

The  
**Foundation**  
For The HORSE 

Dear AAEP Member,

The 2024 AAEP Horse Sense Calendar is hot off the press ... and it looks great! As you know from seeing it and using it in the past, this is an executive-style calendar with beautiful, interesting and exciting photographs from some of the world's best equine photographers.

Your clients will love the calendar; it is not only attractive but useful as well. The calendar is large enough for your clients to write notes in the daily blocks, and includes anatomical diagrams that they can refer to when they call you with a problem and a chart on the back cover that they can use to keep track of important health dates.

While horse owners love these calendars, they cannot get one unless you give them one... *with your name or clinic/practice name printed boldly on the bottom.* The calendar will be a constant reminder every day in 2024 that you care about your clients and their animals and that you are ready to provide your professional services when needed.

There's no better way to say "thank you" to your clients than by giving them one of these beautiful, economical calendars as a holiday, year-end or New Year's gift. They will appreciate it and you will be supporting The Foundation for the Horse and its mission with each gift.

Sincerely,

The Foundation for the Horse



# OPEN NOW!



## HORSESENSE 2024 EQUINE WELLNESS CALENDAR



A generous portion of the proceeds from this calendar will be donated to The Foundation for the Horse.



YOUR IMPRINT HERE

# 2024 Calendar Program Information



Calendar Co-op Center  
P.O. Box 8000  
Sleepy Eye, MN 56085





# HORSE SENSE

## 2024 CALENDAR ORDER FORM



A generous portion of the 2024 Horse Sense Calendar proceeds is donated to The Foundation for the Horse.

### CUSTOMER INFORMATION (BILL TO)

Practice Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_  
Phone number will be used as PO# for factory inquires.

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_  
Please provide your email address for order communications and notices.

### SHIPPING INFORMATION

Same as Customer Information

Practice Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Ship Order:  When ready     After 10/1/23

### ORDER INFORMATION Production time is 15-20 days and may be extended after Sept. 1

QTY	STYLE	50-199	200-399	400+	Env.	TOTAL
	<b>2024 Horse Sense Calendar</b> AAEP (Min. 50)	\$4.28 ea.	\$4.19 ea.	\$4.00 ea.		
	Plain Mailing Envelopes (Loose envelopes will ship bulk with calendars)				\$.25 ea.	
	Plain Mailing Envelopes (Calendars inserted)				\$1.25 ea.	
QTY	STYLE	150+				
	<b>Stick-Up</b> 5323 (Min. 150)				\$.81	

### PAYMENT OPTIONS

- Check Payable to Calendar Co-op Center  
 US Checks: PO Box 844619, Boston MA 02284-4619  
 Canadian Checks: C/O T8083 PO Box 8083 STN A, Toronto, ON M5W 3W5  
 Your Telephone # (to be used as your PO#) \_ \_ \_ - \_ \_ \_ - \_ \_ \_ \_
- Credit Card, DebitCard or ACH Transfer. An email with a link to pay will be sent once your order is in our system. A processing fee and any additional banking charges will be added to credit card payments. Debit cards and ACH payments will not incur a fee.

Subtotal \_\_\_\_\_

Applicable sales tax will apply

**GRAND TOTAL** \_\_\_\_\_

Price includes ground shipping within the USA and Canada. Orders received after 11/1/2023 are subject to stock availability.

Payable in U.S. Dollars only.

### IMPRINT INFO

- Same Imprint as Last Year – Last Year's Job # \_\_\_\_\_     Changes to Imprint (attach sample)     NEW Imprint

1st Line (Practice Name) \_\_\_\_\_

2nd Line (Slogan) \_\_\_\_\_

3rd Line (Address, City, State, Zip) \_\_\_\_\_

4th Line (Phone, Fax, E-mail) \_\_\_\_\_

Email digital artwork with order form to orders@calendarcs.com and include company name in subject line.

### ORDERING OPTIONS

**MAIL: Calendar Co-op Center** c/o Horse Sense Calendar Program  
 P.O. Box 8000, Sleepy Eye, MN 56085  
 EMAIL: orders@calendarcs.com  
 CALL CUSTOMER SERVICE PHONE: 800.833.8136





# HORSE SENSE

2024 EQUINE WELLNESS CALENDAR



A generous portion of the proceeds from this calendar will be donated to The Foundation for the Horse.



YOUR IMPRINT HERE

www.aarp.org

A generous portion of the 2024 Horse Sense Calendar proceeds is donated to The Foundation for the Horse

## A Valuable Marketing Tool

- Display your name and veterinary services for 365 days a year.
- A great holiday gift for your clients.

Size: 12 7/8" x 20 1/2" Open  
12 7/8" x 11 1/4" Closed

**Normal Vital Signs (resting values)**  
If your horse's resting vital signs are not in these normal ranges, call your veterinarian to see what might be wrong. Remember that very hot and humid conditions may alter these normal values, so speak with your veterinarian.

Vital Sign	Adult Horse	Newborn Foals up to 2 days of age	Vital Sign	Adult Horse	Newborn Foals up to 2 days of age
Temperature	99-101.5°F (37.2-38.6°C)	100-102°F (37.8-38.9°C)	Capillary refill time	General: 1-2 seconds for coloration in the gums (it returns to pink after being pressed)	Two seconds or less
Pulse	30-44 beats per minute	80-110 beats per minute	Capillary refill time	General: 1-2 seconds for coloration in the gums (it returns to pink after being pressed)	Two seconds or less
Respiration (counting rate)	12-20 breaths per minute	20-40 breaths per minute	Capillary refill time	General: 1-2 seconds for coloration in the gums (it returns to pink after being pressed)	Two seconds or less
Mucous membranes (gums)	Moist, healthy pink color	Moist, healthy pink color	Capillary refill time	General: 1-2 seconds for coloration in the gums (it returns to pink after being pressed)	Two seconds or less

**Health Records**

2024	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Deworming												
Immunization												
Farrier Visit												
Veterinary Appointment												
Normal Temp.												
Heart Rate												
Breathing Rate												

The back cover features a chart which is useful for recording important health dates.



A CHILLY TROT

Photo by Alamy

DECEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**JANUARY 2024**  
American Association of Equine Practitioners

FEBRUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 New Year's Day	2	3 Ash Wednesday	4	5	6
7	8	9	10	11 New Year's Day	12	13
14	15 Martin Luther King Jr. Day (obs.)	16	17 Tuesday	18	19	20
21	22	23	24	25 Full Moon	26	27
28	29	30	31			

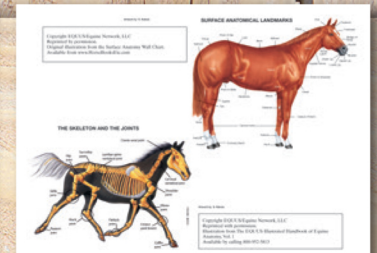
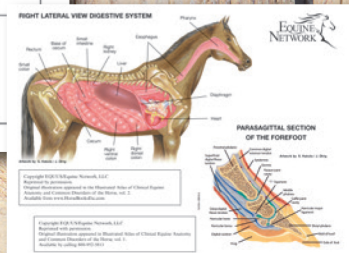
The Foundation for the Horse  
For more information on how you can help us help horses, visit [www.foundationforthehorse.org](http://www.foundationforthehorse.org)

Learn your horse's normal vital signs so they are early indications of a problem. Adult horse's normal temperature is 99-101.5°F, heart rate 28-44 beats per minute, and respiration 12-24 breaths per minute.



www.aarp.org

YOUR IMPRINT HERE



Two pages in the calendar feature diagrams of the equine anatomy and digestive system.





# HORSE SENSE

American Association of Equine Practitioners

ALWAYS A NEW, EXCITING IMAGE SELECTION!





# 2024 Calendar Program for AAEP Members

## Order Soon!

### Stick-Up Calendar with 2 color Grid

Size: 3" x 2-1/4"

Stick ups give your message big exposure for little cost. They're versatile too: you can place them in vehicles and on refrigerators, file cabinets and more!



One complimentary display box per order of stick-up calendars.



[www.aaep.org](http://www.aaep.org)

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### JANUARY 2024

sun	mon	tue	wed	thu	fri	sat
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>			

1 - New Year's Day  
15 - Martin Luther King Jr. Day

Shown actual size

## Why Choose Calendars To Carry Your Advertising Message?

On average, a person looks at a calendar 12 times a day, 84 times a week. After 365 days, your brand will leave a definite impression: 4,380 times!

**EXPOSURE:** 98% of all homes and virtually 100% of all businesses use at least one calendar.

**LOYALTY:** 83% of businesses purchase the products or services of the advertiser who supplied them with a calendar.

**RECALL:** 94% of all business people can recall the advertising message on their calendars.

**INTERACTIVE:** 65% of all home calendar users and business people note appointments on their calendars.