



Blue Rose Ranch, Inc.

Horse Rescue & Adoption

*“Many have forgotten this truth, but you must never forget it.
You remain responsible forever for what you have tamed.”
-Antoine de Saint Exupery*

April 14, 2014

Dear Valued Friends and Supporters:

Windy spring is here in full force! Tumbling tumbleweeds can accumulate, forming mountains and even taking down fences. Despite the tumbleweed and dust challenge, the first few months of 2014 have been great for Blue Rose Ranch. We have found new homes for several horses and have provided sanctuary for others in need. The opportunity for youth and seniors to enjoy horses continues to be an important focus for our organization. We would like to thank the Colorado Unwanted Horse Alliance and the ASPCA for grants recently awarded to Blue Rose Ranch. We also have an exciting business venture to share with you that will benefit Blue Rose Ranch.

Introducing “*Pure Horse*”

Pure Horse is a DBA of Blue Rose Ranch and was launched this February. We are crafting and manufacturing lead ropes and halters. The materials used are the highest quality available, giving our products incredible strength and durability. All profits from the sale of *Pure Horse* directly benefit the horse rescue. *Pure Horse* products can be purchased on Ebay, Etsy, and of course by directly contacting the ranch. You can help Blue Rose Ranch by purchasing *Pure Horse* lead ropes and halters. They are also great gifts for horse owners. This newsletter includes photo inserts with detailed information.

Horse News Highlights

Shoshone has found a special place in our hearts. He was rescued from deplorable conditions and was barely alive before volunteers with the Second Chance Animal Rescue in Lamar stepped in. Second Chance is a dog and cat shelter. Shoshone is a real trooper. He loves attention and has a very cool personality. He has probably spent his entire life isolated, and has no clue how to deal with other horses. He is learning! Shoshone is finally gaining weight, and has visited the farrier for hoof care and the veterinarian for dental work.

As we have shared in the past, the rescue of horses involves the rescue of people as well. In March, three delightful horses came to Blue Rose Ranch from Kansas. Their previous owner was elderly and needed long term hospitalization. Her family lives out of state and could not care for her horses. These horses have been well cared for and are well trained. They are quickly becoming favorites of our volunteers. Our volunteers often come up with new names for horses; so we now have Bond (as in James Bond), Napoleon –who is a look-a-like to Lots of Dots, and Charley Horse!

Youth and Volunteers at Blue Rose Ranch

Weekends are busy with kids riding and volunteering when weather permits during the winter months, and the ranch is open for kids throughout the summer. The benefits of the human/horse relationship are mutual. The number of “horse walkers” who volunteer to walk and dote on the older horses has grown. The horses truly look forward to this special day of treats and attention.

In May we will be hosting master horse trainer Steve Wilson. Steve held a training seminar at the ranch three years ago. Bringing Steve back to Blue Rose Ranch is an important investment to increase the skills of our more advanced volunteers and staff.

Our Annual Youth Horse Camp will be held from June 9-13 this year. This comprehensive camp introduces young people to the world of horsemanship, including safety around horses, handling horses on the ground, care of horses, and of course, riding lessons daily. Guest presenters will include our farrier and our veterinarian. If you know of youth ages 9 through teens who would be interested in joining us for a true out-west horse adventure, please have them contact Blue Rose Ranch.

Realities of Country Life: *From the desk of John Webb*

For several mailings I have been writing about the realities of rural and ranch life. No bigger challenge is facing rural America these days than the need to move toward sustainable operations. Subsidies, direct payments, price supports and the like, are the reason farms and ranches have survived and that our prices for milk, beef and most commodities, are much lower in the U.S than around the world.

Horse rescue operations do not receive government/agricultural support because rescue horses are not a commodity and can not be taken to the feed lot for fattening and sale. So, strategic planning through good economic times and bad are critical for sustainable operation.

Horse rescues must constantly work to reduce the need for Operating Income. The constant demand for cash every month, to stay in business, closes 80% of all businesses eventually. Businesses do not run on profits, margins or assets, they run on cash. No cash, the doors close (Business 101).

At Blue Rose Ranch we grow about 80% of the hay that our horses consume depending on rainfall. We supply water to our horses using four wells. Two of our wells run on electricity and two run on 24 volt solar systems. But consider; we have invested in an array of twenty-four, 230 watt solar panels and one wind generation tower that together produce 8.5 KW of electricity that we net meter with the local power company. We produce all the electricity needed to operate our entire horse operation. We are debt free.

Blue Rose Monthly Expenses: Electricity -0-, Water -0-, Basic Hay -0-, Sewer -0-, Land costs -0-, Debt Service -0-. These are the areas that economically ravage most non-rural horse rescue operations and force many closures.

Our efforts to reduce the need for monthly Operating Income have moved us aggressively toward sustainability regardless of the economic times. We have many expenses that are not sustainable like fuel, vehicles, supplies, special feed and vet care, equipment, capital improvements etc. but these can be managed when the constant need for cash isn't straining monthly operations.

Cheryl adds: We know our readers appreciate stories about the horses and our youth activities. Successfully caring for the horses and offering programs at Blue Rose Ranch only happen with the strategic, behind-the-scene, planning that John has addressed.

Thank you for your continued support of Blue Rose Ranch!

John and Cheryl Webb
Executive Directors



Volunteer Becky with Bond.



Volunteers Elizabeth and Gene brush Napoleon and Charley Horse.



Wendy was adopted by MaKayla, and now lives in Kansas.



Bella was adopted by Doug, and now lives in Lamar.

**Blue Rose Ranch would like to thank
the following Foundations for their support:**

Alice Jenkins Foundation

Animal Assistance Foundation

Anschutz Family Foundation

ASPCA

(The American Society for the Prevention of Cruelty to Animals)

Build-A-Bear Workshop Bear Hugs Foundation

Colorado Unwanted Horse Alliance

El Pomar's Hambrick Fund

Southern Colorado Community Foundation

William H. and Mattie Wattis Harris Foundation



Shoshone wearing the old traditional tumbleweed!



Shoshone Before Intervention.



Shoshone at Blue Rose Ranch, with one of our long time supporters, Bob Cooper.