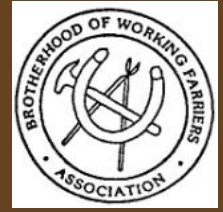


BWFA

The Brotherhood of Working Farriers Association

National Business News Bulletin



We continue to be dedicated to offering education and public awareness by promoting the Farrier as the most important equine professional to the overall health of the horse!

THE BWFA



2011



**OCTOBER
21 & 22**

**HORSESHOERS
CONVENTION**

∞ **LAFAYETTE, GEORGIA** ∞

**Tired of the Same Old
Thing Every Day?
Come to this
convention for
hands-on with
successful
“fellow” farriers!**

**Increase Your
Knowledge to Increase
Your Business**

**Lectures, Shoeing,
Forge Work,
Workshops, Vendors**

**OUR CONVENTIONS ARE
HORSE OWNER FRIENDLY!**

**PRE-REGISTRATION ON PAGE 4
FOR FARRIERS**

**FAMILY, GUESTS AND HORSE OWNERS
WITH HORSES – FREE ADMISSION**



**Scan this code
with your smart
phone.**

A BWFA Membership Publication

2011 Annual BWFA Horseshoers Convention Agenda

Thursday, October 20

8:00am – 5:00pm

Current Certification testing and upgrading offered at all levels. Your advanced registration is required.

BWFA TESTERS Meetings

New Certification Guidelines to be reviewed

Board of Directors Meeting

2nd Annual Trail Ride - FREE

Morning and afternoon rides to local Pinhotti Trail.

Advanced registration is required

Friday, October 21 9:00am – 6:00pm

All of the Speakers are accomplished Farriers and Clinicians who are here to help you be successful!!

Horses with past history will be present for evaluation, shoeing & group discussions for a hands-on learning experience!

John Burt, Arkansas

Back to Basics shoe modification

A case study with an own grandson of Secretariat- a remarkable recovery

With other news from the west

T.J. Jones, Florida

Shoe Fit and Placement Demo. Observing the horse in motion is the BIG ISSUE!

Tony Dingianni of Texas

Winning Consistently at a Top Level & Staying Sound, specializes in Speed Horses, shoe styles and conformation

Sean McDonough of Kansas

Clinical Farrier Case Studies

Business Programs

Ralph Casey of Georgia

DC Wagon Trip results

Conformation on the Track & Treadmill

Stan Trimble of Tennessee

Shoeing the Gaited Horse news and registration for upcoming classes

Link Casey of Georgia

Infrared Thermal Imaging, new product demos

Evaluations will be assisted by these Professionals:

Dan Marcum, Equine Adjuster/Flexion

Dawn Mannira, Equine Dentist

Buck McColl, Nutritionist

Jim Lane, Nikken Magnetic Therapy

7:00pm **Dinner and Awards Banquet** at another location is limited to 50 participants. Submit \$25.00 in advance

Saturday, October 22 9:00am – 6:00pm

For Farriers: Opening with:

Panel Discussion and Q & A

Ralph Casey and Board of Directors

Overview of Board Meeting

Introducing:

David Tuggle of Virginia

The Horse Show World of Saddlebreds and forming a successful BWFA Chapter, Farriers need to know horsemanship

All day: **Hands-on Workshops with all Clinicians: at the horse, at the forge with Vendors & their products**

For Horse Owners:

Open to the Public for Horse Evaluations, advice from Farriers and Services

1:00 – 2:00pm

Ralph Casey and guest farriers:

A one hour "How to Trim Your Own Horses" for horse owners clinic A good way for farriers to learn "How-To" sponsor a clinic in their community.

Saturday Workshops

John Burt

How easy it is to make a lateral trailer.

The wedge toe for break over and foot speed adjustment-how it has been overlooked.

TJ Jones

Working smart at the forge, saving time, on the Grand Prix Circuit

Tony Dingianni

How the square toe shoe is used and abused in his area

Sean McDonough

Working with other professionals to enhance your education and skills, how the computer and high tech tools are really easy to use. His case studies recorded.

Stan Trimble

The flat shod gaited horse is a popular breed all across the U.S. Shoe styles, weight and balance to achieve a smooth ride.

Link Casey

The use of the Thermal Image Camera helps pinpoint the stress points and inflamed areas in the entire body. Learning how to observe the horses' conformation to choose the best shoeing for the use of the horse. Three or more lame horses will be present.

Ronney DeBoard

Keq shoe modifications for BWFA certifications

Ralph Casey

Filming horses on The Treadmill and Track to evaluate motion – for the Clinicians

Ken Crimmins of South Carolina

Traction, tap and drill practice

Convention Coordinators

Contact with your questions and suggestions

Link Casey – 706-397-8047 office
info@bwfa.net

John Burt 903-293-1113 cell
jdcfarrier@cableone.net

Stan Trimble 931-703-2835 cell
stant170@gmail.com

Vendors Open All Day

Stockhoff's Horseshoes & Supplies

Email your order in advance and receive a 10% discount and avoid shipping cost.
sales@stockhoffsonline.com
800-421-1002

Vettec Equithane Products –all day demos
Lynne Myers, rep.

Equicast – Equine Casting Tape
Dave Richards, Owner. New techniques combining with Vettec products

Mobile Milling Services

Buck McColl, Owner
Nutritional Products DVD Presentation

Equine Dentistry, Services on site
\$85.00 floating and full mouth evaluations
Dawn Mannira, EqDT
With farrier/husband, Sam Mannira

Equine Flexion Therapy & Adjustments

Dan Marcum, Farrier and Owner
Offering 1 and 3 day EFT Classes during the convention for farriers, owners & horses
Call or go on-line for more info and sign up.
Services at \$35 - \$50 - \$200 per horse

EQ-WELL Nikken Magnetic Products

Jim Lane will provide demonstrations and services at \$35 - \$50 per horse

MFC Horseshoeing Tools

Tyler Cottrel, rep & farrier

Noavel Headstall introducing a new Training DVD, Horsemanship

John Burt

Introducing:

Farriers United web & computer services

Jeff Denson, Owner, Farrier
Putting Technology on the Side of Farriers

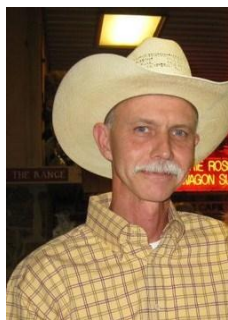


**From Link Casey,
of Georgia,
Vice President &
Convention Coordinator**



In September, I visited with Laurel and Barry Denton at their awesome ranch in Arizona to continue my education in blacksmithing, shoeing, plus ride reining & cutting horses. It was a great trip Thanks!

I am really encouraging all farriers especially student graduates to come back and be a part of the BWFA! Ask questions and meet each other. By continuing your education you will receive the CEU decal for your certification card. Increased knowledge helps increase your income. We have a good line up of topics and remember the BWFA speakers volunteer their time and financing to be here. They are not reimbursed financially, only by gratification that they have helped you be successful. Any special request or comments just email me at info@bwfa.net **Attn: Link**



**Comment from
Sean McDonough
of Kansas**

I read John Burt's article in the last eNewsletter and it was very good. I think what we are leaving out is the difference between science and business. In business, itemizing is known as "unbundling your services". We try to teach science and zero business. Watch an AT&T commercial that is marketing. We need to start teaching the business with the science. Veterinarians unbundle their services but we have to do it all. Educate yourselves boys and girls and you will make the money you deserve to make!!



**Renowned Farrier
TJ Jones
of Florida**

TJ and other speakers were quoted at saying, "Many new innovative ideas are coming out of this research center for the farrier." "It has been successful in educating the horse owner that the farrier is more than just a strong back and weak mind"

"It is exciting because it is something we have needed for years" "It is being praised all across the country and even worldwide," "The FNRC and *Horseshoe'n Time* TV Show is helping to educate us all."

2011 Annual Convention

Motels

Dalton, GA

I-75 exit #333 Walnut Ave.

Days Inn 706-278-0580
Hampton Inn 706-226-4333
La Quinta Inn 706-272-9099
America's Best Inns 706-226-1100
(ask for Ed)

Calhoun, GA

I-75 exit #312 Hwy 53

Jameson Inn 706-629-8133
Hampton Inn 706-629-0999
La Quinta Inn 706-629-2559

I-75 Exit #318 Hwy 41

Super 8 Motel 706-602-1400

All of these locations have reasonable rates and near a variety of restaurants. Please call one of your choice. We do not have a host hotel.

Directions

The BWFA Headquarters & the Farriers' National Research Center and School is located 65 miles north of Atlanta and 35 miles south of Chattanooga, Tennessee.

Only 12 miles from I-75

I-75 North & South take exit # 320 LaFayette/Resaca, turn West onto Hwy 136 towards LaFayette, GA

Drive six miles until the road ends, turn right and continue on Hwy. 136, six more miles.

We are on the right.

Look for the sign:

Farriers National Research Center and School

Look for the yellow signs

cut here -----cut here

Return bottom section with your registration

2011 Convention Registration

Name: _____ BWFA Member ___ Yes ___ No

Address: _____

City, State, Zip: _____

Phone: _____ email: _____

~~Pre-registration Farriers \$50.00 before October 1, 2011~~ The fee is the same for one or two days

~~Pre-Registration Farriers \$100.00 after October 1, 2011~~ The fee is the same for one or two days

~~Banquet \$25.00 per person (limited to 50) by October 15~~

~~# of guests/horse owners -no charge (non farriers)~~

~~2011 Farrier student graduates – no charge – must submit pre- registration~~

Cost; \$ _____ Paid with: ___ check made payable to BWFA, _____ Credit/Debit card

Credit/Debit Card number: _____ Exp: _____ CVV: _____

Send this form with check or credit card information enclosed to:

BWFA 14013 East Hwy 136 LaFayette, GA 30728
(706) 397-8047 info@bwfa.net www.bwfa.net

QR Codes...We are keeping up with technology



The Brotherhood of Working Farriers Association (BWFA)
14013 East Hwy 136
LaFayette, GA 30728 USA
706-397-8047
info@bwfa.net www.bwfa.net

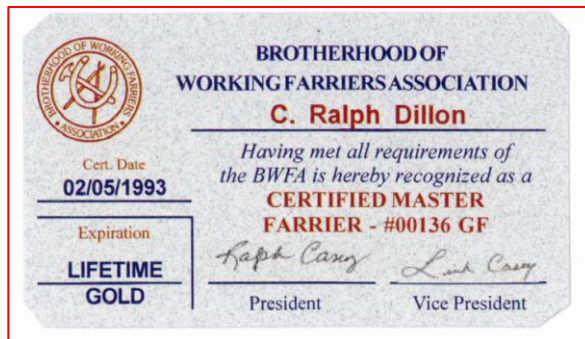
Scan this code with your smart phone. This will be printed on each eNewsletter and News Bulletins for the convenience of our members.

What is a QR Code?

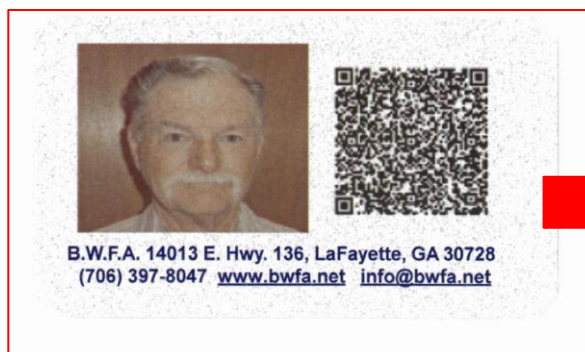
QR codes are bar codes that when scanned with a QR Reader application on a smart phone (downloaded from the Application Market on smart phones) will bring up information about a company. That company can put any assortment of information into the code to be displayed on your phone. For example, their url, business contact information, etc.

We are keeping up with technology by adding customized QR Codes to ALL BWFA current and lifetime member's certification cards.

We previously announced this update in the last bulletin. We are asking that each member return their card with a current head shot photo that we may keep on file.



We will create a personal code for each member as displayed here



Customers scan the QR code with their smart phone

C. Ralph Dillon
Montague, CA
BWFA Master Farrier
(530) 340-0890

this is displayed and can be saved into their contact list.

email and website can also be added

Now your customer will have easy access to your information 24 hours a day !!

When you show them your certification card!!

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Protective sleeves extend rasp life.

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Look for our new rasps in their new packaging at your authorized Heller retailer.



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Sharpening
for longer lasting
rasp -- More
horses per rasp.



HELLER RASPS
REACH FOR TRADITION



DELTA MUSTAD
HOOF CARE CENTER

**“Basics” is Making Folks a Living
At the convention... from John Burt, Arkansas.
Board member & Convention Coordinator**

Business --- Back to Basics of Farrier Science. This is what Ralph Casey harped on years ago when he was on-fire at getting the BWFA up and running. He harped on itemizing to increase per horse charges. I have followed that method and pass it along to every farrier I help or work with. Today, there are BWFA fellas out there barely getting by in the worst parts of the country. With horse owners cutting down their own expenses, some farriers were down to making \$35.00 a horse. By itemizing they have increased their pay up to 60-70%. I say, be smart about it.

We need to drift back to the basics and remind people of where we started. Basics don't change. When the economy is shutting down as bad as ever in some areas, the cowboy shoers are seeking out our BWFA certification. They need to be educated to stay ahead. “Basics” is making folks a living.

I went to school under Elmer Seybold, who at one time, was the owner of the oldest horseshoeing school in the US located in Mineral Wells, Texas. It was a hard and grueling two week school, working into the night and up early. Elmer's dad hired the last Calvary blacksmith/farrier out of Riley, Kansas to come to his ranch. Elmer worked under him at age 15. He used the Calvary Manual TM2-220 as his training manual. To this day, if a farrier were to study the Calvary Manual, he (or she) would be following the basics of shoeing and making a better living.

Elmer taught me keg shoe modification at its best which is what I try to pass along in a one day forge refresher class. I teach between the Apprentice II and Journeyman I BWFA study guidelines. My written is oral, working through it first. If he doesn't know it, I teach it right there and then the written is easier.

I would like to drop a few names of BWFA farriers who I have been very fortunate to meet and assist in “getting back to the basics and improving their pay scale.” There is Frank Thomas in Windsboro, Louisiana and Kenny Cornet of Morehead, Kentucky. Donnie Arnold of Florida took the information and had a booklet written about it. The generation of young farriers is interested in making a living with revenue to further their education. The economy slow down puts people in a depression. We are in a storm fellas. **We need to get back to the basics and back to thinking!**



News from the
**South Eastern Farriers and Horse
Owners Association- S.E.F.H.A.
BWFA Virginia Chapter**

I have been very busy with work and home life and the association. We are having a colt starting competition in Virginia on Nov.12, 2011 and I am getting prizes together now. We are doing this to raise money for S.E.F.H.A. to be able to do other clinics for free or as cheap as possible and to educate spectators on how to properly start a colt for his life's journey.

We want everyone to know that the farrier is one of the most important people that they can have around them.

Tom Seay from Best of America by Horseback will be the emcee. We have a nice portrait and possibly a saddle donated already as prizes. The BWFA will make a donation of 3 pocket knives

Please visit our new website
www.sefha.net.

David Tuggle, III, TESTER
Danville, Virginia
434-792-3811
tugglefarm@gmail.com

**A new Training DVD offered
by
John Burt of Arkansas**

Join Rick Wheat as he shows us how to handle everyday bad habits with the **NOAVEL Headstall**. This video is tailored to the common horse person who would like to rid their horse of those bad habits.

This DVD contains 3 ½ hours of video covering problems with trailer loading, ground manners, farrier safety, and much more. Enjoy as Rick captivates a horse's attention as well as our own.

I will be attending the 2011 BWFA Convention October 21-22 and will have the DVD available for the cost of \$35.⁰⁰ or contact me at:

John Burt,
Convention Coordinator
Master Farrier, TESTER,
BWFA Board Member
Fouke, Arkansas
903-293-1113
jdcfarrier@cablone.net

**Farrier Business Available
in Kansas**

Currently, I am trying to trim my clientele list down from 300 to the top of the tier.

I can presently hand over 50-100 clients to anyone (BWFA certified) who wants to move to the Midwest. Mostly in the Wichita, Kansas area and maybe 150 mile area surrounding. I stay in touch with the BWFA Headquarters by email and phone usually on a weekly basis. Contact me or the BWFA for more information.

I will be at the Convention again this year. I am looking forward to participating in the Wednesday TESTER meetings so that I may offer my services here in Kansas for future BWFA members. See you there.

Sean McDonough,
Master Farrier
Wichita, Kansas
316-207-4121
equinehoofspecialist@gmail.com
www.bwfa.net/documents/seanmcdonough.html

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Cushion Frog Pads



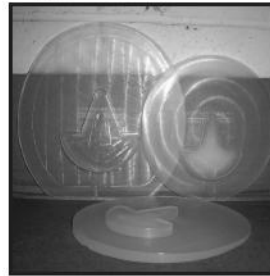
Small: 6 1/2" x 5 7/8" x 1/8"

Large: 8" x 7 1/2" x 1/8"

Two Degree: 6 1/2" x 5 7/8" x 5/16"

Two Degree Large: 8" x 8" x 5/16"

Egg Bar Pads



Small: 6" x 6 1/2" x 1/8"

Large: 7 3/8" x 7 7/8" x 1/8"

Two Degree: 6" x 6 1/2" x 5/16"



Performance Pads



#4: 6 3/8" x 5 3/4" x 3/16"

#5: 7 1/4" x 6 5/8" x 3/16"

#4: 6 3/8" x 5 3/4" x 1/4"

#5: 7 1/4" x 6 5/8" x 1/4"

Impak Pads



#8 Impak Absorber: 5 1/8" x 4 3/4" x 3/16"

#8L Impak Large Absorber: 6 5/8" x 6" x 3/16"
(For Prolapsed Frog)

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(l to r)
Elizabeth Blandford,
Mike Augenstein,
Emily Traugher-
Burgess,
Jason Bromley,
Molly Pappas

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for a full six months!!!!



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at the BWFA
Convention!

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web site at www.purcellfarriersupply.com**

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The BWFA Offers

- **A National Farrier Referral Program**

Only BWFA members who submit annual dues and lifetime members are in our computer at the BWFA Headquarters as part of the National Farrier Referral Program available for horse owners who contact our office or by email.

- **National News Bulletin**
- **The BWFA Annual National Convention**
- **State Chapters**
- **Flexible Membership Plans**
- **Certification & Upgrades**
- **Master Educator Schools**
- **The Injured Farrier Fund**
- **Hoofcare Hot lines**
- **Web Page for Farriers**

American Horse Council Newsletter

As a member of the AHC the BWFA also receives their electronic newsletter. We can now share this with our members. We will have a link on our website to the AHC newsletters for you to view

Farriers and Horse Owners are welcome to participate and learn more about:

- **The Farriers' National Research Center**
 - Clinics
 - Continuing Education Credits
- **National Equine Hoof & Research Foundation**
 - A Charitable 501(c)3 Non-Profit Organization
- **Horseshoe'n Time Television Show**



<http://www.facebook.com/theBWFA>



<http://www.myspace.com/bwfa1989>

Farrier Referral Program

Send us your business card by mail or email to be added to our Farrier Businesses web page for horse owners to find farriers by state listing



BWFA Merchandise available for purchase through our office at (706) 397-8047



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Discount on Accidental Policies.

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3rd Sat. each month –
BWFA Hdq 706. 397.8047

John Burt

Fouke, Arkansas
903.293.1113

JDCfarrier@cableone.net

1-3 day keg modification
3rd Sat each month

Tom Cable

Zanesville, Ohio
740.819.5571

tomacable@gmail.com

3rd Sat each month

George Goode

Tucson, Arizona
520.749.5212

director@tucsonhorseshoeing.com

Barry Denton

Skull Valley, Arizona
928.442.3290

barubarranch@gmail.com

Marcus Pierce

S.H.O.E. Chapter
Indian Trail, North Carolina
704.753.4576

dpierce926@aol.com

Sonny Pistilli

Bethlehem, Pennsylvania
610.748.8775

908.797.4433
3rd Sat each month

David Tuggle

S.E.F.H.A. Chapter
Danville, Virginia
434.792.3811

tugglefarm@gmail.com
Meeting 3rd Sat each month

Frank Cadena

Corpus Christi, Texas
361.232.3773

By appointment

CJ Ward

Tulsa, Oklahoma
918.697.7384

blackoakforge@hotmail.com
handmade alum. & steel shoes

Stan Trimble

Gaited Questions
Pulaski, Tennessee
931.424.5850

stant170@gmail.com



The Brotherhood of Working Farriers Association



New Membership - Membership Renewal - Order Form

Please Print:

Name _____ Phone _____

Mailing Address _____ Email _____

City _____ State _____ Zip _____ www. _____

Membership: *Please Select One*

Revised 9/10

I would like to: _____ Join the BWFA _____ Renew my Membership

	Annual Membership	Lifetime Membership	Totals
_____ Farrier Member	_____ \$85	_____ \$450	_____
_____ Certified Farrier Member	_____ \$85	_____ \$450	_____
_____ Veterinarian or Company Member	_____ \$250	_____ \$1000	_____
_____ Horse Owner Member	_____ \$35	_____ \$550	_____
_____ Foreign Member (Outside U.S.)	_____ \$150	_____ \$550	_____
_____ Lifetime Gold Card <u>when BWFA members</u> turn age 65 with last dues payment of \$85.00			_____

Please Select All That Apply

_____ I would like information about Aflac Personal Accident Insurance policies
(I understand I will receive a discount as a BWFA Member)

_____ I would like to contribute to the Injured Farriers Fund with my tax deductible donation of \$95 per year _____

_____ I would like to contribute to the NEHRF with my tax deductible donation of (any amount) _____

_____ I would like to contribute to the FNRC with my tax deductible donation of (any amount) _____

Merchandise Orders: *Please Select All That Apply (All prices include S/H)*

- BWFA Study Guide @ \$28.00
#_____Apprentice I, II & Journeyman I #_____Journeyman II #_____Master Farrier _____
- BWFA Emblem Belt Buckle: #_____ Brass @ \$50.00 or #_____ Gold/Silver @ \$75.00 _____
- 10" BWFA Stick-On Decals: #_____ @ \$5.50 _____
- 3" BWFA Logo Cloth Patch #_____ @ \$6.50 10" Patch _____ @ \$40.00 _____
- BWFA Hat #_____ @ \$20.00 _____
- BWFA Sweatshirt @ \$29.50 #_____ XL #_____ L _____

**You May Also See These Products
at www.bwfa.net**

_____ My old card is enclosed.

_____ My address and phone number have changed (*Complete and update the above contact information*)

_____ My check is enclosed or _____ place my payment on my Credit Card (Circle One): VISA MC AmEx Disc

Number: _____ Expiration Date: _____ Security Code _____

_____ BWFA Member _____ Non-Member



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