



January 2019

Attwood Equestrian Surfaces, Inc

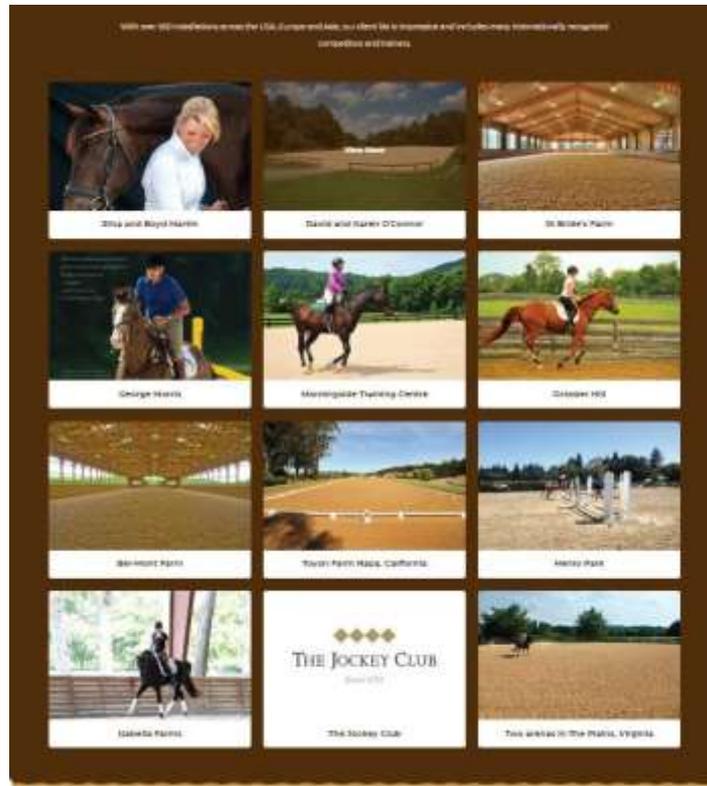
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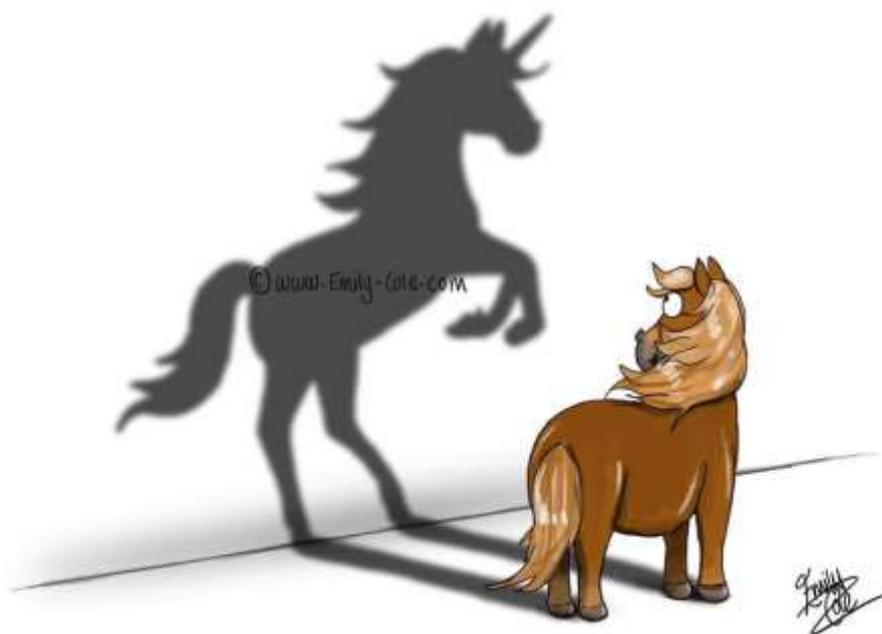
Attwood wishes everyone a very Happy New Year!

Attwood Equestrian Surfaces wishes everyone a very happy and successful new year! We would like to take this opportunity to thank all of you for your support and love. Attwood hopes to deliver best-in-class riding surfaces solutions in the years to come!

As we bid adieu to 2018 and step foot in the new year, we want to give a special shoutout to our clients who have stuck by through the years, and thank them for their continued encouragement!



In the new year, we hope to inspire more and more riders to believe in themselves and take honest and intelligent decisions for a healthy and happy riding experience for themselves and their horses.



Maybe instead of making a New Year's resolution to change you should take the time to acknowledge that you are

pretty fabulous just the way you are!



Happy New Year! Hope it is a great one!



- [Emily Cole](#)

[Illustrations](#)

LOVE AND LIGHT TO ALL!

Getting ready for the new year - What are your New Year Goals?

The Plaid Horse brings us some key insights from the most successful women riders themselves!

What advice they would give to a young woman wanting to begin a career in the show horse industry and what advice they would give to their younger selves! Check out a few answers below and let us know what you are doing to reach your goals this year!

"November passes and with it the flip of another calendar year for riders. Some move up in age groups, some move out of the junior ranks (the oft-dreaded "aging out" process), some are off to college and some to other adventures. For all of us in the horse show world, it is a time to pause, assess, and look forward. Show schedules, training programs, job hunts, school searches, career choices- the New Year's tapestry unfolds resplendent with resolutions, goals, and plans.

For many of us, the resolution, the goal, and the plan are to stay in the industry in some capacity. We want to envision a future with horses. So, how to proceed? What kind of job can I get? What do I need to do to make it in the horse world?"

Anne Kursinski operates her business, Market Street, in Frenchtown, NJ. A member of five Olympic Teams and three World Equestrian Game teams, she is the winner of countless Grand Prix and Nations Cup classes, as well as dual Olympic Silver Medals. Anne generously gives her time to the George Morris Horsemastership Clinic, where her flat

sessions are legendary. Anne can be seen competing in all levels of showjumping throughout the east coast.



Advice to my younger self? Enjoy the journey more consciously. Don't beat yourself up when things don't go perfectly. Have some compassion for yourself. And, don't forget about the future. Put money away and make a long term plan.

Jenny Karazisis and her husband, Kost, are based out of Far West Farms in Calabasas, CA. Jenny is a familiar face in the show hunter ring, having won multiple Championships on both coasts. Most recently, she won the 2017 WCHR West Coast Spectacular aboard Undeniable, only to ship him east and win the \$500,000 Diamond Mills Hunter Prix. In addition to riding and training, Jenny is an active participant in the governance of our sport.



Advice to my younger self? Just when you think you have it all figured out, you learn a valuable lesson and realize how much more there is to know. Also, when you set goals and achieve them you should savor them a little while before moving on.

Louise Serio is from Kennett Square, PA, where she operates Derbydown, an iconic farm founded by her parents in the 1950's. Louise is a second generation horsewoman, and her children, Christina and TR, have followed her lead into the horse industry where Christina is a rider/trainer and TR is a farrier. Louise is the most successful female hunter rider in history.



Advice to my younger self? Don't get married when you are 18 years old!

Susie Schoellkopf has had a stellar career as rider, trainer, owner, and judge. She operates SBS Farms in Buffalo,, NY, and is Executive Director of the Buffalo Equestrian Center and the Buffalo Therapeutic Riding Center. With rider Jennifer Alfano, SBS has produced famous horses such as GG Valentine, Miss Lucy, and International Hunter Derby superstar, Jersey Boy. Susie is involved in governance with USHJA and Zone 2 Committees.



Advice to my younger self? If I knew what I know now when I started, I would have studied more riders and their care and training technique.

Seven of the show horse industry's most successful women offer their career advice. What is the common thread? To succeed you must be willing to do any job and work tirelessly. To succeed you need to find your mentor who may be an employer, an owner, a trainer. Surround yourself with people who will help you learn not only the tangible parts of the business - the day-to-day horse care, riding skills, training techniques - but who will also mirror moral and ethical values. Being the best involves much more than winning ribbons. Support each other as we all endeavor to produce better sport and better horsewomen.

To read the entire article - [Click Here](#)

Why good Arena footing is important?

It should be said that your riding arena is the most important thing you use every day. It's the home office so to speak. You wouldn't want to sit in a lumpy lop sided chair all day long. So why would you ask your horse to work hard on a surface that is slick, or too hard, dusty or rutted? A horse that does not feel safe and secure on the horse arena footing will most likely not perform to the best ability day after day.

Creating the perfect riding arena begins with the installation of the arena footing and should be a big part of your horse arena construction plan. Depending on what you have in mind... dressage arena, indoor riding arena, or an all-purpose riding arena, you want to get the right material at the correct depths. We recommend working with an arena footing specialist to avoid costly and time-consuming mistakes. It's worth every penny to do it right the first time as your horses' health and soundness depends on it.

While there are many factors that play into the longevity of a horse's career, a stable riding surface will significantly add to the equation. Buying footing simply based on a per square foot price does not factor in all the costs of a bad surface in your horse arena. Let's do the math.

First, there is the basic cost of the horse. Then add into the equation the costs to simply board or months of training board or the endless lessons. Throw in the costs of your farrier, vet, chiro, maybe even routine equine massages. It's adding up now. If you ride continuously in a riding arena where the footing is too deep, not only is your horse working twice as hard but is most likely straining soft tissues and ligaments, bruising muscles and becoming sore. Suddenly there is an early retirement for your horse, another line item in the total cost of your footing. And the last item on the list is the new horse you will want to purchase to replace the horse that just retired.

Truly good arena footing is more than an art it is an exact science. There are many cheap formulations on the market that promise the moon with little investment. Most include recycled products like carpet scraps and tennis shoes. Not knowing exactly what is in that mix, or where it came from, there can be no exact recipe to cover all the inconsistencies in these materials. They leach into the soil. They break down in the sun. Long term they can prove to be hazardous to you and your horse's health.

If your "footing" arrives in a bale to be spread on your existing footing, that's not arena footing. That is an additive which is just one part of your footing. If you are spreading it by hand, or mixing it in by riding on it, there is no way that additive will be consistent through out the horse arena. Riding on an inconsistent surface can lead to trouble down the road.

When you work with only premium raw materials for your horse arena, you know precisely where and how all the materials were made with a guarantee of their quality. No matter if the footing is for an outdoor or indoor riding arena, knowing how the materials work, function and behave translates into very consistent footing formulations. Because not all arenas are created equal, it's important to use a variety of geotextiles and fibers in arena footing recipes. It is vital to the success of the horse arena footing that you use ingredients you can count on.

While opinions vary widely on what good footing is, we do recommend when possible to test drive as many options as possible. Find out what suits you and your horse by riding on as many types of surfaces as possible. Are you competitive in the jumper world? Then you will want something with more cushion and traction. Building a dressage arena? Then you will want something that is firm to give your horse the support it needs. It is vital to do this kind of homework so that you end up with the best possible footing for your horse. Always be sure to work with a knowledgeable and reputable arena footing company.

While the upfront costs of putting in a premium footing may seem prohibitive, increasing the comfort and longevity of your horse's career can make it a worthwhile investment.

Product Profile: AquaBalance



Watering from underneath can save on watering costs; approximately 30% of water used in an overhead spraying system does not make it to the riding surface. Also, water application should be more uniform than an overhead system, leading to a more uniform riding surface. Finally, particularly for an indoor arena, in an overhead system the spray can wet side walls leading to rotting of wood, corrosion of metal, and mold growth - this does not happen if the water is supplied from underneath.



Traditional ebb/flow systems were of the 'flooded' type, where a large reservoir of water sits on a water-tight membrane at the base. Some have plastic modules at the base to distribute the water upwards into the footing. One disadvantage is that the constantly flooded base tends to promote bacterial growth, leading to discoloration of the footing, malodour, and slime, which coats the base components and can block pipes. Another disadvantage is that if the lower impermeable membrane should leak, then the system continually fills with water, leaving the owner with an expensive water bill. Because of its complexity, a third disadvantage is that the systems are expensive.

Attwood's new AquaBalance system has been designed to simplify underground irrigation:

- No flooded base - no slime, smell
- Only water required is emitted directly into footing
- Perfectly even distribution of water - perfectly even riding characteristics
- Simple or advanced control system - can even take care of changing weather
- Inconspicuous footprint
- Most economical ebb/flow system on the market



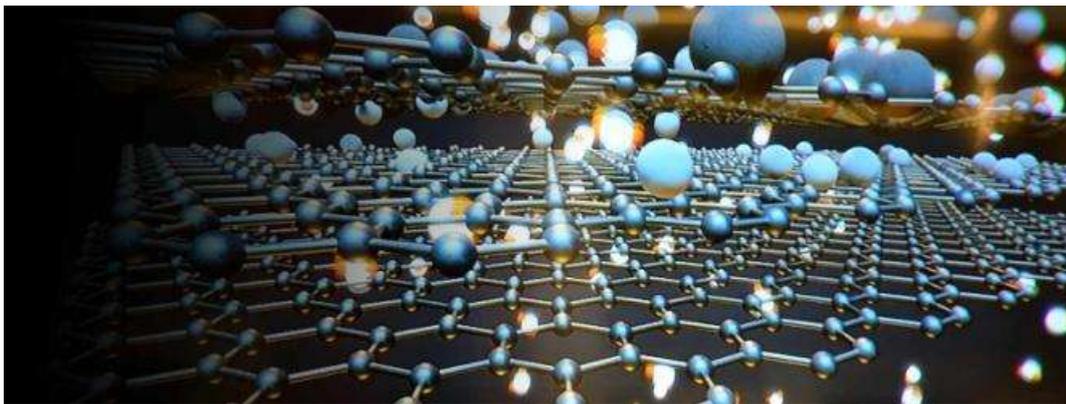
Footing Facts - January 2019

Coated Surfaces Part 2: Rejuvenation

This month we present the second part of this mini-series on the longevity and rejuvenation of coated surfaces. Coated surfaces are generally more expensive than traditional watered surfaces, so it is important to understand their lifetime, and their potential rejuvenation when they become 'tired'. This month we concentrate on rejuvenation.

Usually, a coated surface wears out because the coating wears away from the sand and textile particles. As we pointed out last month, the type of coating required has to be hydrophobic, i.e. water repellent, so that the footing functions properly. This, however, means that the coating is not compatible with sand, which is hydrophilic (water attractive). Consequently, there is not a good bond between sand and coating so it easily rubs off. The best solution to this is to coat the sand carefully in the first place, and an understanding of chemistry can help enormously with this. Attwood's polymer coatings have been developed with this in mind, and in laboratory tests our coatings last significantly longer than wax coatings.

However, even Attwood's coatings wear off eventually so some remedial action is required. A re-coating is possible, but again, some understanding of chemistry and materials science is necessary. For instance, suppliers of wax surfaces will re-coat worn out surfaces, but using the same poorly functioning products and techniques. We find that second and subsequent wax coatings do not last as long as the first coating so a case of diminishing returns is suffered by the customer. At Attwood, we carefully re-apply our superior polymer coatings for a much more durable solution.



Sometimes a coated surface might be losing its properties because the fiber additive has broken down, so some cohesion or 'spring' has been lost from the surface. In this case, fresh textile can be added, provided care is taken in thoroughly incorporating the new fibers into the footing. Attwood will often include a low level of binder to help this process, otherwise, the fresh fiber can simply separate and blow away.

Finally, and perhaps more catastrophic, the sand can degrade so much that a fine dust is produced. This often happens prematurely because an inferior sand was used in the first place. We have talked about sand quality many times in Footing Facts because it is such an important issue. The hardness of sand can vary significantly, and a cheaper, low silica sand is up to 10 times softer than high-quality sand. With the constant abrasion in an arena or gallop, a cheaper sand will break down into a fine dust and the coating will no longer hold it together. If the sand has broken down partially, it is possible to add a smaller quantity of fresh sand and re-coat. Otherwise, if the sand has completely broken down then a whole new surface will be required. These decisions are best made after a thorough analysis of the existing footing, whereby it is deconstructed into the component parts, and a sand particle size analysis is carried out. Attwood will do this work before making a recommendation to a customer.



When carried out properly, a rejuvenated surface can last almost as long as the original surface, and since a rejuvenation process is significantly cheaper than a new surface, will help to protect your investment.

Our Social Media Channels



Continue to engage with us on the social media platform of your choice, [Instagram](#), [Twitter](#), [Facebook](#) and [Youtube](#). We love to hear from you!

You can also contact us at info@equestriansurfaces.com, info@attwood.in and enquiries@aesurfaces.co.uk.

Download our previous newsletters from our [archives](#).

Attwood Equestrian Surfaces provides meticulously engineered surfaces that benefit both the horse and the rider

