



April 2009

# Institute of Applied Equine Podiatry, Inc.

## Spring Newsletter

### CALENDAR

#### Five-Day Course

Apr 22-26 - Allentown, PA  
 May 9-13 - Old Town, FL  
 May 23-27 - Jamesville, NY

#### Instructor Program II

Jul 11-15 - Old Town, FL

#### Second Level Part I Practical Week 1

Jun 6-10 - Old Town, FL

[Learn More or Register!](#)

For information on all courses contact Robyn La Pierre, AEP, GM at [info@equinepodiatry.net](mailto:info@equinepodiatry.net)

### IAEP NEWS



#### IAEP Settles Into New Home

KC and Robyn La Pierre are thrilled to announce IAEP's relocation to a new facility in Old Town, Florida. This beautiful property will house the La Pierre's residence and student dormitory while providing onsite educational courses. The La Pierre's look forward to you joining them soon! See the Calendar above for upcoming courses.



#### IAEP Welcomes New Project Horse

Romeo is a 17.2 gray Dutch warmblood trained in Dressage that developed lameness issues. Arriving

Dear KC,

We are excited about what is happening at the Institute of Applied Equine Podiatry and want to share it with you! There are a lot of new things going on such as IAEP's move into a new facility, the addition of several new alumni, and the introduction of new staff.

## Perfect Hoof Wear Products!

### Perfect Hoof Wear Wraps ...

**Replace the Conventional Shoe!**



Stimulate and protect your horse's hooves with Perfect Hoof Wear wraps. Developed as an advanced alternative to the non-flexible fiberglass casting materials currently on the market, these wraps were designed by KC La Pierre to stimulate proper hoof growth and allow three-dimensional distortion of the

hoof capsule. **Order your Energetics Brand Perfect Hoof Wear Kit or replacement wraps today!** [Learn More](#)

### KC Brand Ultimate Hoof Knife ...

**Taking a good design and making better, Developed by KC La Pierre!**

The KC Knife is made of high-grade, stainless steel, that holds an edge like no other blade on the market. This knife cuts smoother and stays sharper longer. The handle has been shape to encourage correct hand placement, for better control.

**Available right- or left-handed!** [Learn More](#)

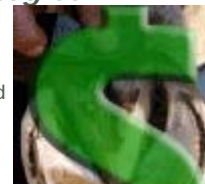


## News from Headquarters!

### Dealing with the Downturned Economy

**Implementing Aggressive Business Strategies**

In an effort to ride out the current economy, we have had to integrate into our curriculum, new education on strong, ethical business practices and professional communication. To better support our graduates and students we succeeded in becoming an approved provider of continuing education for the American Association of Veterinary State Boards. Our programs represent from 15 to 60 hours of continuing



from New York in March, this gentle gelding joins KC and Robyn's herd at the school where he will take part in a study on foot development in response to a specific foot care management program.

## IAEP Graduates

### IAEP is Proud to Welcome its Newest Graduates

Tracy Wyatt  
Angeline Downton  
Tim Wolfe  
Kathy Hopkins  
Sally Leong  
Jennifer Terrille-Green

## Hoof Care Article



### Learn about Spring Thrush and more ...

Wet Conditions  
Weak/Unhealthy Frogs  
Lack of Heel Purchase  
Thin Live Sole

[CLICK HERE](#)

## Clinic Hosting Applications



### Now Accepting Applications for 2009 Hosting.

IAEP is offering great incentives for those wishing to host a KC Clinic in 2009.

To learn more and obtain a hosting contract, follow the link below or contact

Robyn La Pierre at  
[info@equinepodiatry.net](mailto:info@equinepodiatry.net)

[CLICK HERE](#)

education. Our new programs include on-line modules on team building, leadership, and communication.

We have found that those graduates that have developed the communication skills necessary to work closely with veterinarians are excelling in business, even during this economic turmoil.

It has become clear that today's horse owner is more likely to be proactive in their approach to hoof care, and as a result actively seek out those hoof care providers that participate in continuing education. At the Institute we actively promote those graduates that meet the Institute's yearly CPD requirement of (40 hours). Promotion consists of web site promotion, articles distribution, presence at major equine events worldwide and television exposure.

I believe it can be summed up by saying that today's hoof care provider has to have good communication skills, and the knowledge to support those skills. In today's economy the hoof care provider needs to be a hoof care professional that cannot only talk the talk, but also walk the walk; today's horse owner demands it. Learn more about the [Institute of Applied Equine Podiatry](#).

## Remember ... Sound Reasoning - Sound Horses

## IAEP Welcomes Marketing Manager *Angela Beck Joins the Institute*

IAEP is pleased to welcome Angela Beck as our new Marketing Director. A native of Alabama, Angela resides on a small farm with her family and horses. She has spent two decades in the publishing industry and has acquired a vast knowledge of many types of media as an editor of hard and soft cover publications, designer of print and electronic graphics, and developer of Web sites.



Aside from her professional career, Angela serves as a volunteer for local and national organizations. The former vice president of her county cattlemen's association, she continues to work with the cattlemen in community endeavors, including their annual children's rodeo as the media director. On a larger scale, Angela devotes countless hours to Stolen Horse International as its executive coordinator.

As the new Marketing Manager for IAEP, Angela brings her wealth of experience in the media industry and equine community to this new position. She is excited about this new opportunity with IAEP, and looks forward to doing her part in helping to grow the science of Applied Equine Podiatry, and its founding company. Angela can be emailed at [marketing@perfecthoofwear.com](mailto:marketing@perfecthoofwear.com).

## Successful Show in Ohio



The Institute attended the Ohio Equine Affaire this year for the first time. The event was a great success, with Robyn & KC taking the time to make new friends, and to strengthen the bonds of the many long established friendships this type of event brings together.

Speaking of new friends, Robyn & KC meet with Monty Roberts and it appears that we will be seeing more of Monty, as KC and Monty may be doing some promotional work together in the near future. Monty Roberts is very pro shoeless, and is showing great interest in AEP and KC's work.

KC was invited to be a guest on the Rick Lamb radio show. The interview will air in the near future. We will be sure to post the broadcast on our new web site!

On Saturday KC lectured twice; attendance to both was excellent. Comment

**FREE Club!**

**Join the Perfect Hoof Club  
FREE!**

Discuss hoof health care with fellow horse members and equine professionals.

[CLICK HERE](#)

[Join Our Mailing List!](#)

from one woman in attendance being, "KC was the best speaker at the event!" High praise considering the talent this event brings together. Robyn & KC want to thank Mark and Linda Boettcher for all their help in manning the booth. Both worked non-stop from set-up to closing. Thank you for a job well done!

A special thank you to Omega Horse Shine for their support of the Institute's continued research into nutrition and tissue development.

They also want to thank everyone who attended in support of their efforts to promote AEP at this years event. ***We look forward to next year!***

Thank you for your patient, as we overhaul and integrate our websites to better serve our clients and the public. It is our intention to continue to work to improve the science of Whole Health Hoof Care and we hope you join us on this journey.

**Sincerely,**

KC & Robyn La Pierre  
Co-Founders  
Institute of Applied Equine Podiatry, Inc.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to kc@equinepodiatry.net by [kc@equinepodiatry.net](mailto:kc@equinepodiatry.net).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Institute of Applied Equine Podiatry, Inc. | 770 NE 146 AVE | Old Town | FL | 32680