



# CouncilLetter

February 2020 

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## Diverse Friends Guide Governor Dodge Equestrian Projects



Friends of Governor Dodge—Equestrian Committee Board: Gail Seasor, Penny Fanning, (Nancy Edwards, WHC President), Sandy Rogers, Jean Warrior, Sue Press, Sherri Torrison and not pictured Ada Duffey.

In his book, *Good to Great*, Jim Collins emphasizes that a crucial element in building a great organization is "getting the right people on the bus." The Friends of Governor Dodge Equestrians are a shining example of how engaging the right people for your group can make great things happen.

The Governor Dodge State Park Master Plan adopted in 1984 called for a horse campground on the north side of the park. For over 20 years managers included the campground on the park's annual project list submitted to the DNR for approval and funding. Surveys documented the deficiencies of the "temporary" campground. Users sporadically prodded the DNR asking, "When are you going to build us a real campground?" Yet, until 2014, the project languished.

*Continued on page 4...*

## Wisconsin Horse Council

*Executive Board 2019-2020*

### Executive Officers

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## Our Mission Statement:

*To represent and foster a unified equine industry in Wisconsin.*

*To promote the horse through leadership, education, service and communication.*

*And to take a proactive role in the future growth and development of the equine industry.*

## ATTENTION:

**Tear out page 25/26 to fold  
as a handy brochure to keep or to  
share!**

**This month's featured brochure is:  
"Wisconsin State Horse Council  
Equine Foundation".**

*Membership in the Wisconsin Horse Council is open to individuals, associations, businesses, societies, or other entities whose interests are in line with the WHC's purpose and Mission Statement. Our membership year follows the calendar year. Members will also receive a free monthly e-newsletter and the option to purchase a printed monthly newsletter where **FREE** classified ads can be placed and reasonable business card, 1/4, 1/2 and full page ads can be purchased as well. The newsletter reaches 500+ horse enthusiasts monthly.*

*The WHC employs a professional lobbyist who works with us on pending legislation as needed for the equine industry.*

*We continue to work on adding new benefits for our members. Please feel free to contact us with your comments or suggestions. Thank you!*

Every day the AHC works to ensure the equine voice is heard in Washington, DC

*Help us continue to Put More HORSEpower in Congress...*

Support the AHC today!

visit [www.horsecouncil.org](http://www.horsecouncil.org) for more information

1616 H Street NW  
7th Floor  
Washington, DC 20006  
202.296.4031





### **Welcome to the Wisconsin State Horse Council Equine Foundation**

The bond between an equestrian and their equine is an experience worth cherishing; we are dedicated to strengthening this bond and enriching the equestrian experience in Wisconsin through education, research, charity, and scholarship.

**Visit our website [www.wisconsinhorsecouncil.org](http://www.wisconsinhorsecouncil.org) – Go to the WSHCEF tab at the top of the page**

### **What is the mission statement of the WSHC Equine Foundation?**

The Wisconsin State Horse Council Equine Foundation was created to better serve Wisconsin's growing equestrian community and to help that community realize its fullest potential. The Foundation is a tax exempt, non-profit 501(c) (3) organization and as such allows individuals to make tax-deductible contributions to support Wisconsin equine projects.

The mission of the Equine Foundation is to support Wisconsin's expanding equestrian community by funding:

- ....Educational Initiatives
- ....Equine Research
- ....Trail Development
- ....Youth Scholarship and Participation

### **What is our relationship with the Wisconsin State Horse Council?**

The Wisconsin State Horse Council is our parent organization and the sole member of the WSHC Equine Foundation. WSHC Board of Directors are elected to serve on the WSHC Equine Foundation Board of Directors, along with non-WSHC individuals. The WSHC was incorporated in 1972 as an advocate for the equine owners and industry in the State of Wisconsin. It has grown to become the focus of the equine industry in Wisconsin.

The Mission Statement of the Wisconsin Horse Council is: To represent and foster a unified equine industry in Wisconsin. To promote the horse through leadership, education, service and communications, and to take a proactive role in the future growth and development of the equine industry in the State of Wisconsin.

WSHC Equine Foundation is a federally approved 501 (c)(3) non-profit corporation dedicated to the advancement of equine activities and the equine industry in general.

The Foundation's main objectives are to promote education, research and development, charity, and scholarship opportunities for equestrians in Wisconsin.

#### **WSHCEF Officers, Board Members & Volunteer Committee Members**

##### **Officers**

**President:** James Harris  
**Vice President:** Gail Seator  
**Secretary/Treasurer:** Diane Sackett  
**Board Member:** Lori Helmer

##### **Volunteer Committee Members**

Gary Jackson      Karen Meekma      Dave Kluge  
 Sharon Hookstead      Rich Ernsberger      Linda Ernsberger  
 Margo Miller      Roxanne Cromhecke-Kluge  
 Floyd Finney - WSHC Executive Board Representative

*...continued from the cover story*

## Diverse Friends Guide Governor Dodge Equestrian Projects

What was the magic ingredient that finally got things moving on the horse campground? The answer is simple. A group of amazing and determined women from the Janesville area, acquainted through membership in an area horse club, decided that it was time to act. They joined Governor Dodge State Park's existing 501 (c) 3 Friends group, forming the Friends of Governor Dodge Equestrian committee, and got to work.

Since 2014, the Governor Dodge Equestrians worked with the DNR to develop campground concept design plans, sought user input in selecting a plan, and whittled down the budget to a more manageable \$600,000 from earlier estimates that exceeded \$2 million. The group sought and received written assurance that at least 12 of 21 proposed sites will be electric. And since launching fundraising in June of 2018, they have raised \$255,000! Best of all, they had fun doing it.

Along with Friends from Dodgeville and nearby communities, the Governor Dodge equestrian committee includes members from much further away including Eagle, Janesville, Marshall, Whitewater and Verona. Members contribute in a multitude of ways, utilizing an array of talents to plan fun events, increase community awareness of all that Governor Dodge State Park has to offer, and of course to raise funds for the horse campground project.

Answering the question of what motivates this diverse group to volunteer their time and talents (over 3,200 hours in 2019 alone) would take another article. Love of horses, love of Governor Dodge State Park, understanding the unique role of parks as a link to the natural world, and the satisfaction of making a lasting contribution to future generations all play a role. But for many, the best part of volunteering is the experience of being "on the bus" with a group of enthusiastic, creative and dedicated horse lovers.

Are **YOU** someone who would enjoy joining the Friends? No matter what your experience and skill set, there's a role for you. Graphic arts and social media marketing skills are special needs, as is building a network of gregarious and well-connected individuals from across the state to be Friends ambassadors. For information on how to hop on the Friends' bus, visit

[www.GovDodgeEquestrians.com](http://www.GovDodgeEquestrians.com) or e-mail us a [GovDodgeHorses@gmail.com](mailto:GovDodgeHorses@gmail.com).

