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## Equine Land Conservation Resource Appoints Elisabeth McMillan to Advisory Council

*By Yellow Horse Marketing for the Equine Land Conservation Resource*

The Equine Land Conservation Resource (ELCR) announces the appointment of Elisabeth McMillan of Lewisburg, TN to the ELCR Advisory Council. McMillan is founder, owner, and editor of Equestrian Professional, a membership website that provides information, resources and support to professional equestrians and horse business owners.

A lifelong equestrian in a variety disciplines, McMillan focused her riding and training pursuits within the "A" circuit hunter/jumper world as owner and operator of McMillan Farms in Santa Barbara, CA. She also founded marketing company Equestrian International Communications prior to establishing the popular website EquestrianProfessional.com. A sought-after speaker for public equestrian events, seminars, and conventions, McMillan also works as a business and marketing consultant for private clients in the horse industry.

"Conservation of land is critical for the equine professional and the horse industry as a whole because if our sport is to survive, we must grow. But when farms and equine facilities are forced out of communities, public exposure and access to horses is reduced and new participants are discouraged," said McMillan. "So by being involved with the Equine Land Conservation Resource I hope to help preserve the equestrian way of life for future generations and raise awareness in the professional equestrian community about why land conservation is so important."

As the country's only national organization dedicated to saving land for horses, ELCR earned the 2012 Equine Industry Vision Award for its ongoing conservation efforts. Consisting of leaders from the equine industry, trail groups, land conservation and stewardship organizations, government agencies, and equine-related business backgrounds, Advisory Council members provide 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. "The diversity of backgrounds and extensive experience of these members is what makes the Advisory Council invaluable to ELCR's mission," noted Susan Harding, President of the ELCR Board of Directors. "I am thrilled to have Elisabeth McMillan join us and contribute her expertise to the equestrian land conservation effort."

**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](http://www.elcr.org) or call (859) 455-8383.*