

# SAVE *the* DATE



## Iowa Horse Council Annual Meeting January 23rd, 2016

### Ready Today, Preparing for Tomorrow to Protect Iowa's Animal Agricultural Industry from Foreign Animal Disease (FAD)

Maintaining a State of Emergency Preparedness  
Sufficient to Deal with Disease and Natural Disaster  
Concerns

Dr. Tim Smith, DVM  
State District Veterinarian

Iowa Department of Agriculture & Land Stewardship

Dr. Smith is a State District Veterinarian for the Iowa Department of Agriculture & Land Stewardship. His primary duties are as a field veterinarian handling state and cooperative disease programs and investigations in Central & North Central Iowa. Dr. Smith received his DVM degree from ISU in 1994. He was a Field Service Clinician at ISU for 2 yrs. after graduation before going into private practice. Dr. Smith has worked for USDA, APHIS, Veterinary Services as a field Veterinary Medical Officer in Iowa. He joined the field force of the Iowa Department of Agriculture & Land Stewardship in 1999. Dr. Smith received his Foreign Animal Disease Diagnostician training in 2002, and teaches Foreign Animal Disease Investigations to State and Federal veterinarians at USDA, National Veterinary Services Laboratories at Ames, Iowa and Plum Island, New York. He is also a Safety Officer for Iowa's All Hazard Incident Management Team, Planning Section Chief for the Iowa Department of Agriculture & Land Stewardship, and is the Coordinator for the Iowa Veterinary Rapid Response Team.

### The Importance of Branding by Dr. Peggy Auwerda

Branding is one of the most important factors influencing an item's success or failure in today's marketplace. A brand is the combination of words, a name, symbols or design that identifies the product and its company. Importance of Branding will discuss how a brand can be used to promote an organization.

### Attend the IHC annual meeting &

- Learn about the trails committee
- Learn about the importance of Branding a business or association
- Hear how you and/or an association can help in natural disasters
- Learn about the Back Country Horsemen of America

8:30 am	Registration
9:30	IHC Trails Committee Meeting
Iowa Horse Council Meeting Begins	
10:30	The Importance of Branding
11:30	Lunch
12:30	Dr. Tim Smith
1:30	IHC Updates
2:00	Awards
2:30	Business Meeting Election of Board & Officers
3:30	Back Country Horsemen of America Meeting

### Location

1204 Kildee Hall  
Iowa State University  
Ames, IA 50011

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

Complete the registration online and bring the registration fee to the meeting. <http://goo.gl/forms/pivUayzEpI>

**Registration Form for Iowa Horse Council Annual Meeting**  
**One Person per Form**  
**Lunch \$15/person**  
**Make check payable to IHC**

Name					
Business or Association			Address		
City			State	Zip	
Home Phone			Cell Phone		
E-mail					
Website					

		<b>Total</b>
Lunch @ \$15/person	\$ 15	
I plan to attend but not eat lunch	Free	
2016 Individual Membership	\$20	
2016 Association, Business, Professional, Farm or Ranch	\$30	
<b>Total Enclosed</b>		

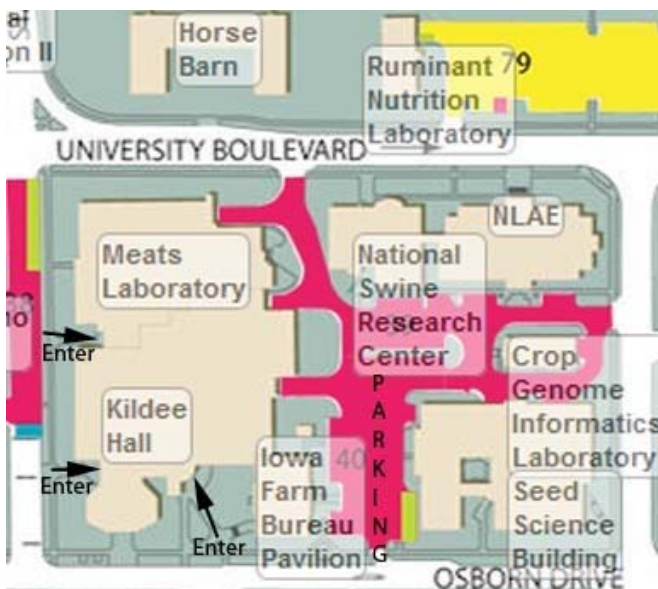
**Return Registration Form by January 15th, 2016**

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**Directions to Kildee Hall – Room 1204**

From Hwy 30 exit on University Blvd and go north to Wallace Road. Turn left on Wallace and right on Osborne. Right before the entrance gates turn right into the parking lot. <http://www.fpm.iastate.edu/>