

FOR IMMEDIATE RELEASE: December 29, 2010

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Photo of Mrs. Beshear available upon request

Equine Land Conservation Resource Strengthens Leadership Team: Grows Board of Directors and Adds to Advisory Council

Lexington, Kentucky, December 29, 2010 --- The Equine Land Conservation Resource has made strategic moves to strengthen the organization and its leadership team through the addition of two individuals to the Board of Directors; Ken Haddad of Florida and Susan Harding of Maryland and one addition to the Advisory Council, Mrs. Jane K. Beshear of Kentucky.

Susan M. Harding of Bethesda, Maryland, a recreational rider and driver, is a well known U.S. equine industry professional. She is a publishing consultant with Active Interest Media, a special interest media company, and former Vice President, Group Publishing Director of Source Interlink Media's Equine Network. Susan has spent 20+ years in the equine publishing industry.

Prior to entering the horse world, Susan worked at Newsweek magazine in New York City, the Congressional Research Service in Washington, D.C. and McKinsey & Co., in London. She is a graduate of Northwestern University and the Harvard Business School.

In addition to her involvement with horses through her employment, Susan has served as President of American Horse Publications and on the Board of Trustees of the North American Riding for the Handicapped Association (NARHA). She currently is on the board of Horse and Humans Research Foundation (HHRF) and serves as chairman of the US Hunter Jumper Association Marketing Committee and on their board of directors.

Susan will play an active role on ELCR's marketing & communications committee and will be invaluable in our efforts to extend ELCR's networks in the equine retail, manufacturing and other industry sectors

Ken Haddad of Florida, an avid fox hunter and trail rider, is the recently retired Executive Director of the Florida Fish and Wildlife Conservation Commission (FWCC). In that role, Ken was responsible for the management of over 5 million acres of Florida public and private lands and served on the state council that guided the purchase of \$300 million worth of public lands annually. He also served as member of the state lands Acquisition and Restoration Council, Chairman of the Science Coordinating Group of the Everglades Restoration Task Force, president of the Southeastern Association of Fish and Wildlife Agencies, and is a current board member of the Tall Timbers Research Station and Land Conservancy and the Wildlife Foundation of Florida.

Ken will contribute greatly to ELCR's ability to be the horseman's resource on recreational use issues at the state level. He has firsthand understanding of the myriad of issues surrounding equestrian access on public and private lands including public game lands.

The ELCR Advisory Council is made up of individuals from throughout the country who are experts in issues with which ELCR deals. Members provide information, guidance and support to ELCR and its constituents on issues relative to the conservation of land and trails for equine use.

Mrs. Jane K. Beshear is a life-long equine enthusiast, competitor and industry supporter. She has served on the board of directors for numerous equine organizations including Equestrian Events Inc., which organizes the Kentucky Rolex 3-Day Event and the Kentucky Horse Park Foundation Board. Recently, she was a member of the World Equestrian Games Foundation Board, which successfully hosted in 2010 FEI World Equestrian Games, an event that attracted more than half-a-million attendees from around the globe.

Mrs. Beshear actively promotes Kentucky's Adventure Tourism economic development initiative, which highlights and seeks to expand outdoor adventure activities and recreational trails for equestrians, and other recreationists throughout the Commonwealth of Kentucky.

Mrs. Beshear's experience as an eventer, fox hunter, trail rider and farm owner has given her a practical understanding of the importance of land conservation knowledge and advocacy, by horse people and outdoor enthusiasts alike.

"We are honored to welcome these three talented individuals to ELCR. Their individual expertise and networks will help advance the organization as we seek to expand our organizational capacity and services to ensure the future of the equine community and related industries. Without land to raise, train, compete, recreate, and feed our horses, the future of the United States equine industry is in jeopardy." says Nancy Hamill Winter, President of ELCR's Board of Directors.

About the Equine Land Conservation Resource (ELCR): The Equine Land Conservation Resource is the only national not-for-profit organization advancing the conservation of land for horse-related activity. ELCR serves as an information resource and clearinghouse for land and horse owners on issues related to equine land conservation, land use planning, land stewardship/best management practices, trails, liability and equine economic development. If you want to know more about ELCR, visit our website at www.elcr.org or call (859) 455-8383.