

## THE OFFICIAL NEWSLETTER OF THE EQUINE LAND CONSERVATION RESOURCE

### Seven Steps to an Effective Petition

By Janice Holland for ELCR

The equine community should always strive to be aware of what is happening at the local, state, and national levels. Being aware of any potential threats to the equine community early on will give you the much-needed time to organize and develop an effective plan to counteract the threat. There may be times when organizing against a potential threat that a well-organized and supported petition can strengthen your position.

This condensed version of a new resource from ELCR outlines the seven steps to developing an effective petition, including examples and additional resources. The full version of the article is available at <https://elcr.org/seven-steps-to-an-effective-petition/>

#### Summary of the Seven Steps

##### 1. Clearly define your cause.

**You will want to have a clear, concise, well-defined mission and opening statement. Include a clear "call to action."** What is it you want people to do after they sign your petition? How else can they support your mission/petition? This could include having them share the petition with others they believe will sign, writing letters to people who can bring about the change you want, attending meetings in support of your cause, or volunteering to help in other ways.

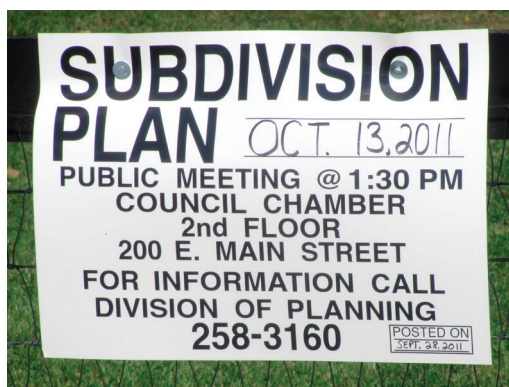
##### 2. Define the decision-maker(s) you want to influence with the petition.

**You should determine who will be making decisions regarding your cause.** Direct your petition to those involved in the decision-making process. The people involved will change, depending on if it is a local, state, or federal issue.

##### 3. Identify your target audience.

**Be clear on who the audience is that you need to target. Who are the people who will be most affected if your petition fails?** These stakeholders are key people to have sign your petition. Make sure you have the best methods to alert them to what is happening and how it will affect them.

*Continued next page...*



NO  
LAND  
NO  
HORSE



elcr.org

#### In This Issue

Seven Steps to an Effective Petition .....	1-2
Education Corner .....	3
ELCR Remembers Helen Kleberg Groves and Mary Hanson .....	4
Equine Places and Spaces .....	5
2022 Anson W. H. Taylor, Jr. Scholarship .....	6
Farms Under Threat .....	6
2022 Trail Fund Grant Recipients .....	7
Ways You Can Support ELCR .....	7

Develop a list of people who may be influential in getting your request heard. These people may be able to write letters to the decision-makers or aid in other ways. They can also help get the word to others who will be affected. Make sure everyone knows who to contact with concerns, and how best to contact them as well.

#### 4. Decide what type of petition(s) you should use and how to promote it.

**Once you have your petition written, you will need to decide how to promote it and how you will collect signatures.**

This will depend on a variety of factors, including whether the cause is local, state, or national, and where you can find individuals willing to sign. A few options are highlighted here.

##### ***In-person collection***

If you would like to collect signatures in person you should consider where you should be located and when. You want to have maximum exposure to people who are willing to sign. Make sure the people collecting signatures are prepared, polite, well-versed on the issue, and professional.

##### ***Digital/email***

Another option is to have a petition that can be sent digitally or emailed to people and organizations. Include information on who they should contact, such as a legislator, with details on how to contact them. Include sample wording for a letter that can be sent. Use websites of groups that support your cause to send the message.

##### ***Media***

Use of social media is another excellent way to get your message out and attract people to your cause. It is amazing how quickly a good cause can become "viral." News outlets, such as TV, radio, and print may also be helpful in sending your message.

#### 5. Be aware of deadlines and rules.

**Nothing can end a campaign as fast as finding out your petition was too late or did not reach the appropriate people.** If you are trying to influence a decision on land use in your town, check with the town office to see if signatures need to be received before a specific meeting, such as a public comment forum. Make sure your signatures will be accepted, and what types of petitions are allowed. Sometimes a form of "authentication" of the signature is required, such as the zip code or county where the person resides.

#### 6. Make sure to follow up.

**Once petitions are submitted, you should contact the organization to make sure they were received.** It is advisable to keep a copy of signed petitions for your own records, when possible. You should also get acknowledgement, in writing, that your petitions were received. Once petitions are submitted you should also determine what the next steps should be.

#### 7. Continue to be a presence.

**Make sure you know when meetings related to your cause are being held and be there to voice your support.** Get the word out if the meetings are public so that others may attend. Know how others can show their support. Sometimes meetings will not allow public comment, but people can submit statements in writing before the meeting.

Consider contacting other organizations such as clubs, state horse councils, and other groups who will be negatively impacted by the issue you are addressing. Are there club meetings you can attend to gather more signatures and support? For example, if a park is being rezoned for development, are there hiking groups or bird-watching groups who also use this park? Attend a meeting and rally them behind saving the area.

To access the expanded version of this article go to: <https://elcr.org/seven-steps-to-an-effective-petition/>

#### **In summary, an effective petition will:**

- **State the issue clearly and concisely**
- **Be enthusiastic without being argumentative**
- **Compel others to support your cause and respond to your call to action**
- **Be submitted on time to the appropriate decision-makers**
- **Communicate how to continue to support your cause**

Thanks to our  
corporate friend:





## ELCR Education Corner

### Recent additions and updates to the ELCR Online Resource Library

#### **New Article: Seven Steps to an Effective Petition**

Members of the equine community should strive to be aware of what is happening at the local, state, and national levels and the potential impact on equine activity. Being aware of any potential threats to the equine community early on will give you the much-needed time to organize and develop an effective plan to counteract the threat.

Examples of potential threats include lack of access to public land for equine activities, encroaching housing developments, and planning and zoning changes that can negatively impact horse keeping.

There may be times, when organizing against a potential threat, that a well-organized and supported petition can strengthen your position. A good petition can help not only make others aware of the issue but can demonstrate significant community support of your cause to your defined decision-makers.

This new ELCR educational resource, Seven Steps to an Effective Petition, will take you through the steps to developing an effective petition and provide additional resources! Read the full article here: <https://elcr.org/seven-steps-to-an-effective-petition/>

#### **New Article: USFS-Recommended Best Practices for Managing Stock Use Sites at Developed Campgrounds**

The recreational use of public lands has been steadily increasing over many decades due to factors such as increased population, expanded interest in healthy living, new outdoor recreational activities, and advancements in technology and equipment. However, the onset of the COVID-19 pandemic had a profound impact on outdoor recreational activity across outdoor recreation sectors. While it is great that so many more Americans are out enjoying recreational activities, the increase in usage can lead to issues and conflicts. In 2021, Back Country Horsemen of America (BCHA) alerted the American Horse Council's Recreation, Trails, and Land-Use (RTL) committee about the issue of an increased number of campers without livestock camping in livestock campgrounds, and while this had been a problem prior to the pandemic it was clearly becoming an even more significant problem in some camping areas.

Read more about what has been done to protect livestock campgrounds, and how you can help: <https://elcr.org/wp-content/uploads/2022/04/Best-Practices-for-Managing-Stock-Use-Sites.pdf>

#### **New Article: Resources for Sustainable Equine Management**

This document was created as a companion educational resource for the March 5, 2022, webinar and field visit on Sustainable Equine Management organized with our partner Daily Acts. The webinar was highlighted in the Spring 2022 ELCR Education Corner. Our Resources page includes contact information for the speakers on the webinar, links to state and national agencies, and links to water conservation, land restoration, and weed/invasive plant species control.

Find more information here: <https://elcr.org/wp-content/uploads/2022/04/2022-Sustainable-Equine-Management-Resource-Sheet.pdf>

#### **Recent Webinar: Trail Ambassador Programs: Sustainable Equine Management**

Like other grazers, horses can be employed to degrade the land or to heal it. This webinar covers innovative, eco-friendly, and low-cost strategies for caring for horses and the land they live on. The webinar provides information on pasture management, composting, erosion control, confinement area innovations, manure and mud management, natural insect and weed control, drainage, integrated habitat restoration, fire preparedness, and more. Alayne Bickle, creator of award-winning Horses for Clean Water, is the main webinar presenter. Other webinar presenters include representatives from Sonoma RCD, NRCS, and San Francisco Bay Water Quality Control Board. Special thanks to Sonoma Resource Conservation District for sponsoring this webinar. You can access the archived recorded webinar here: <https://elcr.org/event/webinar-sustainable-equine-management/>

#### **Upcoming Educational Resources**

New educational materials and webinars are currently under development for publication and release in late 2022 and early 2023. Check out the homepage at [www.elcr.org](http://www.elcr.org) for a list of new educational resources and upcoming webinar dates under the "What's New" section. You can also follow us on Facebook to find out when new materials and webinars are released.

---

## ELCR Remembers Helen Kleberg Groves and Mary Hanson

Helen Kleberg Groves was born in San Antonio, Texas, and passed away peacefully, at the age of 94, in the same town on May 6, 2022. She was raised on the King Ranch, graduated from Foxcroft School in Middleburg, Virginia, and attended Vassar College.

Helen was involved in ranching her entire life, from overseeing King Ranch's Buck and Doe Run Valley Farms in Chester County, Pennsylvania, to running her own Silverbrook Farms in Staunton, Virginia, and Silverbrook Ranches in Texas. Known as the "First Lady of Cutting," she raised and rode many champion cutting horses. She was inducted into the Cowgirl Hall of Fame in 1998.

She was also passionate about Thoroughbred horses. From leading King Ranch's Assault into the winner's circle after his 1946 Triple Crown victory, she went on to breed, own, and race many Grade I winners under her rust and lavender silks. In addition, she owned Grand Prix jumpers ridden by Michael Matz, and several steeplechasers.



*Helen Kleberg Groves*

Helen was known for her philanthropy and served on several boards, including the Robert J. and Helen C. Kleberg Foundation, and the National Sporting Library and Museum. Her wealth of knowledge as a rancher and horsewoman led to her serving on the boards of the National Cutting Horse Association, the US Equestrian Team, and the Texas and Southwestern Cattle Raisers Association.

Helen was a long-time friend and supporter of ELCR. Further details on her extraordinary life can be found here: <https://www.porter-loring.com/obituaries/Helen-Kleberg-Groves?obId=24801251>



*Mary Hanson*

Mary Hanson passed away on January 11, 2022, at her home in Ithaca, Nebraska. She was born in Omaha, Nebraska, and attended the University of Nebraska, where she earned a bachelor's degree in animal science and a master's degree in regional planning, which led to her dream job as a trails planner for the National Park Service in the Rivers and Trails Department of the Midwest Region. She became the first "horse trail" expert in the Park Service and worked on many projects outside of the region, including a 1,000-acre preserve of equestrian land near Lexington, Kentucky.

Mary worked at creating partnerships at the national level with Equine Land Conservation Resource and Backcountry Horsemen of America. After completing Leave No Trace Master Educator Training on front-range equestrian use, held at Shawnee National Forest, she worked with local equestrians and land managers teaching trail advocacy, design, construction, and repair, specializing in horse and stock front country.

Mary created the brochure Recreational Use Statutes and the Private Landowner and co-authored the publication Getting Organized – Creating an Equestrian Trails Organization. She was a chapter contributor for the educational resource Recreational Horse Trails in Rural and Wildland Areas.

An avid animal lover, especially of horses, Mary always had cats, dogs and other pets throughout her life. She was an active equestrian, competing in Combined Driving Events in the United States and Canada, as well as many competitive trail rides throughout the United States. She was also a dedicated volunteer and had served as president of the Eastern Nebraska Driving Society and as a regional representative for NATRC competitive trail riding. She also volunteered at the World Pairs Championship, the World Equestrian Games, Saunders County Lost Pets, the Nebraska Horse Trails Committee, and many other organizations.

Mary was a long-time supporter and friend of ELCR. As a member of ELCR's Advisory Council, she was an invaluable resource to our organization on issues relating to equine access to public lands.



# EQUINE PLACES AND SPACES

---

## TRANSITIONING:

### Ocala Jockey Club, Florida

After much discussion at an open forum, plans for the World Equestrian Center Jockey Club in northwest Marion County, Florida, were approved by county commissioners. This land will be rezoned to Planned Unit Development from mostly agricultural, but all plans must be presented for approval. Golden Ocala Equestrian Land, LLC (GOEL) purchased the property with plans to develop an eventing cross-country complex, and plans include an RV park and turning the existing clubhouse into a restaurant and meeting space. Horse Farms Forever, LLC is in support of this development, after working with GOEL to rezone other properties (Crupi parcel and Plumley parcel) to A-1, and to cluster housing and farm development to a smaller plot, allowing for more open common area for equestrian uses. Various state departments, including the Florida Department of Environmental Protection, Division of Historical Resources, and the Florida Fish and Wildlife Conservation Commission, have given feedback on steps to be taken to preserve the unique qualities of the property.

---

## REBORN:

### Hickory Creek Barn, Petersen Park, Illinois

Historic Hickory Creek Barn in Petersen Park near McHenry, Illinois, is becoming an equestrian center for the city. The farm was purchased by the city in 1992. It was recognized in 1998 as an outstanding example of a working 19th century dairy farm and was designated a historical landmark, guaranteeing its preservation as open space. Since that time, although owned by the city, it has functioned as a private horse boarding facility. R Double J Ranch recently acquired the contract to operate the facility and plans to work with the city of McHenry to make it more of a community-centric facility, with space for school field trips, birthday parties, riding lessons, and Boy and Girl Scout events. Other future plans include fall hay rides, a trick-or-treating event in October, and other community events. Private boarding will still be offered, but there will also be opportunities for the community to learn about and ride horses.

---

## SAVED:

### Wheaton Park Stables, Maryland

Wheaton Park Stables (WPS), built in the early 1960s, is one of the original facilities of the Wheaton Regional Park in Montgomery County, Maryland. It provides affordable riding instruction in an urban area, and is also home to Cura Personalis, an equine-assisted therapy program. This historic stable was in danger of closing after Montgomery Parks, part of the Maryland-National Capital Park and Planning Commission, presented a master plan with verbiage indicating the land where WPS sits would be repurposed in the future. After testimony of over 250 constituents and representatives of Trail Riders of Today, backing from the Maryland Horse Council, and support of the Planning Commissioner of Montgomery County, a compromise was found. The stables and trails systems in the park are saved, including setting aside protected trails for riders with Cura Personalis. A public-private partnership is being formed, which will help address financial needs for improvements of WPS.

---

## GAINING GROUND:

### Pioneers Park, Nebraska

For over 30 years, trail riders at Pioneers Park near Lincoln, Nebraska, have seen their trail access decrease from four miles to just over a mile. The reasons given for shrinking the trails included cost of upkeep and lack of staff to maintain trails. In 2017, frustrated and fearing more loss due to local high school cross-country team events, the Pioneer Park riders started a petition to restore the original bridle path and filed a claim with the Parks and Recreation Department. A 4-year plan was developed to restore the trail, and Phase 4 of the program was recently approved, adding 1.9 miles to the trail. The great relationship developed between the riders and the Parks and Rec Department has also opened doors to expanding the bridle path system to other parks in the area, including Conestoga Lake State Recreation Area and Spring Creek Prairie Audubon Center.

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

## Liesel Fazekas Awarded the 2022 Anson W. H. Taylor, Jr. Memorial Scholarship

ELCR and United States Pony Clubs (USPC) are pleased to award the 2022 Anson W.H. Taylor Jr. Memorial Scholarship to C3, HB event rider and Atlanta Pony Club member Liesel Fazekas of Kennesaw, Georgia. The scholarship, sponsored by USPC and ELCR in memory of former USPC president and ELCR founder Anson Taylor, Jr., is awarded annually to a current USPC member demonstrating commitment to horse land conservation. The award helps support and encourage the efforts of our next generation of land stewards.

Liesel comes from a family with an interest in land conservation. Her grandparents have been running a self-sufficient farm in Vermont for over 50 years, and Liesel helps on the farm as often as possible. Most of this farm is under conservation easement and the family works with several organizations on projects, including the Vermont Department of Natural Resources, on a master forestry plan for the land and protection of nine beaver ponds, which are headwaters to the Green River, and Vermont State Hatcheries on stocking the waterways with trout and other fish.

Closer to home, Liesel heard about a local developer who proposed a residential development on a rural property known as Kemp Farm. This 100-acre multi-generational cattle property had some unique features, including an underground tunnel that allowed for the cows to go between pastures without crossing the road, a family cemetery that dates back to the Civil War, and Civil War trenches that the local Boy Scouts took on as their conservation project.

Concerned about the loss of this open space with such a rich history, Liesel joined a group called Friends of Kemp Park and helped organize neighbors and various local groups, including her Pony Club, to attend county board meetings, start petitions, and actively save the land that had been slated for a passive community park years ago. Through these efforts the land was saved and is now well-used by the community. Liesel continues to volunteer on park cleanup days and helped to plant a pollinator garden this spring.

Liesel is planning to study environmental engineering at the University of Georgia and says the work with the Kemp Farm project was instrumental in choosing this degree path. She believes there is an urgent need for attention to land conservation, clean and accessible water, and clean air and she is excited to make a career out of this passion.



Liesel Fazekas

### New Report: Farms Under Threat 2040: Choosing an Abundant Future

Farms Under Threat is American Farmland Trust's (AFT) multi-year effort to advance cutting-edge solutions for farmland protection. Equine Land Conservation Resource has found these reports to be a valuable resource in better understanding the state of farmland in America. AFT's Farms Under Threat research has shown that Americans are paving over agricultural land at a rapid pace. From 2001-16, our nation lost or compromised 2,000 acres of farmland and ranchland every day.



Farms Under Threat 2040 shows we are on track to convert over 18 million acres of farmland and ranchland from 2016 to 2040 (an area the size of South Carolina) and it could get worse! If rural sprawl accelerates, America could lose 1 million acres of agricultural land every year and over 24 million acres of land by 2040.

But if Americans choose a better path, according to the report, and embrace smart growth and minimize sprawl, we can save up to 13.5 million acres of the nation's irreplaceable farmland and ranchland.

AFT's National Agricultural Land Network has organized a series of recorded webinars to explore highlights of the Farms Under Threat 2040 findings and what they mean for the future of agriculture in your state. To access the Farms Under Threat 2040 report and the recorded webinars by state, go to <https://farmland.org/project/farms-under-threat>

## 2022 Trail Fund Grant Recipients Announced!

ELCR is a member of the Trails Move People Coalition, led by our partner organization American Trails. The Trail Fund is a joint initiative of the Trails Move People Coalition to assist the trails community with funding to support maintenance, research, and stewardship training needs.



The coalition received a total of 291 applications requesting over \$3 million in project funding, with only about \$50,000 available. As anticipated, it was an extremely competitive award round, but rest assured, the coalition will use this amazing response in its efforts to significantly ramp up the funding levels in the future.

In the Trail Fund's inaugural year, a total of \$50,424 in grant funds went to support seven projects with a 5 to 1 investment though matching funds. A huge thank-you to Ford Corporation, through Wild Bronco Fund, for \$50,000 to kick-start the program, as well as many individual donors and ongoing support from Waterford Press and Rhino Marking & Protection Systems.

To learn more about the Trail Fund and to view a list of the 2022 Trail Fund grant recipients, go to <https://www.americantrails.org/the-trail-fund>

## How YOU Can Support ELCR

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

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 stock 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.
7. Remember a cherished loved one or equine companion with a Memorial Tribute Gift.
8. Like and share ELCR on Facebook, Twitter, YouTube and Instagram—the more people we reach, the more cherished lands and equine heritage we can save!



Visit [ELCR.org](http://ELCR.org) for more information or contact us at [elcradmin@elcr.org](mailto:elcradmin@elcr.org).

## Spotlight on Stock Donations

Did you know you can make stock donations to ELCR? These can be either a one-time gift or as a long-term donor-advised fund. Benefits to donating stock include maximizing your tax deduction, avoiding capital gains liability, and maximizing your philanthropic impact. What a great way to contribute to a cause you care about, like saving horse land, while lowering your taxable income. Reach out to your financial institution that manages your stock assets, as well as ELCR to learn more.

*Thanks to our corporate friends:*



Active Interest Media

**Equine Network and its fine family of equestrian print and online publications:**

American Cowboy, Arabian Horse World, Discover Horses, Dressage Today, EquiManagement, Equine.com, EquiSearch.com, EquiShopper, EQUUS, Horse & Rider, HorseBooksEtc.com, Horse Journal, HorseLinkMagazine.com, MyHorse.com, Practical Horseman, Spin to Win Rodeo, and The Trail Rider



4037 Iron Works Parkway  
Suite 120  
Lexington, KY 40511

Non-Profit Org.  
U.S. Postage Paid  
Lexington, KY  
Permit No. 1

## Support ELCR

I wish to support ELCR's

☐ Annual campaign ☐ Gaining Ground campaign

with my gift of:

☐ \$2,500 ☐ \$1,000 ☐ \$750

☐ \$500 ☐ \$250 ☐ \$100

☐ \$50 ☐ \$25 ☐ \$\_\_\_\_\_

☐ I wish to join ELCR as a Conservation Member (\$28)

☐ I wish to join ELCR as a Business Member (\$100)

Send completed form with check to:



**Equine Land  
Conservation Resource**  
4037 Iron Works  
Parkway, Suite 120  
Lexington, KY 40511

If you prefer to donate online, visit [www.elcr.org](http://www.elcr.org).

FALL 2022

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

My gift is ☐ in honor of ☐ in memory of (Name)

Please notify: \_\_\_\_\_

☐ My check is enclosed ☐ Please charge my ☐ Visa or ☐ Mastercard

☐ Please contact me regarding monthly donations.

☐ Please contact me about becoming a Business Partner or Conservation Partner.

Name on Card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_