

THE RESOURCE



THE OFFICIAL NEWSLETTER OF THE EQUINE LAND CONSERVATION RESOURCE

Care and Feeding of Volunteers

By Mark Flint for Equine Land Conservation Resource

ELCR's 2018 survey of local equine advocacy and land conservation organizations indicated that most of the respondents relied primarily on volunteers and that access to educational resources geared to organizational development was important to these organizations. This is a summary of an educational resource on volunteer management that is part of our new organizational development educational series. The entire article can be viewed online at <https://bit.ly/36i4qIG>

Getting Organized

Are you considering starting an advocacy or action group? What will your first steps be?

- Begin with a small planning group, or steering committee
- Try to include people who have experience in marketing, fund-raising and event planning.
- Emphasize that they will need to spend a few hours a week in the initial planning and must be able to commit time and effort.
- This group will develop a marketing plan, look for business and organizations that are likely to come on board, and develop strategies and tactics for launching and seeing the project through completion.



Recruitment: Getting the Word Out

How do you find the right people to start and move your organization forward?

- Cast a wide net. If your project is a trail, for example, don't limit outreach to the "usual suspects" of trail users and user groups.
- Reach out to the community. Boy/Girl Scouts, churches, local businesses, schools, service clubs, are among potential volunteer sources.
- The message should appeal to the benefits the project will provide. Trails, for example, contribute to the physical, emotional and spiritual wellbeing of the community. They also can provide economic benefits, including tourism and quality of life amenities that may help motivate business to relocate to your area.

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NO LAND NO HORSE



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Marketing

Marketing is an important component of pulling in volunteers and getting your organization's message out.

- This can be done at little to no expense, but it's important to develop a cohesive marketing plan to raise awareness within the community, recruit labor and encourage financial support.
- Your marketing plan must have a timeline for execution, including who is responsible for each component.
- Use of the internet is pretty much mandatory. In addition to a web page (hopefully donated by a partner that already has a site) you can use apps such as Doodle for scheduling. But be sure not to abandon more traditional media for those who don't embrace technology.
- Reach out to local media. This is best done if you already have relationships with the reporters whose beats include your activity. If they get to know you as a "go-to" source, an expert who can answer their questions, they will trust you whenever an issue comes up. Develop these relationships and let them get to know you. Be sure to return reporters' calls and emails promptly, as they may be working on a deadline. Knowing they can count on you strengthens the relationship.



After-work lunches, provided by sponsors, were very popular in the Arizona Trail Project. They helped strengthen relationships among volunteers and expressed appreciation in a tangible way.

Event Organization

Smooth running and relevant events are a good way to recruit and reward your volunteers. But how do you create a great event?

- It's critical that volunteer events be planned carefully and carried out efficiently. The quickest way to lose volunteers is to make them stand around waiting while you get your act together.
- Have a written plan. At the start of the event, make the necessary announcements and introductions, but keep it as brief as possible. They didn't come to hear a speech.

Training Your Volunteers

There are several elements involved in training your volunteer force. These are the critical ones:

- **Safety.** Safety must be the highest priority. The Arizona National Scenic Trail construction project in southern Arizona utilized more than 100,000 volunteer hours without a single injury needing medical intervention. Leaders emphasized safety and monitored carefully, taking quick action to address unsafe practices.
- **Leadership.** In addition to the event organizer, crew leaders are needed to manage small groups (6-8, for trail work). These leaders need to be selected carefully. Though some people are capable of being crew leaders, they may prefer doing the work instead of managing others. Make sure that you understand their personal preferences while encouraging them toward leadership.
- **Tasks.** Make sure volunteers are adequately trained on the assigned task or responsibilities.

Reward Your Volunteers

Volunteers need to feel appreciated. You can accomplish that in many ways.

- Provide a good lunch at the end of the work event. This facilitates bonding as well as a positive last memory of the experience. Event sponsorships can help with costs.
- Give praise to volunteers throughout the project when work is well-done.
- For larger, ongoing projects, consider premiums, such as T-shirts and water bottles. These can be imprinted with sponsor logos for businesses and organizations that contribute at higher levels and serve to promote your project.
- Hold a volunteer appreciation event. This is an excellent opportunity to show your appreciation to hard-working volunteers, let them know you want them to continue volunteering, encourage group bonding and give actual recognition awards and gifts.

Give Thanks

Show volunteers you appreciate their gift of time and labor. Thank them at the beginning and end of the event, and individually throughout the event. Make sure crew leader training includes thanking the volunteers.



"I Helped Build the Arizona Trail" T-shirts, with sponsor logos on the back, were prized by volunteers, and helped spread awareness of the project. These youth volunteers gained a sense of camaraderie and belonging.

Remembering Georgiana Hubbard McCabe

In 2019 Equine Land Conservation Resource lost a co-founder, supporter, and dear friend, Georgiana (Giana) Hubbard McCabe, to complications of metastatic melanoma. Georgiana was born in Greenwich, Connecticut, on March 14, 1942, to Chauncey and Virginia Hubbard. She attended Greenwich Country Day School, Garrison Forest School and graduated from Sarah Lawrence College. She also spent a highly formative gap year in France where she formed a lifelong love and connection to the country.



Georgiana "Giana" Hubbard McCabe

Upon graduation from Sarah Lawrence, Georgiana moved to New York City, where she married and worked as a French teacher in both New York City and at Greenwich Country Day School. She also started her lifelong career in philanthropy and community service, working with the Volunteer Service Photographers. Later, she served on the board of the Metropolitan Opera Guild, was the chairwoman of the board at the Gateway School in Greenwich and was a founding member of the APPLE Committee at Greenwich Country Day School. Georgiana also served on the Greenwich Chamber of Commerce. She was on the board of the United States Pony Club (USPC) and served as district commissioner of the Greenwich Pony Club.

In addition to her love of horses, Georgiana cared for and hosted countless animals at her various homes, including at Rocklawn Farm in Greenwich, a place that also provided an informal respite and learning center for countless children (and adults) over the years. And while her passion was for horses, donkeys and bees, there were also plenty of dogs, cats, chickens and various other creatures which she provided with love, food and nurturing.

Many of Georgiana's beliefs were shaped by the women's movement of the 1970s. With her children growing up, she wanted a fresh start and a new life away from the grind of New York City, so she moved to Stanardsville, Virginia, in 1991. Making new friends along the way, she embraced Greene County, living life to the fullest, building her beloved Snow Mountain Farm and opening a retail nursery.

Georgiana was a lifelong conservationist and perhaps her biggest volunteer accomplishment was in 1995, when she helped found Equine Land Conservation Resource with Melanie Heacock, the late Anson W.H. Taylor Jr. and Richard Jorgensen. Georgiana served as a member of the ELCR Board of Directors from 1999 to 2009 and as ELCR President from 2005 to 2008, and continued to be a friend and donor to ELCR over the years that followed. She was a consistent source of inspiration to all those who worked alongside her and a phenomenal mentor to several ELCR Executive Directors.



(L to R) ELCR Founders Anson W.H. Taylor Jr., Georgiana Hubbard McCabe, Richard Jorgensen, Melanie Heacock.

"Georgiana, as one of the co-founders of ELCR, had the vision and foresight to bring horses and land conservation together with the understanding that the future of the horse and horse activities depends on conservation of lands and protecting access to those lands," said ELCR President Ken Haddad. "Now, 20 years later, that vision has proven prophetic and today more than ever the role of ELCR in promoting and supporting the conservation of lands for horses is critical for their long-term existence in the U.S. This is Georgiana's legacy to the equine community."

In 2002 she was named as a fellow of the Virginia Natural Resources Leadership Institute. She also became a board member at the UVA Cancer Center, with a focus on a group called Patients and Friends Research Fund, which focused on improving the quality of life for people living with cancer and terminal illnesses.

In early August 2019, she made the difficult decision to discontinue cancer treatment, and to head back to her beloved farm. "We came back to Snow Mountain Farm to celebrate our time together," she said shortly before she passed. "The stories and laughter and ice cream socials we had along with movie night, the flowers, butterflies, birds, bees, cats, friends, and gigantic delicious meals, that made it just delicious for me." She is survived by her two children, Caroline (William Springer) and Nicholas, as well as a grandson, Sam Springer.

Thanks to our corporate friend:



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ELCR Hosts Local Equine Land Conservation Roundtable in Fauquier County, Virginia

Conservation issues are always on the front burner in Fauquier County, especially as they pertain to equestrian pursuits. For this reason, the Equine Land Conservation Resource chose Middleburg, Virginia, as the site for their November 2019 Board of Directors meeting. In addition to the board meeting, the ELCR board hosted a roundtable meeting at the Masters of Foxhounds Association headquarters on November 2 with local equine and conservation organizations to learn more about their concerns regarding access to land for horse-related activities.



ELCR board members and local organizations participate in a land conservation roundtable at MFHA headquarters in Middleburg, Virginia.

Local roundtable participants included Kelly S. Foltman, DVM (president of Loudoun County Equine Alliance and co-chair of the Loudoun Parks, Recreation and Outdoor Space Board), Sally Aungier (Virginia Horse Council Board of Directors), Bill Aiton (president U.S. Trail Ride Inc.), Jinx Fox (VP of RideFauquier), and Steffanie Burgevin (member of the Land Trust of Virginia Board of Directors and Loudoun Fairfax Hunt).

Some of the most pressing issues that emerged from the Middleburg roundtable included:

- The loss of access to private land due to the increasing transition of land ownership to non-horse people not familiar with the local equine tradition and concern about liability issues.
- Concern that Fauquier County could experience the threat of urban sprawl that nearby Loudoun County has experienced and how to increase local awareness about the potential threat.
- More access to both public and private land is needed through organized efforts such as the Orlean Community Trails System (OCTS).
- There is a need to educate the public and developers about the opportunities to include trails in development plans.
- More land conservation is needed in the area.

ELCR hopes that by organizing these community-based roundtables that local organizations will continue the dialogue and work together to make progress on specific horse land issues.

How YOU Can Support ELCR

There are so many ways you can help support ELCR's vital mission of saving horse land!

1. Join ELCR as a [Conservation Partner](#).
2. [Make a gift in honor](#) of friends and family who also love our equine friends and way of life.
3. Donate stocks to ELCR.
4. [Become a monthly donor](#) and leverage a smaller monthly gift into a larger annual impact.
5. For federal and state employees, [contribute to ELCR through the CFC](#) or SECC.
6. Shop on Amazon Smile and select ELCR as your charity (smile.amazon.com/ch/52-2139677).
7. Remember a cherished loved one or equine companion with a [Memorial Tribute Gift](#).
8. Like and share [ELCR on Facebook](#)—the more people we reach, the more cherished lands and equine heritage we can save!

Spotlight on Tribute Gifts

Looking to make a meaningful gift with a positive impact? Honoring or remembering a loved one through a contribution to save horse land is a wonderful way to pay tribute to those who mean the most to you! We can let loved ones you're honoring, or family of those you are remembering, know about your special gift, and include any personal message that you wish to share. Many of our supporters have made contributions in memory of beloved equine companions as well, which is a meaningful way to help ensure current and future equine friends have access to the land needed to thrive. You can access ELCR's Tribute Gifts form by visiting <https://bit.ly/2tO2MRp>



ELCR Education Corner

Recent additions and updates to the ELCR Online Resource Library.

New Article: Understanding the Value of Wetlands on Equine Land

Horse farms and facilities need to manage stormwater runoff to prevent soil erosion, protect nearby streams and other water bodies from pollution and siltation, and help prevent flooding. For stormwater or wastewater treatment on horse facilities, wetlands can be a less expensive alternative than some other methods. Restroom waste can be directed to wetlands, which can provide an ecologically sound and economical treatment. Wetland systems can be very effective in catching and treating runoff from manure storage areas, barns and heavily used pastures. In addition, wetlands provide important habitats and an appealing element to the overall landscape, adding visually and functionally to the open space that the community values. Read the full article at <https://bit.ly/38t2Q8e>

New Article: Advocating for Success: Protecting the Riverside Rancho Equestrian Community of Glendale, CA

Horse-friendly zoning in your community may work for you now, but actions taken in the present to monitor zoning changes and potential development can really pay off down the road when development comes calling. Here's a story of organization and advocacy that helped save a riding stable and an equestrian community's way of life: <https://bit.ly/3axOKnW>

New Article: Care and Feeding of Volunteers by Mark Flint for Equine Land Conservation Resource

Skilled volunteer management is an important component of your organizational operations. Care and Feeding of Volunteers relates the story of a 35-mile trail construction project for the Arizona National Scenic Trail in Pima County. Nearly \$2.5 million in volunteer labor was donated to this project, along with \$200,000 in donated materials and sponsorship contributions, to make this extensive project a success. Mark Flint tells firsthand of their methods in utilizing donated labor and how they showed their appreciation for the people who gave their time, their energy and their good will throughout. Read the full article at <https://bit.ly/36i4qIG>

Recorded Webinar: Considering Land Issues Related to Small Property Horsekeeping

If you missed ELCR's joint October 2019 webinar with My Horse University hosting, you can access the recorded webinar here: <https://bit.ly/2t57qL9> This webinar shares examples from several communities around the country that allow horses to be



kept on small acreage and residential properties, and explains how your community's zoning practices, prevalence of existing horse-related activities, land characteristics, building codes, tax structure, state regulations and other factors enter into the decision to keep horses at your residence.

Upcoming Webinar: Equestrian Trail Design and Best Practices

Mark your calendar! On April 16, 2020, at 1:00 p.m. Eastern (10:00 a.m. Pacific), ELCR and American Trails will cohost this new webinar on Equestrian Trail Design, a continuation of the popular webinar from August 2019 titled Equestrian Trail Design for Urban Shared Use Trails. Presenters will review best practices for trail design planning, construction, and management in undeveloped natural areas and connecting to urban edge settings. The webinar will include trailhead development, urban to wildland transition design, and equestrian trail features to provide best sustainability and lowest impact. Jim Coffman with Coffman Studio will discuss the 'merge/transition' areas from towns to wildland trails—how and where to design, how many, etc. Matt Woodson with Okanogan Trail Construction will then pick up and bring listeners into the mountains to discuss both trail techniques as well as best practices for equestrian use for maximum sustainability. Thanks to a generous sponsorship from Rhino Marking & Protection Systems (www.rhinomarkers.com), this webinar is free to the public. You can read more and register at <https://bit.ly/2TJmp8d>



EQUINE PLACES AND SPACES

PROTECTED: Open Land and Trails Protected (saved land)

Sheridan Community Land Trust (SCLT) in Wyoming has established the Sheridan Heights Ranch Conservation Easement and announced the agreement in October 2019. This easement “conserves 476 acres of working ranch, open space, important wildlife habitat and an unspoiled, unbroken view of the Bighorns right on the west edge of Sheridan,” according to the Sheridan Community Land Trust’s Executive Director Brad Bauer, bringing the total acreage conserved to nearly 3,500. The first two miles of historic Soldier Ridge Trail cross the property. This easement was donated by Sheridan Heights Ranch owner Don Roberts, and it allows for public trail access over private land. Public access represents a shift in area landowner thinking and values, recognizing the value of recreational trails and the stunning views and experience. In fact, neighboring landowners are now allowing trail users to cross their land. The actions by Roberts, his neighbors, and SCLT now provide horseback riders, hikers, bikers, and other users a vast, open space that is shared with cattle and wildlife, protecting the community’s viewshed, agricultural base and recreational value.

GAINING GROUND: Oak Grove Racing & Gaming (new horse facility)

It’s not that common these days to see the opening of a new equine raceway. But in 2019, with the support of the community and leaders, industry stalwarts Churchill Downs, Inc. and Keeneland Association, Inc. partnered to develop the new Oak Grove Racing & Gaming facility in Oak Grove, Kentucky. Construction of this \$150 million harness racing and gaming joint venture has been partially completed, including the racetrack, paddock and horse stabling (horse and horseman facilities), with temporary outdoor amenities for patrons, including seating, wagering and food amenities. The facility’s inaugural meet ran from October 18 to November 10, Fridays through Sundays. Now that the meet is over, construction will continue for the planned hotel, RV park, amphitheater, a historically based racing machine and a new equestrian center, scheduled for completion in the summer of 2020 for the next meet. The facility will contribute to jobs and economic growth for the western Kentucky region. Oak Grove is located adjacent to Kentucky’s Fort Campbell and is near the Land Between the Lakes.

POTENTIALLY THREATENED: Patapsco Horse Center

According to an article that appeared in the Baltimore Sun, the equine community in Baltimore County, Maryland, could have cause for concern. The Rolling Road Golf Club in Catonsville, Maryland, is proposing to move the facility from its 90-acre property on Hilltop Road to state-owned Oella parkland. This state-owned land is the site of the Patapsco Horse Center. The operator, Terry Fram, leases 201 acres there from the state, which she has done in 10-year increments since 1988, and provides horse boarding.

In her capacity as founder of the nonprofit Maryland Council for Special Equestrians, which specializes in hippotherapy for kids and adults with disabilities, Fram leases another 5 acres for that group’s use.

The farm also houses Plot Twist Horse Farm, which offers riding lessons and education programs at local schools. The relocation of the golf club could threaten the equestrian activities on this public land.

For more information, visit <https://bit.ly/2w7k3X5>

If you are aware of an equine-related place that has been lost, saved, or is in danger, please let us know about it. You can contact us at 859-455-8383 or info@elcr.org, or visit the Report an Issue page on our website.

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Fleming Farm Project Donors of Great Meadow Foundation Honored with Conservation Leadership Award

On the evening of November 1, 2019, members of the Equine Land Conservation Resource Board of Directors recognized the Fleming Farm project donors of Great Meadow Foundation with the Anson W. Taylor, Jr. Award at Mrs. Magalen O. Bryant's Locust Hill Farm. The award, named for the late preservationist, land conservator, avid foxhunter, equestrian and ELCR co-founder, Anson W. Taylor Jr., was established by the ELCR Board of Directors to recognize individuals and organizations that have made an outstanding contribution to preserving land for equine use through their extraordinary generosity of time, effort, expertise and support.



(L to R) Jacqueline B. Mars, Glenn Epstein, ELCR President Ken Haddad

Mrs. Jacqueline B. Mars accepted the prestigious award on behalf of the 48 members of this generous group of donors. The donors were largely responsible for funding the effort to double the size of Great Meadow, build a world-class arena on the new property, and bring the first FEI Eventing Nations Cup ever held in America to Great Meadow.

Once purchase of the new property and construction of the new arena was complete, two easements were used to protect the property in perpetuity. A conservation easement, held by Fauquier County, was placed over the entire property. An easement protecting against nutrient pollution formed by ACRE Investment Management in The Plains, Virginia, was also used to protect 25 acres facing the Broad Run tributary on the new property.

"Conservation issues have always been important in this area of Virginia, especially as it pertains to equestrian pursuits," said ELCR President Ken Haddad. "The Great Meadow experience of conserving the land and building a top-notch equine competition venue for the benefit of future generations can serve as a model for other communities working to protect access to land for equine use."

Wayne and Susie Chatfield-Taylor Honored with the Robert N. Clay Conservation Award

Wayne and Susie Chatfield-Taylor were honored with the 2019 Robert N. Clay Conservation Award at the 34th Thoroughbred Owners and Breeders Association (TOBA) National Awards dinner on September 7, 2019, in Lexington, Kentucky. The award was established in 2014 as a partnership between TOBA and ELCR to help increase awareness of the importance of land conservation to the Thoroughbred industry and to serve as an inspiration to others within the industry.

Wayne and Susie Chatfield-Taylor, long-time owners of Morgan's Ford Farm, in Front Royal, Virginia, were motivated to purchase and place many farms in easement in order to preserve the historic farming community that they call home. The couple began preserving rural open space when they moved to the Shenandoah Valley in 1979 after purchasing Morgan's Ford Farm (370 acres with two miles of Shenandoah River frontage). A condition of the sale was that the land be placed in permanent conservation easement with the Virginia Outdoors Foundation.

The Chatfield-Taylors purposefully purchased neighboring and area properties as they became available, and placed easements on those acreages, helping to preserve Shenandoah River frontage in conservation easement as well. Wayne and Susie have purchased a total of six farms to date, either singularly or with partners, and placed permanent easements on approximately 3,000 acres. Neighboring farmers, seeing what the couple has accomplished, have placed their own farms in easement, now totaling 21 contiguous farms and 6,500 acres in easement, and still growing.

In 2015, Rockland Rural Historic District in the northern part of Warren County, Virginia, was recognized on the National Register of Historic Places, one of the largest of its kind in the commonwealth. Much of this can be attributed to the Chatfield-Taylors' efforts in conserving land for horses.



ELCR Vice President Dan Rosenberg (left) presenting the Robert N. Clay Award to Susie and Wayne Chatfield-Taylor.



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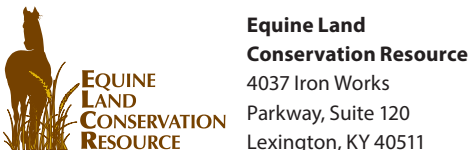
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