

Keeping pace with the...



MAKER'S MARK SECRETARIAT CENTER

Heralding the value of the Thoroughbred ex-racehorse

We're off!

Welcome to the Maker's Mark Secretariat Center's new e-newsletter! What a successful year 2008 was for the MMSC at the Kentucky Horse Park in Lexington! Here at the MMSC we open our doors to athletic Thoroughbred ex-race horses from myriad sources: breeders, trainers, Thoroughbred rescue agencies nationwide, and of course, from our parent organization, **The Thoroughbred Retirement Foundation (TRF)**.

Thanks to the Horse Centered ReSchooling[®] program implemented this spring, we had 20 Thoroughbreds (TBs) adopted at respectable fees and 8 fostered for a total of 28 TBs finding loving homes this year! We took in TBs from six different rescue agencies as well as the TRF and directly from owners and trainers. We also started an internship program for students from area colleges and universities as well as a volunteer certification program for the public at large. Our training sessions were open daily to the public throughout the Kentucky Horse Park season and every Saturday we were busy with interactive demonstrations for visitors.

We were busy in the office too:

1. We restructured our website, initiated a blog, now have Facebook page, and have videos of our TBs posted on YouTube.
2. We completed a marketing study to help position us in 2009 and for the upcoming World Equestrian Games. Our goal is to make ourselves a major attraction to the Horse Park as a showcase site for the reschooling of off the track Thoroughbreds.
3. We have a proposal for a documentary film about the TRF-MMSC and are now seeking funding for production in 2009.
4. We are looking at a variety of fundraising venues for 2010, from sponsorships to marketing the MMSC name and Horse Centered ReSchooling[®] program.

This spring we plan to:

- Start a training library.
- Begin a lesson program.
- Initiate a regular rostrum of lectures at the MMSC with TB experts.
- Develop a line of merchandise for sale.
- Put the details of our marketing study into play.

Big plans, yes, which we think we can achieve by setting one small realistic goal after the next. We would love to hear your thoughts and would welcome any suggestions or advice. After all this is your flagship facility for the retraining of the off the track Thoroughbred and for heralding to the public at large the value of the Thoroughbred horse. With your support, we can surely make it the best that it can be.

We're off!

All best,

Susanna Thomas, Director

In this issue:

- *Campus upgrade*
- *Spring internships begin*
- *Secretariat goes global*
- *Our wish list*



WINNING PICK from our library!

THE NATURE OF HORSES:

Exploring Equine Evolution, Intelligence, and Nature
by Stephen Budiansky

In this in-depth study of equine behavior and its origin, science writer Budiansky examines the environment and circumstances to which the horse has adapted throughout its long evolution, presenting evidence that much of the horse's behavior is genetic rather than learned. A full chapter is devoted to the development of the horse's relationship with humans over the centuries, and another outlines a breeding program that could produce a superior performance horse. Clearly written and nicely illustrated, this book provides an illuminating perspective on horse behavior.

Meeting of Minds

On January 23rd, the MMSC hosted an Equine Assisted Activities Summit headed by Lissa Pohl of the University of Kentucky's Center for Leadership Development. In attendance were representatives from Midway College, Asbury College, University of Kentucky, Arizona State University, Universal Reins, Central Kentucky Riding for Hope, Quantum Sparks, Tennessee Equine Connection, Tennessee-Equine-Assisted Assets and KEEP. Through discussion and creative brainstorming exercises, attendees



Check out the MMSC store at

<http://www.thoroughbredadoption.com/Cool-New-Stuff-c6.html> .

Also see this month's donated item for sale: This lovely statue given to the MMSC by the Keeneland Gift Shop depicts a race-horse and jockey in full stride. \$200(tax deductible).

For more information e-mail nvoss@trfinc.org .



worked to identify major issues surrounding certification and legality for equine-assisted learning organizations in Kentucky and indeed, nationwide. Upcoming activities as a result of the summit include efforts to define and differentiate between different type of equine-assisted programs in order to move forward with specific certification programs for each. Educating the public about the value of the horse is a primary goal of the MMSC and as such the Center hopes to open its doors to many equine-assisted learning opportunities in 2009 and beyond.

MONEY MATTERS: iGive.com

When TBs leave the track, they still need to eat. One painless way you can help us to feed and care for the TBs at the MMSC is to shop at iGive.com.

This is how it works: Join iGive.com to support Maker's Mark Secretariat Center. It's free, safe, and easy to join.: <http://www.iGive.com/welcome/warmwelcome.cfm?c=47789&m=579292> . The iGive Mall features over 700 trusted online retailers like Lands' End, Staples, NORDSTROM, JCPenney, eBay, Expedia.com, Barnes & Noble, QVC, & PETSMART to name just a few! You'll NEVER pay more when you reach these stores through iGive.com. And if you take advantage of the coupons and free shipping deals posted at iGive, you might even save a few bucks!

Campus Upgrade:

Our last TB was adopted out on Christmas Eve, 2008, and we made the decision not to bring any TBs back on to the MMSC until some critical campus upgrades had been made among them building run-in sheds (paid for by a donation by High Hope Steeplechase) working on replacing the footing in the riding arena, and renovating certain parts of the fencing and barn. TBs will be brought back on campus at the beginning of March and we will open for daily visitation and interactive demonstrations when the Kentucky Horse Park does on March 15. Until then visits to the MMSC are by appointment only.

Looking forward to seeing you March!

Secretariat goes global with keen interest in sponsorships for 2010 World Equestrian Games

In preparation for the 2010 World Equestrian Games, the MMSC has contacted its 17 supporting vendors to ask for advertising sponsorships and is pleased to announce an overwhelmingly positive response! They are already eager to take advantage of the MMSC's prime location a few hundred feet away from the newly constructed WEG indoor arena by sponsoring us in exchange for advertising. Stay tuned for updates in our next issue!

Internship program begins another semester

Our spring 2009 internship has begun! We have one male intern from the University of Kentucky for the farm management internship, and two young ladies from Georgetown College, one in our training internship, and one in our communications internship. They will be with us for eleven weeks, at the end of which they will give a presentation to the public of their achievements during their tenure at the Maker's Mark Secretariat Center. The Center's aim is to instill in its interns a love of learning so each intern is advised to pick a project within their the frame-

work of their internship that not only benefits the Center, but that, more importantly, "makes their hearts sing." "This is how people learn to love learning," says MMSC director, Susanna Thomas. "When you have an idea that you are impassioned about and you are encouraged to problem solve every step of the way to bring that project to fruition, you learn all kinds of invaluable life lessons," says Thomas. "Students will be asked to propose their project ideas next week, and if it is deemed valuable for the Center, and feasible within the internship time span, then the motto is :

MAKE IT HAPPEN." We will let you know in our next monthly letter what those projects are so "sit chilly," as they say on the track!

Welcome to our new students!



Leah Alessandrini and Hannah Brand, our training interns in fall '08

UPCOMING EVENTS...

In getting ready for the opening of the center on March 15, Susanna Thomas met recently with Kentucky Horse Park President, John Nicholson. "He was very complimentary about the outreach we had done in 2008 to the Kentucky Horse Park visitors," says Thomas, "and encouraged the MMSC to work closely with the Visitor's Center Information director, Cindy Armstrong, to coordinate more such programs in 2009. He also thought that the "Lunch with the Experts" seminar series that will be launched this spring during which local experts will come to the Center and give a lecture on a equestrian topic was a "phenomenal opportunity for both visitors as well as employees of the Horse Park and the National Horse Center. "I'd like to come to some of those lectures myself," he said. "We have an ambitious calendar of events planned for 2009 including equine-assisted learning opportunities, competing with MMSC TBs in some of the Horse Park shows, work on a documentary film, finalizing our volunteer certification program, several really exciting fundraising events and a riding lesson program," says Thomas.

Come visit us in 2009! It is sure to be fun!

Our Wish List:

Can you make some of our wishes come true? We will gladly send you a tax deductible donation form if you have any of the following or would like to purchase them and send it to us! (A cash donation with the item of your choice indicated on the memo line would also so be marvelous!)

Here's what we are really wishing for this month:

- 6 Wintec all purpose saddles with exchangeable trees
- 12 Square white saddle pads /black trim
- 2 to 4 **SMx Air Ride Wither Pads**
- 2 Lunge whips
- 2 Professional choice girths, 56"
- Polo wraps, black



John Nicholson, Director,
Kentucky Horse Park

In next month's issue:

- *The Volunteer Certification Program*
- *The World Equestrian Games Countdown*
- *Riding lessons at the MMSC*
- *Lunch with the Experts*
- *Calendar of Events [and more!](#)*



THANK YOU!

Hay what's up?

The MMSC is now on the world wide web! Become a friend and keep in touch via our Facebook fan page, our blog (www.secretariatcenter.blogspot.com) and our page at www.secretariatcenter.org. It's the best way to keep up with all the goings-on at the Secretariat Center!

Also, check out recent MMSC graduate PY Twenty's latest claim to fame: <http://www.news-journalonline.com/NewsJournalOnline/News/EastVolusia/evEAST01020109.htm>. He got a splashy spread in the Daytona Beach newspaper in a story called 'Adopting Royalty' chronicling his transition from the MMSC to his new home and adoptive owners David and Terron Phillips.

Congratulations Py!

Adoptable Horse of the Month: *Herr Heinz*

If you want to own a piece of Thoroughbred royalty, this is the horse for you! Not only is he regally bred, but he has a heart of gold. Heinz came to us from a very good home. His owners retired him after he sustained a suspensory injury in early 2008. He has since recovered and is sound for any discipline. He is big and solid and has such a solid, even temperament you'd never know he was only four! Heinz's build is ideal for a field hunter or eventer. He is a four year old, 16.2 gelding by Stravinsky. For more information, call us at 859-246-3080 or e-mail nvoss@trfinc.org.

