

NEWS RELEASE
For Immediate Release
Monday, August 25, 2008

Contact: Deb Balliet, CEO
Equestrian Land Conservation Resource
(859) 455-8383 dballiet@elcr.org

Equestrian Land Conservation Resource Adds Karen Isberg and Rick Potts to Advisory Board

The Equestrian Land Conservation Resource (ELCR) announced today that it has added Karen Isberg and Rick Potts to its Advisory Board. ELCR's Advisory Board provides a means for experts on a variety of topics such as land conservation, horses, and not-for-profit management to assist the organization in a formal, recognized capacity. ELCR President Georgiana Hubbard McCabe stated, "Our Advisory Board members are a uniquely qualified group of individuals who give generously of their time and talent. We are fortunate to have assembled such a distinguished group of professionals. We are grateful for their commitment to our mission of conserving land for horses."

Karen Isberg, a Kentucky resident, is President of Kentucky Performance Products and the Arion Group. A lifelong horsewoman, Isberg graduated from Cornell University's College of Agriculture and Life Sciences. Her competition experience includes 4-H, quarter horses, hunter/jumpers, dressage, eventing, and Paso Fino's. She has experience in the Standardbred and thoroughbred racing world including at Pine Hollow Stud while Niatross was standing. Additionally, Karen served as Farm Manager at the Cornell University Research Farm. Isberg is also a member of ELCR's Marketing and Communication Committee.

ELCR CEO Deb Balliet said, "We are privileged to have the guidance and support of Karen Isberg. She is the consummate equestrian and an exemplary steward of the land. Karen has demonstrated her commitment to land conservation and stewardship in the best possible way, teaching her children and the local scouting groups by her example.

Rick Potts is the Chief of Conservation and Outdoor Recreation for the National Parks Service. Potts, a wildlife biologist, is a graduate of the National Parks Service Natural Resource Specialist Training Program. Potts' accreditations include Licensed Montana Guide, Certified Master Mule Packer, and Certified Leave No Trace Stock Master. Potts and his wife, Meridith, are owners of Painted Meadows Ranch, LLC in Virginia.

Through his National Parks Service portfolio of programs, Potts develops partnerships with communities and organizations across the country, and works cooperatively with them to develop outdoor recreational opportunities and resource conservation projects.

According to Equestrian Land Conservation Resource CEO, Deb Balliet, "Rick Potts is a great addition to our Advisory Board. His extensive experience in working with the land,

land managers, trail users, and horses is of great benefit to us. Rick's leadership in the horse community is exceptional. He is effectively encouraging equestrian users of public lands to better organize and present themselves for the best possible outcomes on shared use trails and lands. We are extremely fortunate to have someone with his experience, and vision on our team."

###

About Equestrian Land Conservation Resource (ELCR):

ELCR, the only national not-for-profit organization assisting in the conservation of land for horses and horse-related activity, serves as a clearinghouse and educational resource for land and horse owners. ELCR addresses issues related to conserving land for horses including protecting the farms that grow food to nourish them, preserving access on public lands, and conserving private lands for breeding, raising, training, lessons, riding, driving, racing, competing and recreating.

Photo images of Potts and Isberg available.