



Re: Endorsement of Janet Reed

September 24, 2010

To Whom It May Concern:

It recently came to my attention that Janet Reed was considering relocation of her dressage training / lesson program (Kan Du Riding Club). Due to the regard and affection that I have for Janet, and my perception that change is a difficult process even when it is for the best, I offered to write this letter on the chance that it might help others gain some measure of the appreciation I hold for her.

From my viewpoint there are two groups of people in the world; horse lovers and everybody else. I do not mean to imply that horse people are special in any way. As a matter of fact I tend to believe that from an ethical standpoint non-horse people are the better group. This may be due to qualities of the horse world often typified by misinformation, egos, power plays, competition and jealousy. It is precisely this back drop that I feel serves to illuminate Janet Reed. In my estimation, Janet is ethical in an environment where ethics are not always prominent. She is dedicated to her horses, students and profession to a fault in a business where the easy answer, the quick fix and following the latest trend have become the standard of business. In a word she is exceptional.

Do not hesitate to call if I may be of assistance.

Max Wilcox DVM 619-922-9275