

CEBS Kicks Off Education Program

If you've ever wondered what college you could attend, or have your employees attend, to learn more about being in the equine trade business, you're in luck. Texas A&M University, through the Center for Equine Business Studies, has announced a five-class program and you don't even need to move to College Station to be involved.

"One of our primary goals at the Center is to become a valuable resource to equine industry businesses, whether that be a large pharmaceutical company or a professional trainer working to serve horse owners in his area," said CEBS Executive Director Ernie Davis. "We believe the CEBS Equine Entrepreneurship distance learning program will fit the bill for many companies and will make employee training and continuing education for small business owners an enjoyable and routine part of business."

Beginning in September, enrollees will have the opportunity to study a variety of topics from the convenience of the nearest computer with Internet access. Distance learning allows students to participate in class activities at times convenient to their jobs and family obligations.

The courses can be taken for continuing education credit or, if the participant enrolls as a student at Texas A&M, for academic credit. Each course can be taken individually or as a part of a certification program.

Upon successful completion of all five courses, a Certificate in Equine Entrepreneurship will be issued.

"This program will be applicable to almost any business in the equine industry, at a cost that will be more affordable than traveling to a training seminar or having on-site training at the business," said Clark Springfield,

author and coordinator of the course.

Springfield has announced the syllabus for the initial course, "Managing the Equine Business." It is designed to be an introduction to managing an equine business that provides products or services to the equine industry.

The objective will be to introduce the participant to managerial decision-making and analysis in an equine environment, and to develop skills that will facilitate application of management principles to realistic business situations.

Specific topics to be covered include the role of the manager, business organization, tools of financial management, cash flow budgeting, human resources management and financial management software, among others.

A course product—preparing a complete set of financial statements for an equine-related business—will also be required.

Reduced enrollment fees will be offered to members of CEBS. For additional information, email Springfield at hcspringfield@ag.tamu.edu.

Proposed CEBS Distance Learning Courses

- Managing the Equine Business
- Sales in the Equine Industry
- Marketing and the Equine Industry
- Equine Entrepreneurship I
- Equine Entrepreneurship II

Survey Service Offered

In other announcements in recent weeks, CEBS officials have revealed a program to conduct industry research with an affordable price tag.

"Conducting your company's research through Texas A&M offers the benefit of a university-based study performed by

professional economists working in conjunction with one of the top veterinary schools and equine departments in the world," said Davis. "The CEBS will be able to provide companies with highly-reliable data collection and analysis at a competitive price."

Services include questionnaire design, survey administration and statistical analysis of the data once it is collected. Survey design follows Dillman's Tailored Design Method, a product of years of research and study.

CEBS has implemented extensive security measures to protect participant identities and responses. Data is analyzed using scientific statistical analysis methods, and professionals with an understanding of the equine industry are available to assist in the interpretation of the results.

Businesses should contact CEBS at (979)845-1705 for quotes and additional information.

CEBS—The Future

A revised proposal to formally establish the Center with the Texas A&M Board of Regents is being prepared, according to Davis, in which the distance learning program will play a key roll. To this point, the Center has only been approved "in concept."

A number of equine-related entities have stepped forward to offer financial support for the Center. The American Quarter Horse Association, the North American Equine Ranching Information Council, World Barrel Racing Productions, the American Paint Horse Association, Rockwood Enterprises Inc. and David's Western Stores have all signed on as sponsors.

A complete package outlining the Center's purpose and membership details is available.

> Industry In Focus CONTINUED