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Equine Land Conservation Resource Announces New Advisory Council Members

By Yellow Horse Marketing for the Equine Land Conservation Resource

The Equine Land Conservation Resource (ELCR), recent recipient of the 2012 Equine Industry Vision Award for its dedication to the preservation of land for equestrian activities, announces the addition of Tom Daniels, Jan Hancock, and Cathy Laws to its team of experts on the ELCR Advisory Council. Consisting of leaders from the equine industry, trail groups, land conservation and stewardship organizations, government agencies, and equine-related business backgrounds, this Council provides invaluable support to ELCR's growth and development by advising staff and board members on complex or specialized issues, as well as general goals and direction of the organization.

Tom Daniels is a Professor of City and Regional Planning at the University of Pennsylvania in Philadelphia where he teaches land use planning, growth management, environmental planning, and land preservation. With degrees in Agricultural Economics from Oregon State University (Ph.D.) and the University of Newcastle-upon-Tyne, England (M.S.) as well as a B.A. cum laude in Economics from Harvard University, Daniels frequently serves as a consultant to state and local governments and land trusts and has taught at colleges around the country. He managed Lancaster County, Pennsylvania's nationally-recognized farmland preservation program for nine years, and is the author/co-author on numerous published works and books, including "Holding Our Ground: Protecting America's Farms and Farmland", "The Small Town Planning Handbook", and "The Environmental Planning Handbook". "It is an honor to serve on the ELCR Advisory Council," said Daniels. "The Board and staff are truly outstanding, and the effort to keep land available for raising and riding horses is important for communities all across the country."

Life-long trail rider Jan Hancock of Phoenix, Arizona is an equestrian recreational facilities design consultant with Hancock Resources LLC and is a national speaker at trails and equestrian conferences. She has completed numerous master planning projects for cities of in Arizona, and has served on the planning teams for equestrian facilities in Las Vegas, Texas, and Oklahoma, as well as completing consultation work for a trailhead project for West World Equestrian Center in Scottsdale and a new trailhead project for Santa Fe County, NM. Hancock serves on the Arizona Governor's Growing Smarter Oversight Council and is the equestrian representative on the American Trails national Advisory Board, and served a nine-year term on the City of Phoenix Parks and Recreation Board and the Design Review Standards Committee. She is also past president of the Arizona Trail Association, Maricopa County Trail and Park Foundation, and Friends of the West Valley Recreation Corridor. Hancock is the author of two books: "Equestrian Design Guidebook for Trails, Trailheads, and Campgrounds" published by the U.S. Department of Transportation Federal Highway Administration in partnership with the USDA Forest Service, Missoula Technology and Development Center; and a guidebook titled "Horse Trails in Arizona".

Cathy Laws of Salisbury, Maryland is the Editorial Director of Active Interest Media's Equine Network, a publisher of leading horse magazines including EQUUS, Practical Horseman, Dressage Today, Horse & Rider, The Trail Rider, and web sites such as EquiSearch.com, DiscoverHorses.com and Equine.com. Involved in writing and editing for publication for more than 20 years, Laws spent more than a decade as editor of SPUR Magazine, an award-winning national bi-monthly devoted to English equestrian sport. In 2000, she founded Equestrian Life, a content/shopping website that was acquired by the U.S. Equestrian Team. Also a horsewoman, Laws is a former Pony Clubber and a fox hunter.

"I am pleased to have these new members bring their expertise and enthusiasm to the ELCR Advisory Council," noted Susan Harding, President of the Board of Directors of the Equine Land Conservation Resource. "Our organization is devoted to creating awareness in, and providing resources to the horse and conservation communities to conserve land and trails for equestrian use. The knowledge that our Advisory Council members bring to ELCR is incredibly valuable to achieving this goal."

Photos of ELCR Advisory Council Members are available upon request.

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 and networking resource for land and horse owner, organizations, agencies and all equine enthusiasts on issues related to farm and ranch land conservation, land use planning, farm and ranch land stewardship/best management practices, trail access and sustainability, liability and equine economic impacts. For more information about the ELCR visit our website at www.elcr.org or call (859) 455-8383.*