



Good News - Stories from the Field

March 2022 – Submitted by Carl Bourdelais, SBDC Consultant, Lake Huron Region

Rose Creek Horse Adventures

Having a passion for horses since 2003, Amanda Sumerix always dreamt of moving to Wyoming to work on a dude ranch. Growing up, she taught herself horsemanship information through horseback riding lessons, working at a summer horse camp, and eventually moving out west to work as a wrangler. Although new information was constantly being presented to Amanda, one thing stayed the same: home. Amanda returned to northeastern Michigan, where she opened her own ranch in the summer of 2020.

Amanda opened Rose Creek Horse Adventures in Alpena, which included guided horseback riding along the trails within her family's property. The Sumerix family farms their land wisely. They grow beans, hay, alfalfa, clover, oats, and wheat along the outskirts of the trails. Their property offers soft dirt trails, calming rivers, and pristine forests.

The name "Rose Creek Horse Adventures" comes from the creek that winds throughout the Sumerix's property. Rose Creek is named after Rose, who is the woman who owned the property with access to the Thunder Bay River.

Amanda started with groups of 2 people per ride, but she expanded to offering trail rides to groups of 4-6 people in 2021. She also incorporated riding lessons and hired a riding instructor. Amanda has similar plans for the 2022 season.

Before each trail ride, Amanda conducts a short demonstration of how to communicate and ride the horses correctly, as well as provides a waiver and a helmet. She helps situate the riders, and then begins the ride! Amanda enforces a dress code to protect the riders, and her website provides information regarding what to wear the day of the ride.

Amanda worked with SBDC Business Consultant Carl Bourdelais in writing a business plan, strategic planning, and small business startup support. She was supported with CARES Act funding, which enabled her to develop a website with SBDC Business Consultant Kate Cardinali. Kate helped Amanda expand her marketing skills through multiple platforms to reach clients.

Rose Creek Horse Adventures will open soon for the 2022 season. To book a ride, Amanda has a "Waitlist" on her website, which enables clients to be notified once the 2022 booking calendar is open. Amanda gives clients a glimpse of their experience through her social media and website, where she provides photos and reviews from past clients. To learn more about Rose Creek Horse Adventures, visit Amanda's [Facebook](#), [Instagram](#), and [website](#).