 10:30 Federal agency interests in government-private entity partnerships in recreational horse camps and trails
- 12:00 Lunch
- 1:00 Case histories of recreational horse camps and trail rides that range in size from large to small and geographically from East to West.
- 3:30 Case histories continued
- 5:30 Adjourn
- 5:45 Social
- 6:30 Dinner
- 8:00 Workshop: Introduction to campground and trailhead design (Hancock)

Saturday December 11, 2004

Sessions:

Recreational Horse Camps and Trailrides: Is this a good business opportunity? (Kohl)

Mechanics of Planning the Horse Camp and Trailride Business: Developing the Business Plan, Legal and Tax Issues, and Marketing. (Burroughs)

In these sessions, the participants will be split into two groups not to exceed 50 people each. Group I will be in Dr. David Kohl's session in the morning, and in Ms. Jill Burrough's session in the afternoon. Group II will be in Ms. Burrough's session in the morning and in Dr. Kohl's session in the afternoon.

- 8:30 Morning Session
- 11:30 Lunch
- 1:00 Afternoon session
- 4:15 Question and Answer Panel:
David Kohl, Virginia Tech
Jill Burroughs, Clemson University
Mike Crane, USDA-Forest Service
Heyward Simmons, Lakeview Plantation
Others to be announced
- 5:00 Adjourn

Location and Lodging

The conference will be held at the Madren Conference Center in Clemson, South Carolina. Lodging will be available at the James F. Martin Inn adjacent to the Madren Center. Rooms have been blocked for this event at a rate of \$89 per night until November 1st. To reserve one of these rooms, call the Martin Inn toll-free at (888) 654-9020 and reference the "Horse Trails" block. Listed below are some other area accommodations.

Comfort Inn

1305 Tiger Blvd.
Clemson, SC
(800) 228-5150
(864) 653-3600

Days Inn

1387 Tiger Blvd.
Clemson, SC
(800) 329-7466
(864) 653-4411

Hampton Inn

851 Tiger Blvd.
Clemson, SC
(800) 426-7866
(864) 653-7744

Lake Hartwell Inn

894 Tiger Blvd.
Clemson, SC
(800) 465-4329
(864) 654-4450

Ramada Inn

1310 Tiger Blvd.
Clemson, SC
(800) 272-6232
(864) 654-7501

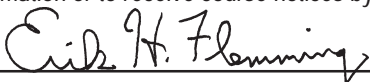
Sleep Inn

1303 Tiger Blvd.
Clemson, SC
(800) 627-5337
(864) 653-6000

Liberty Hall Inn

621 S. Mechanic St.
Pendleton, SC
(800) 643-7944
(864) 646-7500

For more information or to receive course notices by email, contact



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Primary Presenters

Jay Hickey

Executive Director
American Horse Council
Washington, DC

Gene Wood

Extension Trails Specialist
Clemson University
Clemson, South Carolina

Jan Hancock

Hancock Enterprises
Phoenix, Arizona

David Kohl

Professor Emeritus
Virginia Tech
Blacksburg, Virginia

Jill Burroughs

Director
Clemson Regional Small Business Center
Clemson University
Clemson, South Carolina

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PLEASE PRINT

Name _____

(Please print name as you would like it to appear on your nametag)

Email Address _____

Mailing Address _____

City _____ State _____ Zip _____

Is the above your: Work Address and/or Home Address

Company/Firm () _____

Work Telephone No. () _____

Home Telephone No. _____

Early Registration Fee (by October 31) \$275

Late Registration Fee (after October 31) \$325

Method of Payment

Check. Make payable to Clemson University

Credit Card: MasterCard VISA **ONLY**

Card No. : • • •

Expiration Date _____

Name of Cardholder _____

Total Due Clemson University \$ _____

I agree to allow Clemson University to charge this credit card for the amount shown on the *Total Due* line above.

Signature of Cardholder _____

For online registration, go to www.clemson.edu/extfor

Mail registration form(s) and payment to:

Erik Flemming
Clemson University
272 Lehotsky Hall
Clemson, SC 29634-0317