HBPA Spring Convention

Susan Martin

Director of Marketing



Proud Sponsor of the National HBPA

The iPad

- Apple tablet computer
 -cross between laptop
 & smart phone
- Went on the market April, 2010
- Introduced the iPad 2 last week

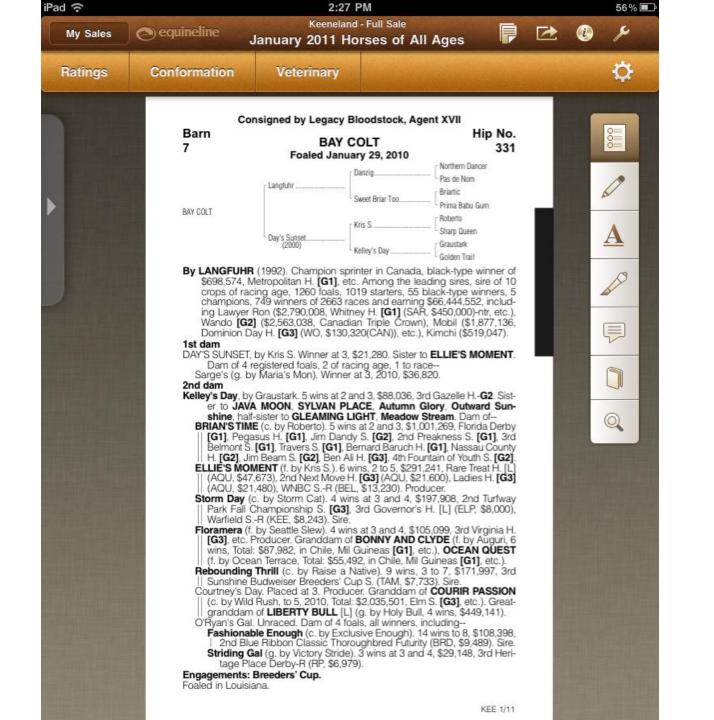


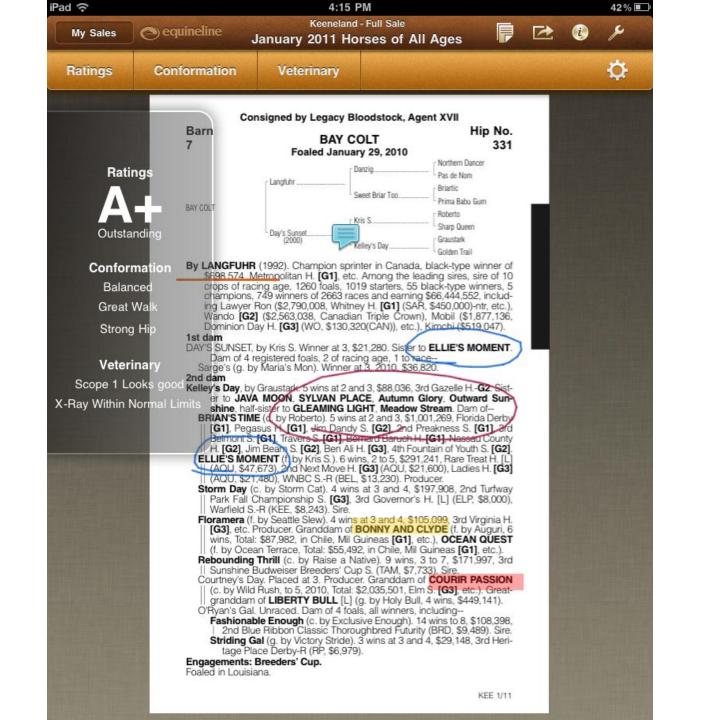


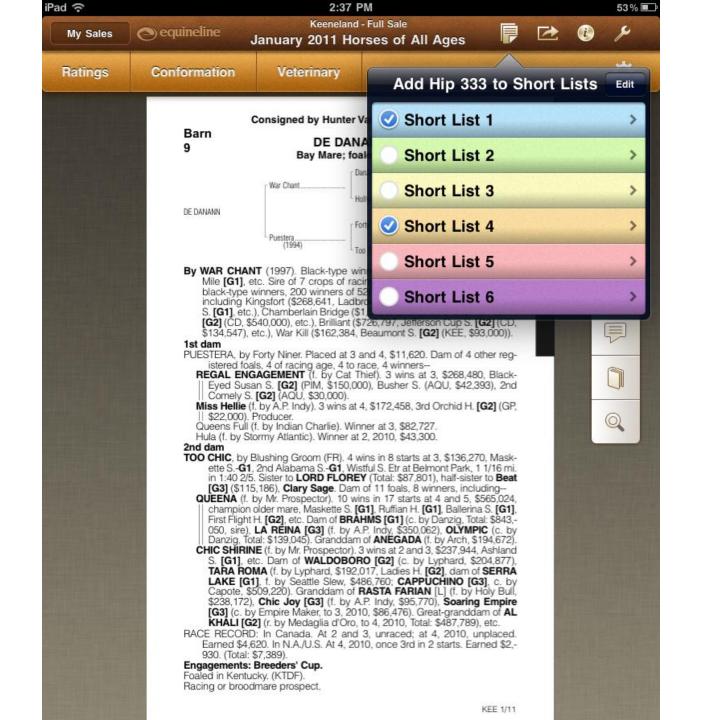
iPad App



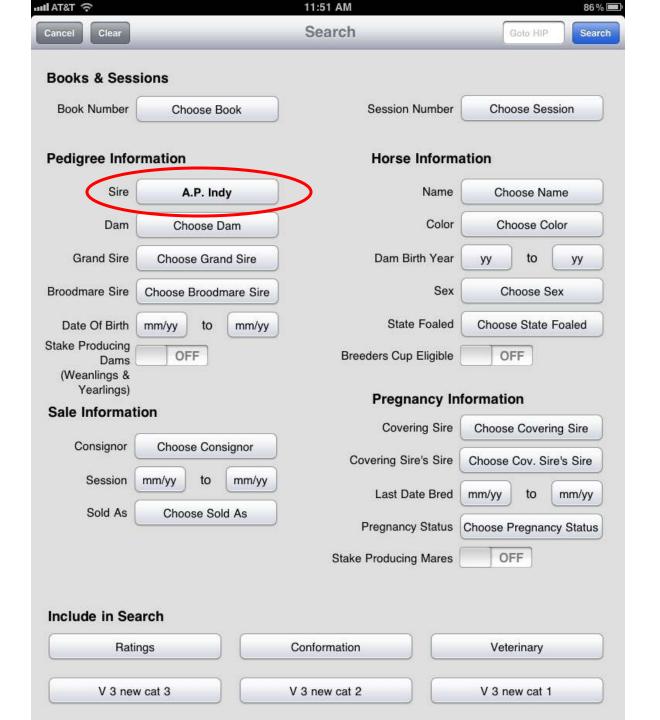












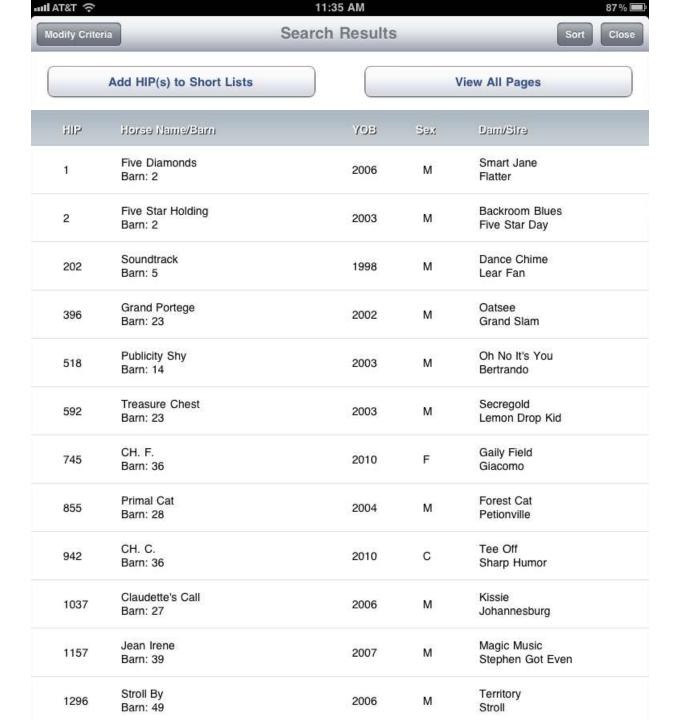


Add HIP(s) to Short Lists

View All Pages

1112	Horse Name/Barn	YOE	Sex	Dam/Sire
43	Indy Future Barn: 2	2001	М	Everhope A.P. Indy
133	Open Flirt Barn: 1	2001	М	With a Wink A.P. Indy
305	Ceremonious Barn: 7	2004	М	Royal Fair A.P. Indy
1374	Beauty Bug Barn: 40	1997	М	Beauty Cream A.P. Indy







Free iPad App
Coming Soon to the App Store



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You are here: equineline.com > Owner Program > Horse Listing

You have new result/entry/workout or other messages!

Mare 1988

Centrust

Yes

Back

Trust Greta

Add a Horse							Delete a Horse							
Horse Name	Portfolio	Sex	YOB	Sire	Dam	Horses in Training Earnings	Location	Date Acquired	Price	Insurance	% Ownership	Far Upo		
Blame		Horse	2006	Arch	Liable	\$4,368,214			\$0	S0				
Eavesdropping	Yes	Filly	2007	Eavesdropper	Temple Grove	\$16,969	Thoroughbred Training Center		\$0	\$50,000	20			
Ginger-TC		Colt	2007	ā	120	\$0			\$0	\$0				
Heart O'Gold	Yes	Colt	2007	Medaglia d'Oro	Mythical Dancer	\$200			\$0	\$0	15			
Zenyatta		Mare	2004	Street Cry (IRE)	Vertigineux	\$7,304,580			\$0	\$0				
						Broodmares								
Horse Name	Portfolio	Sex	YOB	Sire	Dam	In Foal	Location	Date Acquired	Price	Insurance	% Ownership	Far		
Essa's Honor	Yes	Mare	2004	Montbrook	Hazel's Honor	In Foal	Hillside Farm	7/4/2009	\$10,000	\$10,000	50	,		

Trackside Farm

1/1/2006

50

50

45

Silver Greta

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Trust Greta

Yes

Mare 1988

Centrust

			Add	a Horse					Delete	a Horse		
Horse Name	Portfolio	Sex	YOB	Sire	Dam	Horses in Training Earnings	Location	Date Acquired	Price	Insurance	% Ownership	Fan Upo
Blame		Horse	2006	Arch	Liable	\$4,368,214			\$0	\$0		,
Eavesdropping	Yes	Filly	2007	Eavesdropper	Temple Grove	\$16,969	Thoroughbred Training Center		\$0	\$50,000	20	
Ginger-TC		Colt	2007	8	1.5	\$0			\$0	\$0		
Heart O'Gold	Yes	Colt	2007	Medaglia d'Oro	Mythical Dancer	\$200			\$0	\$0	15	
Zenyatta		Mare	2004	Street Cry (IRE)	Vertigineux	\$7,304,580			\$0	\$0		
						Broodmares						
Horse Name	Portfolio	Sex	YOB	Sire	Dam	In Foal	Location	Date Acquired	Price	Insurance	% Ownership	Fan
Essa's Honor	Yes	Mare	2004	Montbrook	Hazel's Honor	In Foal	Hillside Farm	7/4/2009	\$10,000	\$10,000	50	,

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Trackside Farm

1/1/2006

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50

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Silver Greta



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Horse Nar	me: Essa's Honor	DOB: 04/08/2004
S	ire: Montbrook	Foaled In: FL
Da	am: Hazel's Honor	Breed: Thoroughbred
S	Sex: Mare	Breeder: Kathleen Ann Schonefeld
Co	lor: Chestnut	Operation: My Breeding Operation 🕶 🧪
10,53	pe: Broodmares oal: In Foal Covering Sire: War Pass	Include in My Portfolio (\$2.49/month) ☑
Date Acquir	red: 07/04/2009	
Purchased Fro	om: Claimed out of Fort Erie Race	Comments:
Pri	ice: \$10,000	
Own	ner: Self	
% Ownersh	hip: 50	
Date So	old:	
Amou	ınt:	
Sold	to:	



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Horse Name:	Essa's Honor	DOB: 04/08/2004
Sire:	Montbrook	Foaled In: FL
Dam:	Hazel's Honor	Breed: Thoroughbred
Sex:	Mare	Breeder: Kathleen Ann Schonefeld
Color:	Chestnut	Operation: My Breeding Operation 💌 🧪
CARTE CATE	In Foal Covering Sire: War Pass	Include in My Portfolio (\$2.49/month) ☑
Date Acquired:	07/04/2009	
Purchased From:	Claimed out of Fort Erie Race	Comments:
Price:	\$10,000	
Owner:	Self	
% Ownership:	50	
Date Sold:		
Amount:		
Sold to:		



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Location:	Hillside Farm	▽	Trainer/Contact:	Ted Kuster
Address:	NORTH MIDDLETOWN	ROAD	Barn:	
City:	PARIS		Address:	NORTH MIDDLETOWN ROAD
State:	KY		City, State Zip:	PARIS KY, 40361
Zip Code:	40361		Email:	ted.kuster@gmail.com
Phone:	(859) 229-0734		Phone:	(859) 229-0734
mments:				
omments:				



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Details Location Insurance Nominations Health Info	Ownership Photos
Insurance Provider: Clay Ward Agency Address: MAIN STREET City: PARIS State: KY Zip Code: 40361 Main Phone: (859) 987-1861	Agent: Shack Parrish Emergency (859) 987-4429 Policy Number: T8873546550 Type of Coverage: Mortality Coverage Amount: \$10,000 Expiration Date: 12/31/2011
Comr	ments:
As of 12/2010	
Update	Cancel



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Details Location Insurance Nomination	ns Health Info	Ownership	Photos		
Last Updated Health Inf Pregnancy Checkup: 11/04/10 All is good! Vaccinations: 01/31/11	o		Chestnut - white on face: 15.3: Other Physical Info 4 white stockings too Size		
Add Health Info Procedure:		Physica	l Info:	Add Physical Info	
Date: Comment:		Comn	Date:		
Update Cancel				Update Cancel	



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Essa's Honor

Details Location Insurance Nominations Health Info Ownership Photos

Photo Upload: Essa's Honor

Select images for uploading. Image sizes may not exceed 0.5MB, and must be in JPG or GIF format. Limit 4 photos for each horse in your horse list.



Caption

Essa's Honor - December 2009

Remove



Betsy, Susan & Essa - Oct, 2010 Remove

Browse...

Remove

Add Another Photo

Save Changes

Cancel Changes



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Delete

Delete

Delete

Delete

Delete

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Transaction Search

You are here: equineline.com > Owner Program > Enter Expense/Revenue Transactions

You have new result/entry/workout or other messages!

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Transaction Entry

~	* Horse/Operation:
- same	* Category:
	Procedure:
	* Amount: \$
	* Date:
	Description:
	Comment:
	Ref #:
	Invoice #:

Last 10 Transactions

Transaction Date	Horse	Category	Amount	Description	Reference #	
01/31/11	Eavesdropping	Training Fee	\$188.90			Edit
01/31/11	Essa's Honor	Vet	\$14.75			Edit
01/31/11	Essa's Honor	Board	\$279.00			Edit
01/31/11	Trust Greta	Vet	\$21.82			Edit
01/31/11	Trust Greta	Vet	\$21.82	January 2011 vet	Ck 2296	Edit

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Reports

Transaction Category Summary Horse Listing Insurance Location Health/Procedu
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Printer-Frier

Monthly Summary Report 01/01/2011 - 12/31/2011

All Horses and Operations

Category	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Total
Board	\$1,116.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,116.00
Training Fee	\$377.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$377.80
Vet	\$146.28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$146.28
Total	\$1,640.08	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,640.08
Race Earnings	\$0.00	\$0.00	\$15,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,000.00
Total	\$0.00	\$0.00	\$15,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,000.00

New Report

- Free
- Available within a few weeks
- Can make available to you now see me





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iPad App

 TJCIS is nearing completion of an iPad application for Sales Catalogs

