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Equine Land Conservation Resource Establishes New Education Coordinator Position

By Yellow Horse Marketing for the Equine Land Conservation Resource

The Equine Land Conservation Resource (ELCR) is proud to announce the establishment of a new Education Coordinator position, and the appointment of Denise O'Meara to this role. The purpose of this newly-created ELCR Education Coordinator position is to develop a comprehensive educational program for a nationwide audience to support local efforts in equine land conservation, including farmland protection, land use planning and zoning, trails, equine economic development, land stewardship/best management practices, and liability issues. As the only national not-for-profit organization advancing the conservation of land for horse-related activity, ELCR serves as an information and educational resource, and establishment of this position is critical to continuing its public mission.

"In conservation of land for equine use, education of the public and getting people involved is essential for success," explains Deb Balliet, CEO of the Equine Land Conservation Resource. "Therefore, our Education Coordinator will be a vital link between ELCR and equine enthusiasts across the country, through expanded outreach efforts, promotion, and development of a volunteer training curriculum and materials."

Appointed to the position of ELCR Education Coordinator is Denise O'Meara of Lexington, KY. A graduate of the University of Kentucky with a Bachelor of Science in Landscape Architecture, O'Meara brings 16 years of landscape architectural experience to ELCR. Most recently, as Senior Landscape Architect for RossTarrant Architects in Lexington, KY, she founded the Landscape Architecture service component for the firm, initiated campus master planning services and served as designer and coordinator for the site department team of landscape architects and civil engineers. She is licensed by the Kentucky Board of Landscape Architecture and is affiliated with the American Society of Landscape Architects (ASLA), Kentucky Chapter, where she has served as an Executive Committee member for 12 years and as Treasurer for five.

Prior to her career in planning and landscape architecture, a decade spent in management of a multi-million dollar Thoroughbred farm gave O'Meara an in-depth knowledge of the equine industry. "Thoroughbreds were my passion for many years, and I look forward to expanding that passion to include many other breeds and equine activities," says O'Meara. "After working extensively in landscape architectural practice, it is exciting to get back to the equine world. This position with ELCR will allow me to combine both interest areas in a very constructive way."

"My role as education coordinator will include the development of learning and communication tools that horsemen and women can use in addressing the myriad of land and trail conservation issues that

arise with equine ownership and activities. Subjects will include land use planning, farmland protection, access and stewardship; all critically important elements for horse related activities nationwide. Additionally, similar tools will be developed for the dissemination and use of information regarding the benefits horse activities to the physical and economic wellbeing of people, communities and environments. These tools will be delivered in formats that are meaningful and eminently usable for the wide variety of equine user experiences and needs.”

"I am delighted to have Denise join the ELCR team," notes Balliet. "Her extensive experience in this new position will allow ELCR to significantly advance our educational offerings, and consequently enhance the equine land and trail conservation activity occurring across the country."

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 or call (859) 455-8383.