

"Service You Can Count On"



# Empire News

Empire Farrier Supply Newsletter

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www.empirefarriersupply.com

Spring 2010

## Happy New Year!

I would like to thank each of our customers for your continued business and friendship during 2009. It truly is a pleasure to come to the shop everyday and work with you. We are fortunate to be in an area and industry that has been able to weather the storm of the down economy for the most part. It has been a challenging few years for all of us, but I have high expectations that 2010 will be the turning point for our industry and the like, beginning to see some growth again.

As some of you may know we lost one of our fellow comrade. Bob Nett passed away on August 14th, 2009. We will sincerely miss him and

our thoughts and prayers are with his family and friends.

We made some big changes to the store during the past year as well. Adding a mezzanine and hiring some additional help, we are growing to better serve you. As always, if you can't find what you want, ask us and we will be happy to get it for you.

The store turned 10 years old on June 1st! It's hard to believe the time has gone so



fast and the changes that have happened. It wouldn't have been possible without great customers like you. We had our celebration in October. Congratulations to all who won prizes in our raffle and to the winner of our "get your entire purchase free" opportunity. We appreciate everyone that came in and ate and partied with us! If you couldn't make it, maybe we'll see you at one of our future events.

Well, here we go! Show, Rodeo, and Riding Season's are just around the corner. I wish you all a happy and prosperous new year.

Sincerely,  
Michelle

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### Joke of the month

#### *Blonde on the Sun*

*A Russian, an American, and a Blonde were talking on day.*

*The Russian said, "We were the first in space!"*

*The American said, "We were the first on the moon!"*

*The Blonde said, "So what?"  
"We're going to be the first on the sun!"*

*The Russian and the American looked at each other and shook their heads.*

*"You can't land on the sun, you idiot! You'll burn up!" said the Russian.*

*To which the Blonde replied,  
"We're not stupid, you know.  
We're going at night!"*

Empire Cafe



## Breakfast at Empire! Coming Soon!

Beginning on March 26th we will be preparing a delicious home-cooked breakfast right here, on the **LAST FRIDAY OF EVERY MONTH**. We will be inviting vendors to sponsor, perform demonstrations and mini-clinics on their products. There will be **NO CHARGE** for the breakfast or the mini-clinics. The time will be **8am-10am**, we will have a **10% off sale**, samples from the vendors if provided, and live horses present depending on the subject. Come for a few minutes, just to eat, shop on sale, or stay the whole time! Hope to see you here!

**May 28th, 2010**

**Breakfast with  
VETTEC**

**8am-10am**

**Larkin Greene**

**will be here to  
demonstrate the**

**Equi-Thane line & answer  
questions. This is a prime  
opportunity to learn about  
the new products.**

**Breakfast and clinic are  
FREE**

**2009**

**Purchase  
Reports**

**Now Available**

**Be ready for tax time.  
Request yours today!  
(There is no charge for  
this service.)**

**New website coming soon!**  
**See us at:**  
**[www.empirefarriersupply.com](http://www.empirefarriersupply.com)**

*"Service you can count on"*

## **GO GREEN IN 2010!**

Receive your receipts, newsletters, reports,  
and any other correspondence via email.  
(It's easy, just give us your email address  
and we'll do the rest!  
(Your information will not be given out to  
anyone for any purpose.)

### **RECYCLE**

Drop off your old shoes at the store. We  
have a barrel placed by the door for easy  
disposal.

## **CONCAVE BAR STOCK** **IS ON IT'S WAY!**

**AVAILABLE IN 6' LENGTHS.**  
**THE FOLLOWING SIZES WILL**  
**BE IN STOCK:**

3/8 x 1

7/16 x 1

1/2 x 1

3/8 x 3/4

7/16 x 3/4

5/8 x 3/4

3/8 x 7/8

7/16 x 7/8

**WE EXPECT THIS TO ARRIVE**  
**EARLY MARCH 2010.**

**THIS IS THE GOOD STUFF!**

## **Recycled Horseshoes?**

At Empire we are always concerned about the environment. We want to help conserve energy, recycle, re-use, and re-new.

In 2010 we are going to start cracking down on the amount of paper waste that comes from our store. We would like to use email to send your receipts, newsletters, etc... When you think about it, having your receipts emailed is actually easier to track. No more lost or destroyed papers. When you receive your emailed receipt, it can be kept in a folder on your computer, ready for tax time.

Once you start to pay attention, it's amazing how much recyclable material goes into your trash can. Many people think that their few aluminum cans, junk mail, plastic containers, and glass bottles don't really make a difference, but they do! If every person took the time to get a recycle container and use it, what a huge impact it would be.

Used shoes seem to be a problem when it comes to recycling. The recycling centers give very little money per pound and storing them until you take them in is quite a burden. Many stables don't have a forklift to lift a container of used shoes onto a recycle truck even if they kept one available for you to use. You also have to separate your pads from your shoes and make sure that only steel and aluminum is placed in the recycle bin.

All these roadblocks to recycling said and I'm sure there are more. We need to find a way to make it happen. According to an article I was reading when doing some research, steel is the world's most recycled material. More steel is recycled than all other materials combined. Steel made from recycled steel consumes about 50% less energy than steel made from ore.

The solid waste and recycling coordinator of San Juan Capistrano, CA said

that an estimated 108,000 pounds of horseshoes were being dumped into the local landfill each year. Wow! That's only one horse community, imagine if you added up all of them in our state and country.

We are going to be exploring ways to place recycling barrels at stables throughout Southern California. There is an Orange County and San Diego based recycling company that will pick up these barrels when they are full. Most stables have a tractor. Our thought is that if we could place a container that is easily lifted with the bucket of a tractor onto the truck, and we could get the stable management on board, this could actually work.

Please let us know your thoughts and ideas on this subject. The more awareness we raise, the bigger difference can be made. In the mean time, your shoes can be dumped here at the store. We will recycle them or donate them for art.