

MĀLAMA LIO



THE HAWAII  
HORSE JOURNAL



## How Does H.C.R. No. 59 Impact Hawaii's Horse Industry?



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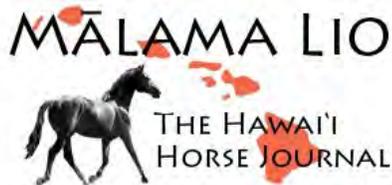
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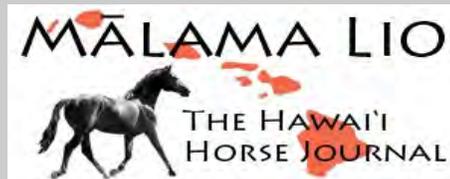
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### LIKE US ON FACEBOOK

April 1, 2015 Post:

#### Maui Horse Show Association

"Aloha MHSA O'hana. We are looking into starting a pony club in upcountry Maui. We are currently in the preliminary stages - beginning fundraising, and finding officers and potential members. If you are interested or would like more information please contact me - post, message, or text 8089376885 or email [Panglao-hana@GMAIL.COM](mailto:Panglao-hana@GMAIL.COM). Mahalo."



Malama Lio, The Hawaii Horse Journal has a store....and it's not just for gratuitous reasons. Yes, as a business our objective is to generate (and if we're lucky enough to increase) revenue, but our objective at Malama Lio is a little different. We can't contemplate revenue unless we are "taking care of our horse." In this case, all of the 15k or so horses on the islands; I think I speak for every member of Hawaii's horse community in that regard.

A little while ago, I was approached by a young local named "Mahina"...that's her to the left (avoid the eyes). She's a little spirit with a big punch...more like a "KAPOW!"...to say the least. Mahina has the "it" factor that inspires us all to do....well, anything.

Mahina's "anything" in this case, was an idea that involved helping Hawaii's abused, neglected and abandoned horses. Specifically, she wanted to create a future army of "horse lovers" that would take care of our horses when our "horse lovers" become big people. Interesting.

As explained by Ms. Mahina, "Little people don't have much say so in grownup ville...but boy, wait until I can not only sit at the table, but roar and be heard...with of course, help from big people today." A little metaphorical, but I got the picture. I got it more when she suggested that ML create the "Hawaii Horse Lovers of Tomorrow Fund." As she explains it, "Laurence, you can donate money from the sell of Malama Lio's T-shirts, hats, etc." Told you, she packs a punch.

To the right is just a sample of what Ms. Mahina helped us pick for our on-line store. Aside costs, a large portion of the proceeds will go to educating, training and mentoring little ones like Mahina to become the next wave of care providers for our equines on the island. It's a perfect compliment to our equine registry.

**Visit [www.malamalio.qbstores.com](http://www.malamalio.qbstores.com).**

Make a purchase today...you'll be happy tomorrow and the many days to follow. Ms. Mahina may even send you a personal thank you. Be prepared.

*Laurence Todd*



## VIEWED

# How Does H.C.R. No. 59 Impact Hawaii's Horse Industry?

By: Laurence Todd

**Editor's Comment:** Hawaii's horse community is a vital contributor to Hawaii's economy....and we're not operating at full capacity.



Photo by Mike Sanford

If there was one group or body of individuals Hawaii's horse community should promote or market its industry to, whom would it/they be? What about a specific region or country? Where would you pick? The obvious answers would be anyone interested in horses, right? Maybe not. We're told that an effective marketing plan involves 4P's:

1. **Price:** From manufacturing to the customer, pricing must be thoroughly examined throughout the buying/purchasing process. Uncontrollable variables such as distribution, location of distribution, retailer's price mark-up, competitor pricing and payment plans, etc. must be considered.

2. **Product:** The second of the 4 P's is *product*. Defining the products uniqueness (and who is most likely to purchase the product) is a must. Remember, no one product can do everything, so narrowing its features and benefits (and what it lacks), is essential prior to production.

3. **Promotion:** Web promotions? Traditional advertising? Tradeshow/event marketing? Regardless of which method is used, the strategy must be appropriate for the product, its price and customer base. Don't forget the marketing budget...how much can or should you spend to promote your product effectively.

4. **Placement:** Placement specifies where a product will be sold i.e. brick-and-mortar retailers, online, etc. Determining which of these methods will work long term v. short term is important.

The above principles are implemented every day. Again, adjustments due to market conditions; competition, cost increases of raw products, etc. are the norm. But what happens when a state mandates that a business caters to one specific client or group of individuals...without considering the 4P's?

(Continued on Page 3)

Tourism is Hawaii's largest economic producer, representing 21% of the state's economy. In 2013, approximately 97,300,00 Chinese traveled abroad – 1.8 million of them arriving in the U.S. 125,011 of the individuals visited Hawaii and spent on average \$394 per person per day; the highest among all visitor groups to Hawaii i.e. Western/Eastern U.S., Japan and Canada. As a result, the Legislature introduced H.C.R. No. 59, to encourage Hawaii's Tourism Authority to coordinate with trade organizations, including Hawaii's Lodging and Tourism Association, Hawaii's Restaurant Association, Hawaii's Visitors and Convention Bureau, Hawaii's Transportation Association, and others in the "hospitality industry", to create a more welcoming environment for Chinese visitors. Specifically, the aforementioned groups are urged to:

- 1) Hire additional Chinese-speaking staff;
- 2) Provide training in Chinese culture to staff; and
- 3) To make greater use of the Chinese language in signs and other written materials.

Not a single "P" was referenced. Worse, neither is Hawaii's horse industry?

Hawaii's shares a sister city relationship with China. Sister city relationships, in part, are long-term, cooperative relationships between two cities in different countries through which cultural, educational, business, and technical exchanges take place. In early March of this year, Hawaii celebrated its 13<sup>th</sup> anniversary of its sister-state relationship with the Guangdong Province. Guangdong was Hawaii's first Chinese sister state; many early immigrants from China came to Hawaii from Guangdong, and over 75% of people living in Hawaii can trace their ancestral roots back to the Guangdong Province.

While it's unclear if equines were a building block of this relationship 30 years ago, it's clear that the foundation for such is there today. China Horse Industry Association – a formation of the association of the Peoples Republic of China, can be traced back to 1976. One of CHIA's objectives is to develop and maintain good relationships with the horse organizations from dozens of countries on behalf of China's horse industry; the United States, Russia, Japan, Germany, France, Australia, Spain and the United Arab Emirates are all included. In fact, China will host its 9<sup>th</sup> China Horse Fair in Beijing in October, one month before Hawaii's Horse Expo in September.

It's obvious (considering's Hawaii's history with eq-

uines) that China and Hawaii have considerable vested interest in equines today, both sport and leisure. Issues and concerns that involve equine care, registration, education and participation (even as they relate to the touchy subject of horse racing) are shared equally., but, again, it doesn't appear that these values were considered in the introduction and passing of H.C.R. No. 59. Specifically, the bill doesn't appear to take into consideration what our community offers. The many examples of such would include superb veterinarian care. What about our breathtaking trails or our faithful and reliable feed and tack stores?



Photo by Mike Sanford

What about our horse rescues – shouldn't their knowledge and expertise in equine care be shared with our friends in the orient? Did we mention that we also have a Horse Expo? We can't leave out our Paniolo Cowboys, right? Remember, 75% of our residents can trace their roots back to China? Or can we rest our argument on the beauty of the Pa'u Riders? Let's discuss that.

(Continued on Page 8)



Photo by Mike Sanford

## EXHIBITION

### Farrier Appreciation Week Continues

*Editor's Comment:* In the Summer 2012 of ML joined American Farriers Journal in celebrating National Farriers Week. We continue our support in this awesome endeavor. Farriers are key, essential players that keep our horses healthy and happy. Let's give them five more months of recognition.

(Photo below by Mike Sanford)

As a responsible horse owner, you are dedicated and committed to the love, care and treatment of your horse(s). Regardless of its age, sex or breed, it is up to you to ensure your horse(s) mental well being and, most importantly, its health. Good nutrition, regular health care and a lot of foot action i.e. visits by your farrier, are mandatory.

What would we do without our farriers? **July 5th –11th**, was National Farriers Week. The celebratory event which is in its 17th year, was created by American Farriers Journal. The celebration was short, but impactful. American Farrier Journal's website provided a link (<http://www.americanfarriers.com>) to a certificate for National Farriers Week that horse owners, trainers, riders, equine veterinarians, etc. (who recognize and respect the effort and training required by these individuals to care for your horses) could download and present to their farriers. If you missed the opportunity to honor your farrier during the week of celebration, there's still 5 months left in the year to thank them for their hard work.

Honor their dedication and service by dropping us an email telling us about why you appreciate your farrier – don't forget to include pictures. Big or small, we want to know your stories. We'll publish your thanks in the next issue.

In the meantime, a big thank you to all of Hawaii's farriers.





Photo by Mike Sanford

## THE TROUGH

# Making a Cow Horse Turn

By Richard Winters

**W**orking and handling cattle with your horse is exciting, fun and challenging. Many riders enjoy cutting, reined cow horses, sorting, penning or simply working cattle out on the ranch. Regardless of the particular activity, your horse needs to make a particular cow horse move when turning with the cow in order to be effective. Let's talk about the particular elements of the cow horse turn that you and your equine partner need to know.

### 1. You've got to stop before you turn.

One of the most common mistakes that a novice horse and rider make is not stopping before they turn. If you are moving across the pen parallel to the cow and suddenly the cow switches directions, your horse must first stop before doing anything else. If you fail to stop, your horse will make a big swinging turn with his whole body like a motorboat out on the lake. Your horse will not be using his hind end and will no doubt be late when coming back to the cow. At this point, the rider is actually pointed towards the cows' rear end and is driving the cow farther away rather than being in the proper position to hold and stop the cow.

This is why it is important to create scenarios for a green horse that will give him time to think through the process and position his body correctly. It's been my experience that Saturday morning at the local team penning is not the ideal place to teach this maneuver! Trainers who want to teach their horses correctly spend a lot of time in a square or round pan with a single cow where they can take a lot of time and not over pressurize the situation. A mechanical cow or "flag" is also ideal to teach your horse the footwork, cadence and muscle memory necessary for a proper cow horse turn. Without the variable of an unpredictable cow this can really support your horse and accelerate the learning process.

### 2. Draw back.

To properly teach a cow horse turn, a horse needs to "load up" on his hind end before the turn. This is accomplished by backing the horse up a few steps before initiating the turn. This is similar to compressing a steel spring so that it can then expand and release its energy when released. When you back your horse properly, you're compressing his body and putting energy on his hind end. He is then in a position to push off when executing the turn.



Photo by K. Higgins



Photo by K. Higgins

(Continued on Page 10)



Photo by M. Sanford



Photo by M. Sanford

### (Aloha Cont.)

On January 1, 2015, the Tournament of Roses aka the Rose Parade was broadcasted to nearly 80 million people, in 200 countries and in 20 different languages...including Chinese. Floats, marching bands, The Rose Queen and Royal Court, etc. preceding a New Year's Day football bowl game, are just some of what make the Rose Parade the biggest, best show on earth...to some 80 million viewers, remember. Over the last 30 years or so, the Pa'u Riders have made appearances (on and off) in the Rose Parade. Their most recent appearance was 2015.

On the surface, the Pa'u Riders participation in the Rose Parade, then and now, appears on the surface to be nothing more than a grass-roots effort i.e. members supported by family and friends participating in a fun, mainland event to promote a part of their heritage. However, in comparison to the numbers used in support of H.C.R. No. 59, it would appear that this group's participation in the Rose Parade was a de facto delegation..and not just from Hawaii's horse community, but from the entire Aloha state.

Every group specified in H.C.R. No. 59 benefitted from the Pa'u Riders participation in the Rose

Parade. Specifically, Hawaii Tourism Authority, Hawaii's Lodging and Tourism Association, Hawaii's Restaurant Association, Hawaii's Visitors and Convention Bureau, Hawaii's Transportation Association... and others in the hospitality industry. The implementation of the 4P's on January 1st, was a whole lot easier. But do we know the percentage of the people from around the globe who decided to visit Hawaii after seeing the Pa'u Riders? What's the average amount they spent per day while in Hawaii? Does anyone know the numbers? Do we care? That's the problem with H.C.R. No. 59.

Granted H.C.R. No. 59, compliments the ancestral heritage of all native Hawaiians, but it excludes our horse community, and other vital sectors of Hawaii's overall economy, that make significant contributions to the preservation and the "business" of Hawaiian culture. Our comparison of the Rose Parade viewership to the 97.3 Million travelers cited in H.C.R. No. 59, supports our position. The impact of H.C.R. No. 59 may never be realized, but it does pose an interesting question: Will Hawaii's horse community ever be considered a partner in Hawaii's economy...a partner worth acknowledging and supporting?

What do you think?

## Hawaii Horse Journal Business Directory

### Art

Fine Art Prints by Artist Donald R. Gage  
Donald R. Gage  
808-621-0947  
info@dongage.com  
www.dongage.com

### Equine Health

Banixx Wound and Hoof  
1250 Horse Pen Lane  
Vass, NC 28394  
910.693-9994  
www.banixx.com

### Pyranha

Pyranhainc.com  
800-231-2966

### Equine Rescue Organizations

CB Horse Rescue  
808-987-9064  
cbhorserescue@aol.com  
www.hawaiihorserescue.com (Hawaii Island)

Equine 808 Horse Rescue  
808-590-1210  
www.equine808.com (Oahu)

Hawaii Island Humane Society  
808-329-1175  
Kona@hihs.org  
www.hihs.org (Hawaii Island)

Hawaiian Humane Society  
808-356-2250  
www.hawaiianhumane.org (Oahu)

Kauai Humane Society  
808-632-0610  
khs@kauaihumane.org  
www.kauaihumane.org (Kauai)

Malama Waikoloa Nightingales  
Anita Glass  
http://malama-waikoloa-nightingales.blogspot.com

### Farm and Ranch Supplies

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808.822.7788

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808.443.4750

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North Shore, Oahu  
808.637.5600

Life Data Labs  
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www.lifedatalabs.com  
cservices@lifedatalabs.com  
Silver Lining Herbs  
808.987.0805  
silverlininghawaii@gmail.com  
Contact: Lynne Troughon

Hygain  
Martin Connell  
mconnell@hygain.com.au.  
www.hygainfeeds.com

Animal Health International  
Dwayne Cypriano  
Tammie Cypriano  
808-882-7778  
866-746-1410

### Lessons and Training

THH Therapeutic Horsemanship of Hawaii  
Nancy 937-7903 - Kona  
Dana 342-9036 - Oahu

Haku Baldwin Center - 501 (c)(3)  
Therapeutic Horseback Riding for Children with  
Special Needs, Animal-Assisted Therapy. Center is  
fully operating equestrian center with lessons, train-  
ing & boarding.  
(808) 572-9129  
E-mail: [HBCRiding@gmail.com](mailto:HBCRiding@gmail.com)  
444 Makawao Ave, Makawao  
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Scarlett Oak Equestrian Centre  
Celine Falleta  
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Email: scarlettoakequestrian@gmail.com

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### Real Estate

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rbookulos@castlebrooke.com  
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Sophia A. Yunis, R(B) Principal Broker  
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Cell: 808.937.6155  
Office: 808.965.4026

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Sheila Head's Hawaiian Transport  
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www.Hawaiiin-transport.com

Flying Horse Services  
Www.flyinghorseservices.com  
626-627-6072

### Veterinarians

Aina Hou Animal Hospital  
66-1520 Pu'u Huluhuhu Rd.  
Kamuela, HI 96743  
Dr. Brady J. Bergin—808-989-6149  
Dr. Billy Bergin—808-936-6220  
Mixed animal practice specializing in equine repro-  
duction, dentistry and lameness

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Wai ulu Feed Store, Makawao;  
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Land O'Lakes, Kapolei;  
The Feed Trough, Waialua;  
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Sally's Feed, Kahuku;  
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VO Ranch Products, Waimanalo;  
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#### Hawaii Island

Del's, Hilo; Miranda's, Hilo;  
Waimea Feed Supply, Kamuela;  
Olson's, Kamuela;  
Waimea Country & Tack, Kamuela;  
Horseplay Equestrian Center, Honalo;  
Ron's Saddlery, Kealekekua.

#### Kauai

Del's Farm Supply, Puhi;  
Equiloa Farm, Kilauea.



Photo by K. Higgins

(Making a Cow Horse Turn Cont.)

### 3. Cue sequence.

After you have stopped and backed up, it is time to turn with the cow. I cue for the turn in a particular sequence. First I give my horse a direct rein. Then I use my outside rein as a support along his neck. Immediately following, I use my outside leg. Direct rein, neck rein and outside leg, in that order. If I am turning to the left, I want to be sure I can see the corner of my horse's left eye. Coming in with too much neck rein too soon could cause my horse to tip his nose away from the turn. Then my horse would not have the proper body posture to come through himself and make a good turn. I also want to make sure I have my inside leg away from my horse so I am not blocking the direction that I want to go.

Here are two ways that you can practice the elements of a cow horse turn on any horse. Even without the availability of cattle.

1. Walk your horse down a fence line and then ask your horse to stop and back up. Make sure that your horse is soft in the face and backing up readily. Then open up your direction rein and ask your horse to turn toward the fence and walk off the other way. Remember, the cue is still direct rein, neck rein and outside leg. The fence will actually help your horse stay back on his hindquarters as he comes through the turn. As you and your horse become more competent and comfortable with this exercise, you can pick up the pace and do it at the trot as well.

2. You and a friend can also practice together on horseback. Walk parallel to each other down through the arena. You should be stirrup-to-stirrup and about ten feet apart. You want to be a mirror image of each other.

Simultaneously stop your horse and back up. Remember to always work on the quality of the stop and back up. You want to keep your horse straight and soft. Now execute a turn toward each other and walk off the other way. You are now again parallel to each other again and traveling in the opposite direction. This particular exercise also gives your horse a frame of reference similar to a cow. Your horse is not only following your direction but is beginning to read the other horse and responding accordingly. You can also increase the speed of this exercise, as you and your horse get more comfortable. However, remember; slow and right always beats fast and wrong!

There's no substitute for spending time with your horse on cattle. However, the preceding exercises will better prepare you and your horse for the time when you step into the pen with a live cow.



K. Higgins

**Posted** (Calendar /Events/ News/Letters/Etc.)

## Big Island

### **Hawaii Island Humane Society**

<http://www.hihs.org/>

Donate, today.

August 15-16, 2015

### **Hawaii Horse Show Association**

ASDS Dressage Show V & VI

Location: Hilltop Equestrian Center

September 11-13, 2015

Big Island

### **Hawaii Horse Expo 2015**

**Featuring:**

**Dr. Susan White**

**Dr. Robert Miller**

**Dr. Lisa Wood**

**Dr. Billy Bergin**

**Dr. Eric Mueller**

**Dr. Leslie Easterwood**

September 19-20, 2015

### **Hawaii Horse Show Association**

ASDS Dressage Show VII & VIII

Location: Hilltop Equestrian Center

### **Malama Lio Equine Registry**

It's not too late to register your horse. There's a reported 15k horses on the island; we have a lot more registrations to go. In the meantime, Malama Lio is donating \$50.00 to Equine 808 Horse Rescue...a \$1.00 for every horse registered to date with ML.

### **2016 Tournament of Roses**

See which group from the islands are appearing in the Rose Parade. Visit <http://www.tournamentofroses.com>

## Kauai

Kauai Humane Society

[www.kauaihumane.org](http://www.kauaihumane.org)

Donate today!

## Maui

### **Honolulu Polo Club**

July 26 – Kaoru Kiwi Challenge

August 2 – Imai Samurai Cup Open

August 9 – Wahine Challenge Cup

August 16 – League Match

August 23 – G. Turchi Memorial Cup

August 30 – League Match

September 6 – Army v. Navy

September 13 – League Match

September 20 – Masters Cup, USPA

September 27 – Aloha Festivals

October 4 – Military “Warriors” Cup

October 11 – Social Member’s Cup

October 18 – Governor’s Cup, USPA

October 25 – Colin Ogawa Cup

## Oahu

### **Hawaiian Humane Society**

<http://www.hawaiianhumane.org/>

**Donate today!**

### **Hawaii Women’s Rodeo Association**

HWRA Jackpot

July 25 @ 10:00 am - 5:00 pm

Waianae, HI

### **Hawaii Ranch Sorting Series**

August 1 @ 8:00 am - 5:00 pm

Waimanalo, HI

### **Equine 08 Horse Rescue:**

<http://www.equine808.com/>

**Question:** I’m thinking about buying or adopting a horse but I do not know anything about them. What should I do?

**Answer:** If you are asking this question, then you have already started the first step. Ask questions and learn all you can about horses before you purchase or adopt. Try leasing or shareboarding a horse for about 6 months to see if you can adapt to the everyday care of a horse and financially able to do so. Take courses or even try our

equine educational program where you will learn from the ground up about horses.

## Product Review:

Know of any new products at your local tack store that are exceeding your expectations? Who has the best feed/supplements prices in town? Share them with your community.

**Send them to:**

[editor@malama-lio.com](mailto:editor@malama-lio.com)

## **Dark Stables**

By B. Gutt

*When's your next farrier visit?*

*Oh, noooo...! don't do boats!!!*

*???? You probably shouldn't, Bob...*

**Obituary:** Lost a special friend? Share their legacy with a tribute that only you can write. It's FREE.

Send your tributes to:

[editor@malama-lio.com](mailto:editor@malama-lio.com)

# MĀLAMA LIO



## Equine Registry Application

### PART ONE: OWNER INFORMATION

Owner's Name:

Stable Name:

Address:

City, State, Zip:

Email:

Phone:

Fax:

### PART TWO: EQUINE DATA

Official Name:

Breed:

Current Registration No. (If any)

Eye Color:

Coat Color:

Birth Date:

Sex  Mare/filly

Stallion/colt

Gelding

List all identifying markings, scars, or brands:

I hereby certify that all of the above information is true and I am the owner of this animal.

\_\_\_\_\_  
(Signature)

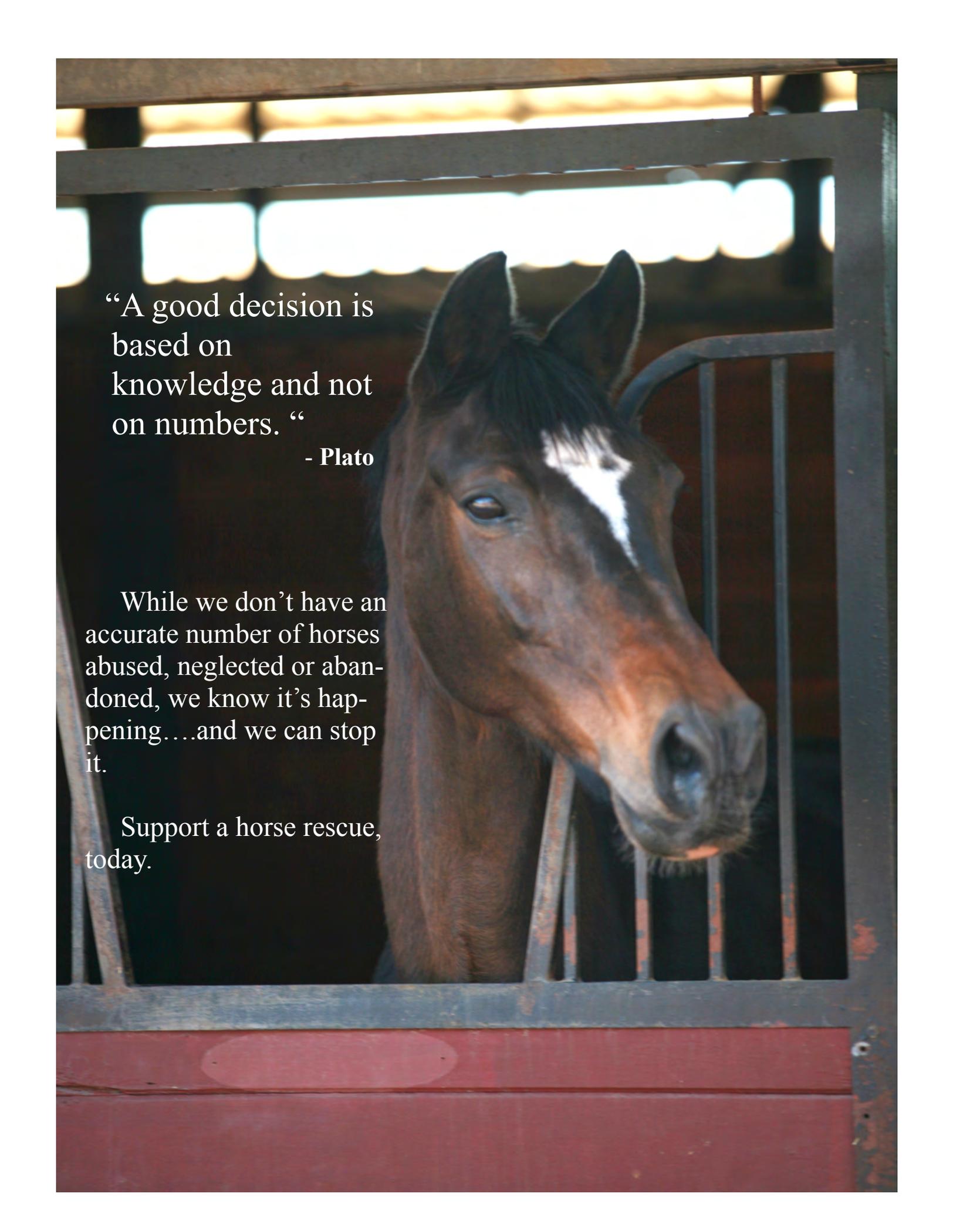
\_\_\_\_\_  
(Date)

### PART THREE: WHERE TO MAIL WITH PAYMENT

Registration fee (renewal required every 5 years):  
U.S. funds only.

**FREE**

Please make check or money order payable to:  
**Malama-Lio Equine Registry**  
P.O. Box 91984  
Pasadena, CA 91109

A brown horse with a white blaze on its face is looking out from a stable stall. The stall has a metal railing and a red-painted lower section. The background is dark with some light coming through the top of the stall.

“A good decision is based on knowledge and not on numbers. “

- Plato

While we don't have an accurate number of horses abused, neglected or abandoned, we know it's happening....and we can stop it.

Support a horse rescue, today.