



## CAN-AM ANNOUNCES THE FIRST EQUINE CAREER FAIR

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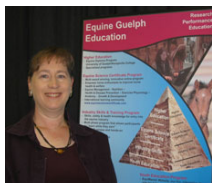
**Woodstock, ON – FOR IMMEDIATE RELEASE – NEW FOR 2009!** Planning a career in the Horse Industry? Already have a horse job, but want to make it into a career? Not sure where to start? Can-Am Equine Marketing Inc. and HorseJobs.ca have teamed up to present the first Equine Career Fair for anyone of any age whom is interested in employment in the equine industry. This interactive Equine Career Fair will be held at the 7th Annual Can-Am All Breeds Equine Emporium in London, Ontario at the Western Fair Entertainment Centre's Agriplex Building, from March 20th -22nd, 2009; in Fredericton, New Brunswick at the Fredericton Exhibition Grounds, Capitol Exhibit Centre Building, May 22nd – 24th, 2009 and in Windsor, Nova Scotia at the Hants County Exhibition Park's Trade Building, May 29th – 31st, 2009. HorseJobs.ca will be joined by plenty of informative industry representatives from Ministries and various career fields within the equine industry. These delegates will be on site, each day, to answer any of your career related questions. There will also be lectures each day that highlight specific career paths such as an equine healthcare professional, sales and marketing in the equine industry, coaching as a career and working in the racing industry, to name but a few, PLUS resume writing and interviewing workshops. Check the current schedule for details. While enjoying the trade show, don't forget to stop by the Equine Career Fair for industry insights, career advice and up to date listings for local and national job prospects. Bring along a copy of your resume for a free assessment from a HorseJobs.ca Career Advisor. HorseJobs.ca is also working in association with Equine Guelph and their incredible Equimania! educational program. For more information visit [www.canamequine.ca](http://www.canamequine.ca), contact Sarah Pratt at [info@horsejobs.ca](mailto:info@horsejobs.ca) or call 1-877-881 JOBS (5627).

### **The Ontario Equine Career Fair Guest Speakers include:**



**Brian Tropea, Industry Liaison and Policy Manager for the Ontario Harness Horse Association (OHHA).** The Ontario Harness Horse Association was formed in 1961 by an interested group of owners, trainers, and drivers of Standardbred horses. The purpose of the Association was to represent Ontario harness horsemen/horsewomen in negotiations of purses, racing conditions, and all matters affecting the industry as a whole with the tracks, Standardbred Canada, the Ontario Racing Commission, and the Provincial and Federal governments. The main objectives of the Association are to encourage, improve, and promote the breeding, and racing of trotting and pacing horses.

### **Fran Okihiro, Executive Secretary of the Canadian Thoroughbred Horse Society (CTHS)**



**Gayle Ecker, Senior Manager of Equine Guelph** since its inception in 2003, and played an instrumental role in its birth. She has dedicated her energies to advancing the equine industry through education and communications. Gayle created the 'pyramid of education' model – an educational approach that provides learning pathways for career development at all levels (youth education > industry skills > Equine Science Certificate > higher education) in the equine industry. In collaboration with the Office of Open learning, Gayle developed the *Equine Science Certificate program* – an on-line program targeted to the equine industry. She also acts as an instructor in the program.

**Courtney Forrester, Equine Product Manager for Wyeth Animal Health.** A division of Wyeth Canada and an affiliate of Fort Dodge Animal Health, Wyeth Animal Health is a leading

Canadian manufacturer and distributor of quality animal health care products that include pharmaceuticals and biologicals servicing the livestock, companion animal, equine, swine and poultry industries. Key equine products include: West Nile - Innovator vaccines, Fluvac® Innovator vaccines, Pinnacle® IN, Pneumabort-K®+1b, Quest® Gel dewormer, and Ovuplant® for programmed ovulation. Wyeth is one of the world's largest research-driven pharmaceutical and health care products companies. The Wyeth Animal Health division is headquartered in Guelph, Ontario.

**Dave Dawson, Ontario Farrier's Association.** Dave Dawson is the current treasurer for the Ontario Farrier's Association and has over 20 years experience as a farrier. He is a managing partner of BWD Equine Services Ltd – the On Site Farriers for The Royal Agricultural Winter Fair and the Palgrave Showgrounds in Caledon.

**Dr Ashley Whitehead DVM Ontario Equine Vet Practitioners/Ontario Veterinary College.** Dr. Ashley Whitehead, DVSc candidate studying large animal infectious diseases is a member of the Ontario Association of Equine Veterinary Practitioners.

**Carolyn Wood, Certified Equine Sports Massage Therapist and Principal Instructor, Equissage Canada.** Carolyn has 27 years experience in competition, breeding and development of high performance horses. Her work focuses on accessing the abilities of each animal while helping to lessen inflammation in the joints and alleviating discomfort. Massage increases blood supply and nutrition to the muscles—preventing build up of harmful “fatigue” by-products.

#### **Speaker Schedule for Ontario:**

##### **Friday March 20<sup>th</sup>, 2009**

###### **10am – 11am – “Resumes for the Equine Industry”**

Sarah Pratt, the founder of HorseJobs.ca will be taking a light-hearted approach to rethinking resume writing and interviewing techniques for the equine industry. This is a DO NOT MISS session for anyone considering working with horses as well as for those already in the industry that wish to move forward with their career. Helpful suggestions are made on job searching techniques, networking, applications and resume writing as well as tips for interviewing and negotiating terms of employment. Recently downsized from your “real job”? Learn about re-organising your resume to work for you in the equine industry. Employers are welcome too.

**4pm – 5pm – Mounted Police Career Fair** – sponsored by [www.HorseJobs.ca](http://www.HorseJobs.ca) **TO BE CONFIRMED**  
(OR: “Behind Every Great Rider there’s a Great Groom” – learn what it takes to be a professional show groom from those who know best”)

##### **Saturday March 21<sup>st</sup>, 2009**

###### **10am – 11am – “Equine Healthcare Careers”**

The Words “Equine Healthcare” cover a wide range of services offered to horse owners for the maintenance and care of their horses – Careers in this field are even more varied. HorseJobs.ca is here to help you navigate through the field with the help of our expert panel including Speakers from the Dr Ashley Whitehead DVM, Ontario Equine Vet Practitioners; Dave Dawson, Ontario Farrier's Association; Carolyn Wood of “Equissage” and Courtney Forrester, Equine Product Manager for Wyeth Animal Health. Moderated by Sarah Pratt of [www.HorseJobs.ca](http://www.HorseJobs.ca)

###### **5pm – 6pm – “Careers in the Racing Industry”**

HorseJobs.ca has compiled a panel of distinguished guest speakers to answer your questions about a career in Ontario's booming racing industry.

Speakers include: Brian Tropea of the Ontario Harness Horse Association, Fran Okihiro of the Canadian Thoroughbred Horse Society, Gayle Ecker of Equine Guelph and the respected GROOM ONE educational program as well as a guest speaker from Standardbred Canada. Would you like to become a groom? A jockey? A trainer? You've got questions and we've got the answers. Moderated by Sarah Pratt of [www.HorseJobs.ca](http://www.HorseJobs.ca)

**Sunday March 22<sup>nd</sup>, 2009**

**10am – 11am** *"Resumes for the Equine Industry"*

Sarah Pratt, the founder of HorseJobs.ca, will be taking a light-hearted approach to rethinking resume writing and interviewing techniques for the equine industry. This is a DO NOT MISS session for anyone considering working with horses as well as for those already in the industry that wish to move forward with their career. Helpful suggestions are made on job searching techniques, networking, applications and resume writing as well as tips for interviewing and negotiating terms of employment. Recently downsized from your "real job"? Learn about re-organising your resume to work for you in the equine industry. Employers are welcome too.

