

**From:** "Roe Terry" <vaducman@hotmail.com>  
**To:** whoa@whoanm.org  
**Subject:** RE: Information on Wild Horses for presentation to NM youth this Wed.  
**Date:** Wed, 03 Aug 2005 01:21:50 +0000

Sorry i'm late. been out of town all day. hope this helps. am very tired.

will try to send more later. send mailing address. Roe

1. about 40-50 thousand on swim day alone.
2. they swim every year.
3. no.
4. have no clue.
5. probably 90%
6. the money goes for the town. a hefty amount.
7. approx \$200-300 thousand gross.
8. no
9. we don't
10. wild ponies choose on their own.
11. we sell approx. 70 ea. yr.
12. n/a
13. n/a
14. n/a
15. approx 15-20 thousand. vet/shots/etc.
16. about 50
17. 2 paid vets only.
18. no clue
19. n/a
- 20 n/a
21. t.v news paper, brochures
22. n/a
23. no
24. yes
25. no.

>From: "WHOA" <<http://us.f547.mail.yahoo.com/ym/Compose?To=whoa@whoanm.org&YY=7151&order=down&sc>>  
>To: <<http://us.f547.mail.yahoo.com/ym/Compose?To=vaducman@hotmail.com&YY=7151&order=down&sort=>>  
>Subject: Information on Wild Horses for presentation to NM youth this Wed.

>Date: Mon, 1 Aug 2005 07:46:16 -0600

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>  
>Wild Horse Observers Association (WHOA)  
>PO Box 932  
>Placitas, NM 87043  
>(505) 867-5228  
>(505) 259-0376

><http://us.f547.mail.yahoo.com/ym/Compose?To=whoa@whoanm.org&YY=7151&order=down&sort=date&pos=0&>

>  
>  
>Hello Mr. Terry,

>  
> I am sure impressed with what you have all accomplished. A huge Win Win  
>Win for the horses, people, and the government. Thanks for your time on  
>the phone last week.

>  
> Here are my questions below. I'll even appreciate ball park numbers. I  
>will be walking the (20) kids ages 13-17 through a business plan. They  
>will do the brainstorming but I want to give them your example. If you  
>would rather go through these by phone that would be fine too.

>

- >1. How many tourists attend each year.
- >2. Are the horses a tourism draw even when there is no swim?
- >3. Are they a draw when you gather them for vet checks?
- >4. What percentage of tourists that come to see the horses are from outside the country?
- >5. What percentage from outside the state?
- >6. How much money does this tourism bring in for the state?
- >7. How much \$ is made for the Fire Department?
- >8. Did you have a business plan or the like that you could share?
- >9. How long have you been using birth control?
- >10. do you use birth control or how do you choose this?
- >11. How many ponies do you adopt out each year and what ages.
- >12. How many ponies did you adopt out each year before using birth control?
- >13. Are you using 1 or 2 year birth control?
- >14. Are you using PZP?
- >15. What are your expenses per year? Categorize a little if possible but not necessary.
- >16. How many volunteers?
- >17. How many paid folks and vets?
- >18. Start up costs? Advertisement costs?
- >19. Did you do a market analysis first or later?
- >20. Can you share your market analysis?
- >21. Advertisement methods?
- >22. What were the 3 biggest problems in starting up?
- >23. Any recurring problems or issues?
- >24. Do you have liability insurance and for where/what?
- >25. Anything else I should have asked?
- >
- >
- >Thankyou so much for all you do!
- >
- >
- >
- >
- >Patience O'Dowd co-founder
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