

Hanover Shoe Farms

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high priority at Hanover Shoe Farms. A big part of Sponseller's job is dealing with local suppliers and service companies.

"All the farmers in this area know me," he said. "It's a trust relationship. I'm a firm believer in buying everything local."

Contrary to what some people might think, the horses on Hanover Shoe Farms don't go for shoe leather. They are harness racers, and the herd includes some of the top standardbred stock in the world.

Originally founded as an advertising vehicle for the Hanover Shoe Company, the farm was transformed in the 1920s when a young man named Lawrence Sheppard began to buy some of the finest harness racing stock of the era.

For more than 40 years, Shep-

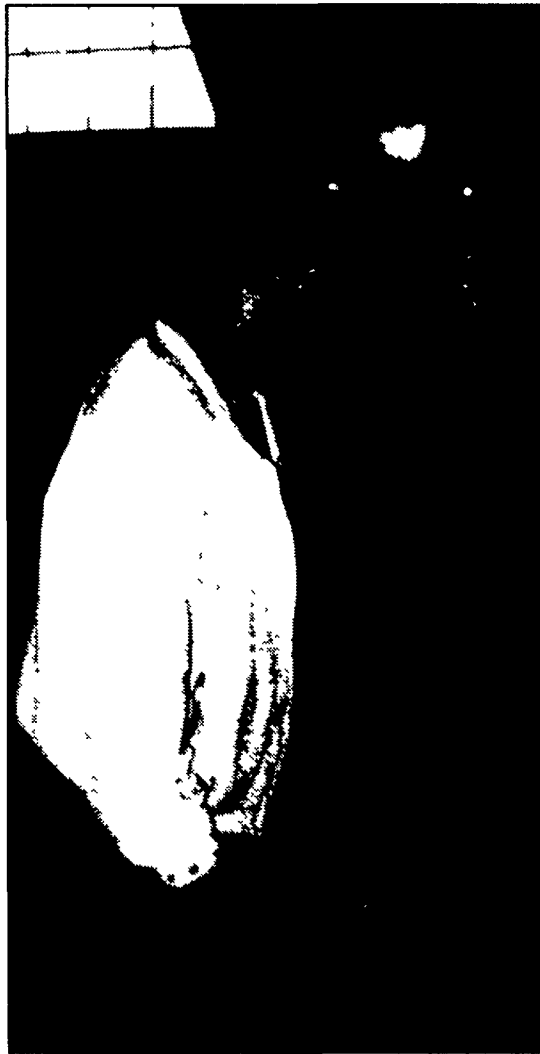
pard pursued his goal of keeping Hanover "the greatest name in harness racing."

Sheppard was succeeded in the the late 1960s by John Simpson, a young horseman who managed the farm with a goal of maintaining the best standardbred broodmare herd in the world.

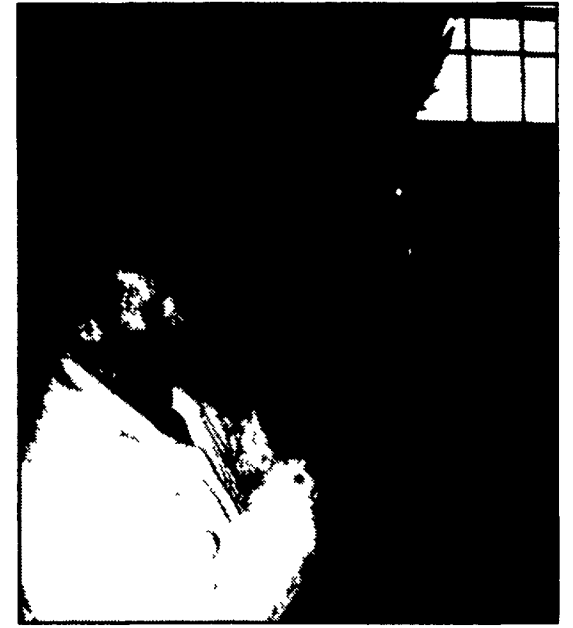
John's son, Jim Simpson, now president and CEO of Hanover Shoe Farms, carries on this commitment to broodmares. Since 1995, the farm has reinvested about \$10 million dollars into championship-caliber broodmares, in addition to the several top stud stallions kept the farm.

One of those studs — Western Hanover — is "arguably the top sire in the business," Simpson said. Semen from the 14-year-old stallion goes for

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Sponseller takes a moment with Western Hanover. The 14-year-old stallion is "arguably the best sire in the business," according to Hanover Shoe Farms CEO Jim Simpson. Evelyn Roberts is pictured in the background, grooming the horse.



Ed Sponseller talks to S.J. Caviar, one of the top stud stallions on the farm.



Bridgette Jablonsky, farm manager and head veterinarian, performs an ultrasound check on a mare carrying a month-old fetus.

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