



American Association of Professional Farriers
International Association of Professional Farriers

**“A Global Commitment to
Farrier & Horse Owner Education”**



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Make Your Glue-On Business Stick - 7 Strategies For Success *By Curtis Burns APF-I*

"How do I know I am choosing a good glue-on farrier?"

As the season comes to an end in Wellington and horses are prepared to ship north, this becomes a common concern for many clients.

In the politics of it all it can be a tricky question to navigate. Not to mention variables to consider such as what the clients ultimate goals are with their horse and the budget they have to work with. So more often than not, I answer their question with one of my own. "Well, what are their outcomes?" In other words, of the farriers you are considering - what horses have they shod and how well are those horses performing?

Whether applying glue-on's in a therapeutic case, for the performance arena or both - the answers to those questions are not only important for the client to ask - but for us as farriers to be prepared to answer.

So how do we become a successful glue on farrier? Here is a collection of points to consider when adding the skill set of glue on shoeing to your business.

Let Your Outcomes Do Your Marketing - "Don't tell me...show me". It's a phrase business partner Garrett Ford and I use often. When doing research & development it's our baseline. Don't tell me the product works, show me the product works. The same concept applies for marketing yourself with glue on work. Always remember the horses you shoe are your business cards. Don't go about telling anyone you are capable of doing a great application, be able to show them. If you are doing quality work, your clients & their horses performance will do all the talking for you. Let them do the celebrating, the promoting - the showboating if you will. You don't see the best in the industry convincing anyone of their caliber because they don't need to. Stay humble, stay modest and let your outcomes serve as your marketing strategy.



Associate Yourself Purposefully - Who you spend time with & who you do business with sets the parameters for your success in this world. As a rule of thumb, I tell young farriers not to take on new clients unless they are as successful or more successful than the ones they already have. When you're starting out you're hungry for business. You have bills to pay, mouths to feed. If you could get 10 or more done in a day every day on your own, you would. But in this industry, it pays you back faster to put quality over quantity. Glue on work requires a commitment, so invest wisely in clients that will invest in you.

Don't Cut Corners - In this line of work, any short cut you take is only going to get you to the wrong place faster. It might not happen as instantaneously as we would anticipate but trust me eventually you'll end up in a bad place because your cut corners put you there. In our work we only get away with taking short cuts or skipping steps when the horses we shoe aren't asked to do much. But ask that horse to race in the Breeders Cup or to jump in the Grand Prix and suddenly those short cuts and skipped steps will be high risks you wished you never took. So, take your time on every horse, every foot and every step of the application. Shoe the horses you have now like they are the horses you want to have the opportunity to shoe in the future. Take pride in the diligence & discipline it takes to be great at this work. When your outcomes are consistently positive, when

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Make Your Glue-On Business Stick - 7 Strategies For Success - Continued

your results begin to exceed your own expectations of performance - you'll come to realize just how far those small details you chose to pay attention to are capable of setting your business apart.

Seek Quality Advice From Credible Sources - I consider it extremely flattering to have a farrier I consider one of my peers ask me in on a case. At the same time, it makes me respect them even more as a professional. The best in the industry get there not because they know more than anyone else, but because they are bright enough to know that they don't. The key is in your ability to determine who to listen to. Just because someone is willing to talk, doesn't mean they necessarily have much to say. Before you listen, consider who is talking and why they are talking. If they tell you to change your process - find out what they have achieved by doing it differently. How many successes have they had doing it differently. How do they define their success? Do your homework by discovering the details of their work. What discipline do they come from, what discipline do they work with now - and how diverse are their success stories? Have they only ever been successful on back yard horses or have they traveled with the Olympic team? Your clients and your horses trust you to do the very best by them. When seeking advice, seek it from the very best in the industry. Not only will it offer you a positive outcome, but will earn you the respect of your clientele.

Don't Steal Business - In the field of glue on work - many times you are applying them because traditional methods of shoeing weren't able to help the horse. This doesn't mean that the farrier attempting the traditional methods did a poor job. Being conscious of this and coming in on a case to help the horse instead of steal the clients business will only help you further your own business along. If you are able to do a quality job of applying the glue on shoes by collaborating with the current client's farrier - not only will the client refer you down the line, but the farrier will too. This fosters a relationship & reputation of cooperation amongst your peers instead of competition.



Know Your Products - Gain a relationship with those who have developed the products you choose to use and learn as much as you can. Understanding the products you use will provide you with the knowledge you need to have a successful application. Hold the products you use to a high standard. Ask the questions - what horses have these products been used on and what were the outcomes? How long have these products been successfully used? Evaluate the top glue on farriers in the industry and find out what products they are using and why. The greats in this industry have had to endure many challenges along the way, so instead of trying to reinvent the wheel by making the same mistakes they had to - enjoy the fruits of their labor and start yourself off on the right foot.

Become An Enabler - I use the term "enabler" to describe my own role as a farrier. My job is not to shoe the horse into a science project that can't be duplicated or to fix the horse. Instead, I consider it my job to enable a horse to do two things:

- #1 - To go back to work
- #2 - To succeed in their career

That's why I measure my success by my outcomes. Did the horse go back to work? Did they perform better than they had before - and are they continuing to perform? If the answers are yes, I consider it a successful day. That performance horse ideology transfers comparatively into therapeutic cases too. Is the horse functioning comfortably? Is the horse in a stable state of recovery?

As a glue on farrier - becoming comfortable with the concept of enabling horses is essential to taking full advantages of glue on benefits. It isn't about making the foot look pretty or by packaging the foot in a way nobody has ever seen before. It's about enabling that horse to do his best.

My story with glue on shoeing started with racing filly that only went sound when barefoot. I created a pair of glue on shoes for her out of necessity and never did I imagine where that would take me. I didn't get started in this because I had hopes of getting inducted into the Hall of Fame or being recognized by my peers. I only got involved by doing my best for a horse. Today I'm still involved by doing my best for a horse, just for a few more than before. If you are doing glue on work or are looking to get started - start for the right reasons and you'll stay for the right reasons.

HAPPY BIRTHDAY TO THESE "JUNE" MEMBERS

(If you were born in "June" and your name is not on this list, please notify the AAPF/IAPF office so that we may update our records)

Bryan Back CF	James Guignon Jr CF APF	Brian Mckusker	Kim Simmons APF
Simon Bontrager APF	Tony Gust APF	Lee Middleton	Ryan Skinner CF APF
Jared Brown APF	Abigail Haman AF	MaryAnn Morris AF-I	Bob Smith CF APF-I
Don Bryant CJF APF-I	Terry Holst CJF APF	Logan Morris APF-I	Michael Smith APF
Yuki Buday	Micah Hoopes CF APF-I	Pedro Olague	John Soto APF
Sherry Bumbarger APF	Tom Howard CF APF	Kelly Parlman APF	Tom Stallings APF
Marcelo Castro APF	Kyle Hubbell APF	Matthew Pederson APF	John Stewart CF III APF
Brent Chidsey CF	Larry Hume APF	Jimmy Petty CF APF	Phil Stuart APF
Rob Cilley	Ross Keller APF-I	Steve Prescott CJF APF-I	Ian Swayne CJF I APF
William Davidson	Anna Kirkman	Frank Reilly DVM APF	D J Talbot CJF II APF-I
Andrew Dean DVM APF	Steve Kraus CJF APF	Ernesto Rico AF-I	Jennifer Terrill APF
Zachary Doyle AF-I	Sean Krier	Randy Rider CJF APF	Jeff Trask APF
John Fisher AF	Andrea Lane APF-I	Charles Rogers AF-I	Jon Turati APF-I
Linda Fullmer APF	Bradley Lee	Alberto Rullan VMD	David Watson
Chuck Gibson CF APF-I	J'son Liburd-Thompson APF	Christian Santoyo	Rodney White II
James Gilchrist APF-I	Michael Linton APF	Raheel Sayed	David Willis
James Goode APF-I	Makenzie McCandless	Bob Schantz CJF APF	Jamie Wooten APF-I
Derek Grimwood CJF APF	Peter McGrath APF	Tom Schwab CF APF	Doug Workman CJF APF
			Chris Zizian APF

HAPPY BIRTHDAY TO THESE "JULY" MEMBERS

(If you were born in "July" and your name is not on this list, please notify the AAPF/IAPF office so that we may update our records)

Mark Albee CF APF	Jason Eckman APF	Steven Johnson APF	Jillian Paul
Todd Allen CJF APF	Ward Edwards MSc APF	David Jones CJF APF	Thomas Picinich APF
Justin Argent APF	Devin Elliott	T J Jones MF	Dries Pruis II
Don Askren Jr APF	Mark Ellis APF	Kim Kauranen APF-I	Alton Quanbeck Jr APF
Tyler Basinger CJF APF-I	Dave Farley CF APF-I	Victoria Keran	Maggie Rigg
Arcadia Birkliid APF-I	Tyler Fortier	Clint Loomis APF-I	Joseph Rindchen AF
Laura Blevins	Jeremey Fox APF-I	Santino Lorenzo APF	Melvin Rivera APF
Roy Bloom CJF APF-I	Sean Gaul CF APF	Michele MacRae CF APF	Lazaras Saumell
Jeff Boyd APF	Chris Gerber APF	Paul Martin	Thomas Siegenthaler CF APF
David Bush APF	Jacob Gibbons	Ryan Maxon APF	Matt Spoerlein APF
Stephen Carpenter AF	Jayden Hansen	Sheldon McCoy	Jacquelyne Stacey
Scott Chandler CJF II APF-I	Jesse Henderson APF-I	Sarah Menary	Robert Stamolis
Edward Cigany APF	J. Patrick Hudspeth Jr.	Aaron Milanowski AF-I	Wesley Stewart APF
Stephen Coffey APF-I	Scott Hunter CF APF-I	Sam Miller CF APF	Michael Stillwell APF-I
Amelia D'Agostino AF-I	Lavon Jess APF	Chuck Milne APF	Carmen Theobald APF
Jason Dahl APF	Leon Jess APF	Storm Munich IV AF	William Tobler CJF APF
Rick Dawes AF	Sandy Johnson APF	Ken Norman CF APF-I	Brian Todd CJF I APF
Robert Diehl APF	Joe Johnson APF	Madeline O'Connor APF-I	Jaime Venegas CJF APF

NOTES FROM AAPF/IAPF OFFICE:

1. The deadline to submit applications to be an AAPF/IAPF Farrier for the 2018 World Equestrian Games is Friday, June 15. To apply: www.ProfessionalFarriers.com/weg Questions? Call Dave Farley CF APF-I at 561-310-1549 or James Gilchrist APF-I at 561-308-0346.
2. The Mid-Year Meeting of AAPF/IAPF Board of Directors will be held on Sunday, July 1, 2018 at the Holiday Inn Express, Ashland, Virginia. 9 am – 5 pm. All members are welcome to attend.
3. To determine how many CE Credits you have recorded on our system visit www.ProfessionalFarriers.com – Click on "Search for Farriers" (blue bar on far right hand of screen) – In "Name Search" box, type in your last name – Click on "Search" (bottom of page). On your page, click on "View Profile". You'll then see the list of CE Credits earned & Events where earned.



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For more information please contact:
American & International
Associations of Professional Farriers
Washington Street, Unit 5
Hobbesville, KY 40065

CALENDAR OF EVENTS

JUNE

- 1 – 3: Rumble in the Broncs, Brooklyn, ON – Clinician/Judge: Andrew Reader-Smith AWCF
- 5: Oakhurst Equine Forum, Newberg, OR – Clinician: Sylvia Ouellete DVM (3 CE)
- 8 – 9: East Tennessee Farriers Assoc Clinic, New Market, TN – Clinician: Glenn Reese CJF (14 CE)
- 15 – 16: Georgia Professional Farriers Assoc Clinic, Waverly, GA – Clinician: Doug Hogue CJF (11 CE)
- 15 – 17: World Championship Blacksmiths Contest, Goshen, CT – Clinician/Judge: Robert Jukes CF (24 CE – For both competitors and observers!)
- 27 – 30: Artist-Blacksmiths Assoc of North America Conference, Doswell, VA – Farrier Demonstrators: Roy Bloom CJF APF-I & Jennifer Horn CJF APF

JULY

- 1: AAPF/IAPF Mid-Year Board of Directors Meeting, Ashland, VA (All AAPF/IAPF Members welcome to attend)
- 3: Oakhurst Equine Forum, Newberg, OR – Clinician: Sylvia Ouellete DVM (3 CE)
- 26 – 28: Colorado Classic, Kremmling, CO – Clinicians/Judges: Chris Gregory CJF FWCF ASF & Cody Gregory CJF AWCF
- 30 – August 3: Dr. Redden's Equine Podiatry Course, Versailles, KY (35 CE)

AUGUST

- 2 – 4: Australian Farriers Conference, Wisemans Ferry, NSW, Australia – Clinicians: Dave Farley CF APF-I, Mike Hayward APF-I, Brian Hampson, Kelvin Lymer, Rob Pinkney, and Others. (16 CE)
- 7: Oakhurst Equine Forum, Newberg, OR – Clinician: Sylvia Ouellete DVM (3 CE)

For details about these clinics and others, visit – www.ProfessionalFarriers.com

TIP OF THE MONTH

Leaving Invoices at the Barn



Do you present your invoices in this unprofessional manner – where your client has to locate their invoice in a mess of other invoices? This does not encourage a timely payment!

Leave your invoice in a return envelope where the client can easily see it. If you want to be treated like a professional, then present yourself like one!



Special thanks to Cathy Lesperance APF-I of Fergus, Ontario for providing this "Tip of the Month". If you have a tip and want to share it with your fellow AAPF/IAPF members, please email it to aapfi@professionalfarriers.com. Pictures are encouraged.

*"What My Husband Doesn't Know About My Relationships with Rasps!"
by Cathy Lesperance APF-I*

I am a loyal person. My husband knows that I am a loyal and committed person. I love certain brands like Heinz Ketchup, Lindt milk chocolate, Ford trucks, etc. But when it comes to rasps - it's a different story for me.

Recently a farmer sent me a text and asked me what kind of rasps I was using. I told him I am currently in love with "such a such" brand. He thanked me and said he would try them.

I always buy my rasps in a box of five or six. I will be in love with this type of rasp until, at some point I will get that dud. It's like pushing wood across a horse's hoof. This will disappoint me. But, I will get another one hoping that this next one will not be disappointing also. If this next rasp is also in the dud category, I will now be anguished and plunged into the world of "Do I stay in this relationship?" or "Do I end it now and break up with it?"

But again, I am a loyal person, sometimes to a fault, so I will try just not speaking to it for a while and see if that works. Maybe speaking to it nicely will work too? Let's try that. If all these tactics fail, I will still give it one more chance and buy more of this brand hoping these rasps are not from the "dud" batch. If these rasps are up to my standards, then our relationship is good again. Sadly, if it happens again and I have that rasp that is a dud then I am ending the relationship and I am trying a new brand. All loyalty is shattered.

So now I am using yet another brand of rasp and I am delighted and certain I have found my rasp soul mate.

Since I received that text from my colleague, I have changed brands a couple of times. I haven't had the heart to tell him that I broke up with the rasp that I had recommended.

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