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Editor's Note: Hi-resolution photos of Bauman and Imhoff available upon request

### Equine Land Conservation Resource Announces New Additions to Advisory Council

The Equine Land Conservation Resource (ELCR) is proud to announce the addition of Marty Bauman and Kat Imhoff to the ELCR Advisory Council. Consisting of leaders and experts 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.

Marty Bauman is president and owner of Classic Communications, a well known and highly respected name in the world of equestrian public relations, marketing and event management. During his 14 years as Director of Public Relations for the United States Equestrian Team (USET), Bauman was selected by the United States Olympic Committee (USOC) to serve as equestrian press officer at three Olympic Games, and in 1998 he served as Chairman of the USOC's Olympic Public Relations Association. Bauman has also acted as press chief for the last seven FEI Show Jumping World Cup Finals held in the United States, and most recently was Director of Media Services and Operations for the 2010 Alltech FEI World Equestrian Games in Lexington, Kentucky. Bauman oversees public relations for some of the nation's biggest equestrian events such as the Rolex Kentucky Three-Day Event and Hampton Classic Horse Show, and also serves as Executive Director of the Show Jumping Hall of Fame and Museum, now located at Kentucky Horse Park.

In addition to his expertise in communications, Bauman is committed to environmental pursuits. In 1994, he helped the Rhode Island chapter of The Nature Conservancy with the announcement of its largest land purchase ever, Beane Point on Block Island. Three years later, he assumed management and marketing responsibility for the Charles River Watershed Association's Run of the Charles Canoe and Kayak race, helping develop the event to currently attract about 1500 entrants annually, with each participant sharing a stake in the health of the river. Bauman also operates the headquarters of Classic Communications in Foxboro, MA as a "green office," maintaining environmentally-friendly practices and policies. Bauman is committed to minimizing carbon footprints and taking responsibility for helping to maintain a healthy planet.

"I have been very impressed with the outstanding work being done by the Equine Land Conservation Resource," Bauman said. "I share their goals and objectives and hope that I am able to contribute to their efforts in some way."

Katherine "Kat" Imhoff currently serves as the State Director for The Nature Conservancy in Montana. Previously, Imhoff was the vice president of the Thomas Jefferson Foundation, Inc., which owns and operates Monticello, the home of Thomas Jefferson, in addition to posts as executive director for the Preservation Alliance of Virginia and vice president for conservation and

development for the Piedmont Environmental Council. In her new appointment to the ELCR Advisory Council, Imhoff will bring expertise as a conservationist, planner, fund-raiser, and equestrian while serving as a bridge to conservation organizations.

A Utah native and former foxhunter who still enjoys riding and "beagling", Imhoff has lived and worked extensively across the country. Because of these experiences, Imhoff has a special perspective as to how land conservation efforts vary between states and regions. "Conservation efforts for large public lands in Montana can be very different than parcel-by-parcel individual farms in Virginia," noted Imhoff. "But Montana and Virginia landowners are alike in that when you scrape below the surface, they all care deeply about their property, and support conservation out of a love for the land. One of the things I've learned by living in all those places is that lands are saved by very dedicated folks and that each generation has to step up to care about and save special places."

"I am delighted at the appointment of Marty Bauman and Kat Imhoff to the ELCR Advisory Council," noted Deb Balliet, CEO of the Equine Land Conservation Resource. "Advisory Council members serve a valuable role for our organization, and the addition of these two members, with their extensive knowledge, experience, and expertise, will be a tremendous benefit to us towards our land conservation goals and help provide additional critical links with the equine community."

**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. For more information about the ELCR visit our website at [www.elcr.org](http://www.elcr.org) or call (859) 455-8383.