

1/31/2020

Seminar to Teach Black Youth the Economics of the \$50 Billion U.S. Horse Industry

650,000+ Fans and Followers:  

[Home](#) [Find a Job](#) [Directory](#) [Health Tips](#)

BlackNews.com

Full-Care Event Barn

Advanced level instructor/trainer. Young horses star welcome

[Advertise](#) | [Submit News](#)

Monday, October 14, 2019

Seminar to Teach Black Youth the Economics of the \$50 Billion U.S. Horse Industry



Abdelkebir Ouaddar (Morocco) aboard Quickly de Krelsker at the 2016 Summer Olympics
Photo Credit: Tasnim News Agency

Nationwide — Economics of the \$50 billion U.S. Horse industry offer opportunities to minority youth and entrepreneurs. But, there are significant hurdles to overcome. For this reason, the 2019 Tom Bass Seminar will examine issues related to diversity in the equestrian industry, as part of the **2nd Annual Day of the African Equestrian (#DOTAE2019)**.

Scheduled for Saturday, October 19th (10am to 2pm) at the Tryon International Equestrian Center (TIEC) in Mill Spring, North Carolina (USA), the seminar is presented **FREE** to the public by The AFRICAN CONNECTIONS Research and Education Fund, Inc. in association with SportsQuest International, LLC.

A world-class destination for everything equine, TIEC played host to the FEI World Equestrian Games (the official world championships of equestrian sport) in September 2018.

A legendary American Saddlebred trainer, Tom Bass (1859 – 1934) was born enslaved in Columbia, Missouri. He played a prominent role both in the establishment of the American Royal Horse Show in Kansas City and in the promotion of the city of Mexico, Missouri as the 'Saddle Horse Capital of the World'. Highlights of his extraordinary career include championships at two World's Fairs and more than 2,000 blue ribbons. For many years he was the only African-American permitted to compete at the American Royal. The Tom Bass bit, developed to give the rider control without causing pain to the horse, is still in use today. During his lifetime, Bass performed before such luminaries as Queen Marie of Romania, William Jennings Bryan, P.T. Barnum and U.S. Presidents Grover Cleveland, William McKinley, Theodore Roosevelt, William Howard Taft and Calvin Coolidge. His more prominent clients included Mr. Roosevelt, Buffalo Bill Cody, Anheuser-Busch executives Adolphus and August Busch and Will Rogers.

Panelists confirmed for the 2019 Tom Bass Seminar include: Julian Hyde, representing the Equestrian Federation of Jamaica; Stanford Moore, Publisher of *Black Reins Magazine*; Julian Seaman, Media Director of the Badminton Horse Trials (United Kingdom) and Hillary Tucker, Equine Services Specialist & Territory Sales Manager at McCauley Brothers – an Alltech company. Additional panelists will be announced in the run-up to the event.

Topics to be explored by panellists include:

- Demystifying horse sport – not for rich kids only!
- Developing broad-based community support for equestrian activities at all levels

Ad closed by Google

- Leveraging (new and traditional) media in horse focused education and promotion
- Making horses 'legit' again in lower and middle income communities
- Identifying and promoting heirs to the legendary equines of yesteryear: (Roy Roger's) 'Trigger', (The Lone Ranger's) 'Silver', (Zorro's) 'Tornado', (My Friend) 'Flicka', 'The Black Stallion', 'Mister Ed', (Gene Autry's) 'Champion the Wonder Horse', etc.
- Incorporating the rich equestrian heritages of non-white, non-European communities (including African, African-American, Asian, Hispanic, Native-American, Romani, South Asian and others) into our shared equestrian narrative

1/31/2020

Seminar to Teach Black Youth the Economics of the \$50 Billion U.S. Horse Industry

Organizers of the Tom Bass Seminar point out that horses are big business.

According to the American Horse Council, the horse industry contributes approximately \$50 billion in direct economic impact to the U.S. economy, supporting almost one million jobs on a full-time basis¹. According to statistics presented at the 2013 FEI Sports Forum — held at the International Institute for Management Development (IMD) in Lausanne, Switzerland — the horse industry has a €100 billion (\$128.151 billion) annual economic impact within the European Union. The economic impact in the United Kingdom is estimated at being over £7 billion (\$10.643 billion)².

A major challenge for an Olympic sport that promotes itself as being truly global, “clean” and fully inclusive, is a conspicuous lack of people of color. People of color are underrepresented in the ranks of riders, owners, trainers, breeders, veterinarians, farriers, nutritionists, sponsors, spectators and members of the equestrian media. Conversely, there is an overrepresentation as grooms, nannies, hot walkers and stall muckers.

To remedy this situation, equestrian sports promoters and organizations representing all facets of the industry are being urged to understand that it is good business to spend advertising dollars in minority communities. “Developing a more diverse fan base involves supporting equestrian sport training programs in those communities and working in concert with ethnic media outlets in educating members of the public about horse sport. Cultivating cooperative alliances with minority owned businesses will yield tangible benefits,” wrote #DOTAE2019 Co-Chair Melvin Cox in a 2017 editorial published by HorseNation.com.

Mr. Cox, a Lecturer at the University of California, Santa Cruz is the Founder and Managing Director of SportsQuest Interational, LLC — a media production and consulting business focused on the equestrian industry. Mr. Cox foresees an explosion of interest in equestrian sports throughout the United States — reaching across all socioeconomic strata. But, he warns, “the outreach to new market segments will have to be done correctly — from a position of true humility and respect, and not from one of blatant arrogance.”

“Much as motorsport has successfully built a loyal following among fans with little if any opportunity (or desire) to own a Formula One racing car,” wrote Cox. “The horse sports can be proactively marketed to all demographics. Just as Major League Baseball attracts millions who will never hit a curveball, the equestrian disciplines can find deeply loyal and very knowledgeable aficionados among persons representing all manner of humanity.”

The solution proposed by Melvin Cox and others targets a more equitable distribution of the scholarships, internships, jobs, contracts, investment opportunities and profits associated with the global horse business. A key component of this effort is to increase awareness among young people in cities, suburbs and rural communities regarding the opportunities for successful and fulfilling careers available in the horse business. Cox believes that America’s Historically Black Colleges and Universities

(HBCUs) and her Hispanic Serving Institutions (HSIs) represent an untapped "gold mine" of talent and opportunity.

"There are more ways to make money in this industry than meet the eye", says #DOTAE2019 Co-Chair Pamela Glover-Cox. "The horse world has an ongoing need for skills in many areas including: Advertising and Media, Apparel, Art, Bloodstock Management, Construction and Engineering, Course Design, Ergonomics, Hospitality, Logistics, Medicine, Safety, Security Systems, Software Design, Stable Management, Transportation and Veterinary Services."

This month's Day of the African Equestrian will be staged as an adjunct to the International Jumping Competition being held October 16 – 20 at the Tryon International Equestrian Center. The tournament will include qualifying classes for the 2020 Olympic Games in Tokyo, Japan.

The #DOTAE2019 gala staged on Saturday evening, October 19th (7:00 p.m. to 11:00 p.m.) at Harambee Farm will honor equestrians of African ancestry active in national and international level pursuits since 1975.

Guests at the evening soirée will feast upon a variety of treats inspired by the cuisines of North Africa and the Americas – expertly prepared by chefs from the renowned Hare and Hound Pub of Landrum, SC.

#DOTAE2019 will benefit educational programs administered by The AFRICAN CONNECTIONS Research and Education Fund, Inc.

Tickets for the 2nd Annual Day of the African Equestrian gala are available online at:

<https://dotae2019.brownpapertickets.com/>

The African Connections Research and Education Fund, Inc. (www.africanconnections.com) was created in direct response to the numerous distortions, half-truths and omissions seen almost daily in the popular media regarding Africa, her people and the African Diaspora.

The principal mission of the organization is to illuminate, to educate and to provide a balanced viewpoint that celebrates genuine achievement and service to humanity.

SportsQuest International, LLC (www.SportsQuestInternational.com) is a privately held multimedia production and consulting company specializing in the development and promotion of sports-related programming that presents positive, informationally rich themes. The company is widely known for its coverage of national and international level equestrian events.

Ad closed by Google

Peace of mind starts at just **\$1.47 per day**





15% OFF
OVER 175 BRANDS

Shop Now ▶

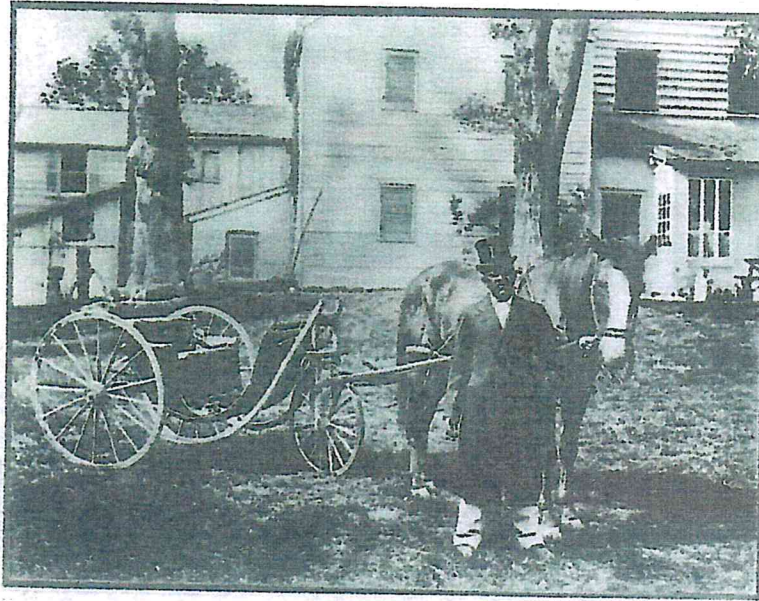


International Museum of the Horse to Develop Online 'Chronicle of African Americans in the Horse Industry'



February 19, 2019 Noelle Maxwell Noelle Maxwell #HISTORY Leave a comment

"We believe these stories belong to everyone; they're a reflection of American history as a whole."



Willis Buckner & the Three Wheeled Chaise. Highland Falls New York, ca. 1900.

The International Museum of the Horse, based at the Kentucky Horse Park in Lexington, recently announced that they received a grant from the Institute of Museum and Library Services to develop a website for a project called “The Chronicle of African Americans in the Horse Industry.” We chatted with Karen Lanier, Digital Project Manager, to learn about the project and how people can get involved.

The Chronicle is described as an online, interactive archive that will house and display photos, documents, and artifacts related to the history of African Americans in the equine industry. According to Lanier, it’s a “digital history platform that makes our shared past more relevant, searchable, and accessible.” She added, “we’re focused on African Americans in the horse industry because we realize their role has been largely overlooked and their history poorly preserved.”

The project’s grant term runs from October 2018 to October 2020; however, its origins go back to 2014, according to [this blog](#) by former International Museum of the Horse director, Bill Cooke. Cooke was enthralled by the story of African American jockey Isaac Murphy, and as his knowledge and enthusiasm for the history of African Americans in the industry grew, he wanted to make a commitment to preserve that history by creating a

permanent exhibit at the Museum. After realizing the potential scope of the exhibit, the idea of a nationwide chronicle was born.



Photo by Noelle Maxwell

Per Lanier, the Chronicle has four main goals:

1. Increasing the quality and amount of African American history included in American history.
2. Connect individuals with their past.
3. Correct the record that the horse industry, particularly racing, was solely for wealthy white people.
4. Build the capacity for ongoing crowdsourcing.

Lanier stated that the project is “much broader than horse racing” and will cover all breeds, all equine-related professions, and all areas of the equine industry, saying, “from slavery to soldiers, from agriculture to professional sports, African Americans have played an integral role [in the equine industry].” The project will also cover all time periods and has no geographic boundaries. Lanier said, “We hope to make universal connections that include people today who work with horses. For now, we’re starting locally and small. We’ll build a Kentucky-based prototype website first and test it before it goes nationwide and, ultimately, worldwide.”

The project, according to Lanier, is important because, “the entire equine industry has been built

on the backs of African Americans, and recognition of their achievements and contributions is long overdue. Memory holders and storytellers are aging or passing away, or they may not feel their history is valued. We hope to provide a space for anyone to share what they know about their ancestors as well as living horse professionals. Likewise, we believe these stories belong to everyone; they're a reflection of American history as a whole. Making them accessible will open up conversations and broaden awareness about the complete story of African American horsemen and horsewomen."

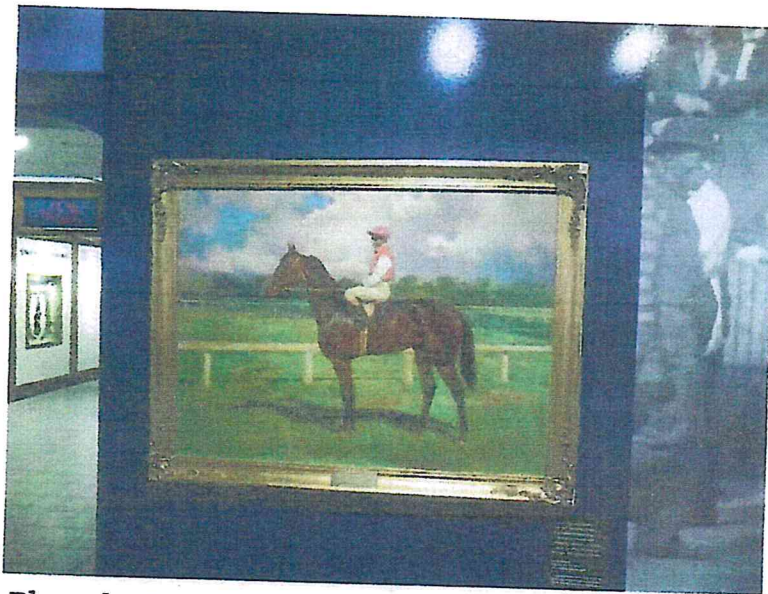



Photo by Noelle Maxwell

As for how people can get involved, simply spreading the word will help immensely. Otherwise, share your stories and knowledge and encourage others to do so. "Every story is important," said Lanier. "Share your photographs, documents, letters, or artifacts – we don't need to keep them but would love to see them."

The Chronicle has two upcoming "History Harvest" events, both at The Lyric Theatre & Cultural Arts Center, in Lexington, KY. These events, which are free and open to the public, provide an opportunity for people to share their stories or have artifacts documented. The Chronicle is also looking for user-input on how they expect to use the site and what they'd like to see on it; the goal is to create a space where individuals can directly contribute their digital files to the project. If you have any

contributions to the project or are interested in testing the website, you can contact the Chronicle at chronicleinfo@ky.gov.

**DOES YOUR FAMILY HISTORY INCLUDE
AFRICAN AMERICANS IN THE
HORSE INDUSTRY?**



Join us at a **HISTORY HARVEST**
Bring your materials and memories to be digitized for the Chronicle of African Americans in the Horse Industry

PHOTOS · DIARIES · DOCUMENTS · STORIES

History Harvest
April 13, 9:00 am - 12:00 pm
May 18, 9:00 am - 2:00 pm
The Lyric Theatre & Cultural Arts Center
300 East 3rd Street, Lexington, KY 40508
Free & Open to the public


THE GOAL of the History Harvest is to uncover stories of African American people who worked or currently work with horses. All breeds and all horse-related occupations will be included.

WE INVITE everyone to share their memories and artifacts to help tell a more diverse and inclusive history of the horse industry.

YOUR MATERIALS will be scanned, photographed and documented. You'll receive a digital copy, and the museum will keep a digital copy for future use on the Chronicle website.

Chronicle of African Americans in the Horse Industry

The Chronicle of African Americans in the Horse Industry will be an interactive educational website that tells the story of African Americans and the roles they played, and still play, in the horse industry.



"History Harvest" Postcard

YOU MAY ALSO LIKE:

by shareaholic

- Funny Helmet Book
 - Bunny Cam: Review:
 - B's Watch 'Dr.
 - Injury: out for Seuss's
 - Rehabilita Those Horse HORSE
 - Exercise Hedges Museum' NATION
-
- 14 the the Tuesday
 - Horses at Horse" Horse" Video:
 - Life's by by Stuffed
-
- Stepping Charlie Charlie Horse

1/31/2020

Equestrian standout wants to spread sport | Sports | Jamaica Gleaner

[Mobile Apps](#) [ePaper](#) [Login](#) [Subscribe Now](#)

Fri | Jan 31, 2020



75°F

23°C

The Gleaner

Jamaica WI
Established 1834

Menu »

- [Home](#) [Lead Stories](#) [News](#) [Sports](#) [Entertainment](#) [Business](#) [Letters](#)
- [Commentary](#) [Health](#) [Food](#)
- [World News](#) [In Focus](#) [Auto](#) [Social](#) [Outlook](#) [Shipping](#) [Art & Leisure](#) [Blogs](#) [Classifieds](#)
- [Flair](#) [Jobs](#) [Radio](#) [Viewpoints](#)

- [Mobile version](#)
- [Subscribe to this feed](#)
- [Join us on Facebook](#)
- [Follow us on Twitter](#)

Equestrian Standout Wants To Spread Sport

Share this Story:

Recommend 372

Published: Wednesday | January 25, 2017 | 12:00 AM | Livingston Scott

[Previous](#)

[Next](#)



1 2

Julian Hyde, says his focus for this year

presenting Jamaica at the highest level in

Hyde
Contributed
"I am still with the horses, but right now I am more into coaching the younger riders. We have young riders we are trying to get into the fold, and we are doing the groundwork because we lost a lot of our older riders and we are trying to get new people interested," he said.

"I never saw myself as a coach, but the sport has given me so much over the years and it's just a way to give back. We have some really good talent out there ... and other potential riders to make Jamaica proud," he added.

One of Hyde's ambitions is to get more youngsters from the wider crosssection of the society more involved in the sport.

"For the sport in general, a goal is to get more people interested, not just those from the upper echelons of society, but get everyone interested. So my goal is to spread the word and get it out there so anybody can take a chance.

"The last two to three years, we have fell off because the older ones (riders) go away to the US for boarding school. But we still have a good little crop, good facilities and good coaches who bring young riders and get a lot of people interested.

"We need to improve facilities, the ringing at Caymanas Park needs work and sand to get it level. Also I would love more international horses in Jamaica, so instead of just horses from track, we would like to get some from overseas," he added.

Hyde, who has won the category award for equestrian at the RJR National Sportsman and Sportswoman of the Year Awards on four occasions, returned home last year after five years overseas and is keeping his personal ambitions in tune.

"At the same time, I want to pursue my dream. It's a lot of work, but we are getting it done. And for this year, the goal is to qualify for the 2017 FEI World Finals," he said. "I will compete and should do well enough to qualify for the finals. We also want to work towards the CAC Games, which is a more realistic goal for us now than the Olympics, but that (CAC) would be a starting point for that (Olympic) journey."