

AMERICAN  
HORSE COUNCIL

2017

**Annual Report**









AMERICAN  
HORSE COUNCIL



AMERICAN  
HORSE COUNCIL  
FOUNDATION



# President's Letter

Thank you for allowing me to serve in this wonderful organization, and what an exciting time to be in a leadership role with the AHC.

In 2017, the AHC Board set our strategic direction for the near future by defining organizational objectives. We will strengthen our governance structure to ensure effectiveness and engagement of all stakeholders. We look to convene the industry to share knowledge and foster unity and collective action. We will explore emerging topics and continue to amplify our resources. And we will expand understanding and appreciation for the industry by promoting the National Economic Impact Study and raising our voice on issues important to us all.

The enclosed report outlines some achievements and progress in selected key areas over the past year and some extraordinary resources that made them possible. In addition, the report provides an update on the status of our financials. I'll add that we are very pleased that our quarterly webinars were widely attended at AHC was invited to speak at over 20 conferences/events in 2017. Our committees continued to keep on top of issues, legislations, and policy that impact your work and lives. And our new internship program proved that the future of the industry is bright by identifying, supporting and spotlighting some young great minds.

We have a busy year in front of us and I am challenging each and every one of you to take this year to truly focus on our mission to advocate for the social, legislative and economic interests of the equine industry. Further, I challenge you to find ways to encourage others to support the AHC and the work we do every day to keep this industry viable, sustainable and strong. It is our responsibility to find ways to educate those around us about the knowledge, benefits and value that we bring to the greater community and economy.

From myself, our Board Officers, Board of Trustees and great staff, thank you for your membership and support.



Sincerely,

Julie M. Broadway, CAE  
President





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# Board of Trustees



**Dr. Jerry Black**  
**Chairman**

**American  
Association of  
Equine  
Practitioners**



**James Gagliano**  
**Vice-Chairman**

**The Jockey Club**



**Dr. Glenn  
Blodgett**

**American Quarter  
Horse Association**



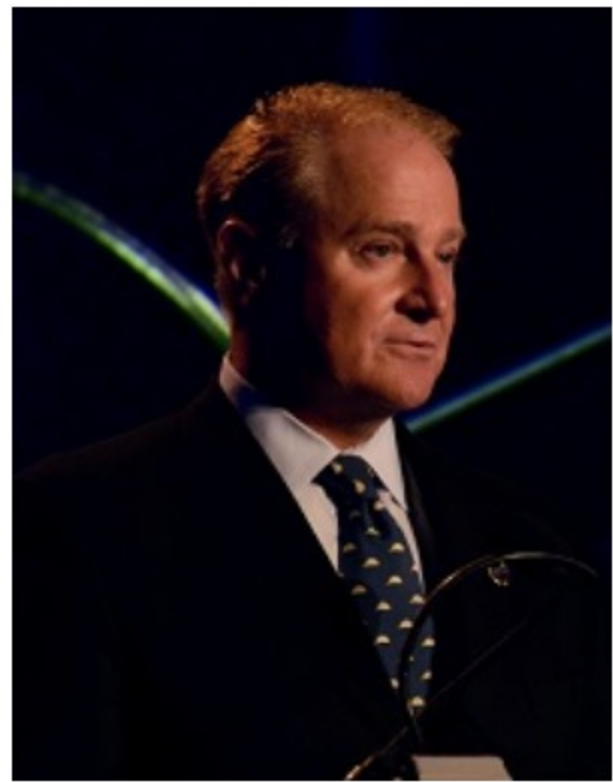
**Marilyn  
Breuer-Bertera**

**United States  
Trotting  
Association**



**Craig Huffhines**  
**Secretary**

**American Quarter  
Horse Association**



**Matt Iuliano**  
**Treasurer**

**The Jockey Club**



**Dr. Tom Lenz**

**American  
Association of  
Equine  
Practitioners**



**Don Marean**

**United States  
Trotting  
Association**



**Dr. Richard  
Mitchell**

**United States  
Equestrian  
Federation**



**Chrystine Tauber**

**United States  
Equestrian  
Federation**



**Bill Thomason**

**Keeneland  
Association**



**Johnny Trotter**

**American Quarter  
Horse Association**



**Alex Waldrop**

**National  
Thoroughbred  
Racing Association**



**Russell Williams**

**United States  
Trotting  
Association**



**Joe Wilson**

**Thoroughbred  
Racing Associations  
of North America**





# AHC Staff and Advisory Committees

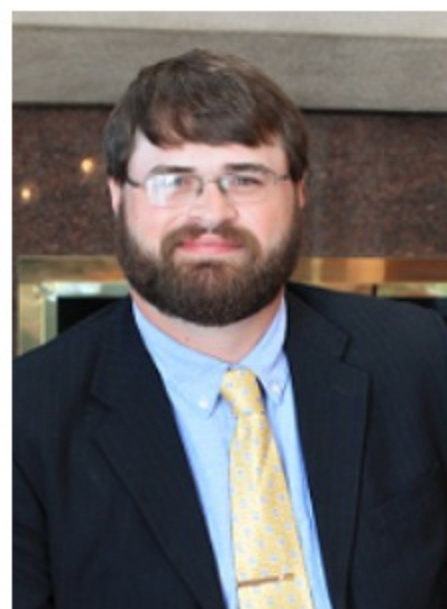
## AHC Staff



**Julie Broadway**  
President



**Bryan Brendle**  
Director, Policy &  
Legislative Affairs



**Cliff Williamson**  
Director, Health &  
Regulatory Affairs



**Ashley Furst**  
Director of  
Communications &  
Director, Unwanted Horse  
Coalition



**Dennis Martinez**  
Office Administrator

## Advisory Committees

### Animal Welfare

**Dr. Tom Lenz, American Association of Equine Practitioners, Chairman**

Alece Ellis, Friends of Sound Horses  
Alison Umberger, American Paint Horse Association  
Beth Podhajecki, Carriage Operators of North America  
Chuck Smith, National Cutting Horse Association  
David Foley, American Association of Equine Practitioners  
David Pruett, Walking Horse Owners' Association of America  
Dr. Jerry Black, AAEP, AHC Board of Trustees  
Robert Puetz, United States Polo Association  
Gary Carpenter, National Reining Horse Association  
Jed Pugsley, Professional Rodeo Cowboys Association  
Kathy Alm, Professional Association of Therapeutic Horsemanship  
Lee Sackett, Coalition of State Horse Councils/Wisconsin Horse Council  
Nick Kohut, American Endurance Ride Conference  
Rob Burk, United States Eventing Association  
Dr. Steve Schumacher, United States Equestrian Federation  
Ward Stutz, American Quarter Horse Association

### Horse Show

**Gary Carpenter, National Reining Horse Association, Chairman**

Bill Moroney, United States Equestrian Federation  
Billy Smith, American Paint Horse Association  
Bud Wills, Coalition of State Horse Councils/Pennsylvania Equine Council  
Darrell Bilke, Pinto Horse Association of America  
Glenn Petty, Arabian Horse Association  
Pete Kyle, American Quarter Horse Association  
Stephan Hienzs, United States Dressage Federation  
Steve Taylor, Appaloosa Horse Club  
Tommy Hall, Walking Horse Owners' Association of America

### Recreation, Trails and Public Lands

**Jim McGarvey, Back Country Horsemen of America, Chairman**

Monica Chapman, American Endurance Ride Conference  
Holly Groshek, Equine Land Conservation Resource  
Craig Huffhines, American Quarter Horse Association  
Randy Rasmussen, Back Country Horsemen of America  
Dee Dee Miller Sale, Walking Horse Owners' Association of America  
Gwen Wills, Coalition of State Horse Councils, Pennsylvania Equine Council

### Membership Task Force

Gary Carpenter, National Cutting Horse Association  
Christy Landwehr, Certified Horsemanship Association  
Kevin Price, United States Hunter Jumper Association  
Michael Tanner, United States Trotting Association  
Theresa Woods, United States Pony Club

### Health & Regulatory

**Dr. Richard D. Mitchell, Fairfield Equine Association (USEF), Chairman**

Dr. Craig Barnett, Merck Animal Health  
Dr. Duane Barnett, American Endurance Ride Conference  
Dr. Jerry Black, AAEP, AHC Board of Trustees  
Jed Pugsley, Professional Rodeo Cowboys Association  
Jill Wagner, GlobalVetLINK  
Joe Santarelli, Mersant International  
Keith Kleine, American Association of Equine Practitioners  
Dr. Nat White, American Association of Equine Practitioners/EDCC  
Dr. Peter Timoney, The Jockey Club, University of Kentucky  
Dr. Scarlett Gotwals, Brook Ledge Horse Transportation  
Ward Stutz, American Quarter Horse Association

*Resources:*

Dr. D. Paul Lunn, North Carolina State University  
Dr. Linda Mittel, Cornell University Veterinary School  
Katherine Flynn, California Department of Agriculture

### Racing

**Alex Waldrop, National Thoroughbred Racing Association, Chairman**

Alan Foreman, Thoroughbred Horsemen's Associations  
Bill Thomason, Keeneland Association  
Chauncey Morris, KTA/KTOB  
Dan Metzger, Thoroughbred Owners & Breeders Association  
David Foley, American Association of Equine Practitioners  
David Richardson, Maryland Thoroughbred Horsemen's Association  
Edward J. Martin, Association of Racing Commissioners International  
Eric Hamelback, National HBPA  
Hank Zeitlin, Thoroughbred Racing Associations  
Janet Vanbebber, American Quarter Horse Association  
Joe Wilson, Thoroughbred Racing Associations  
Kathleen Anderson, Equine Veterinary Care, AAEP  
Katy Ross, Coalition of State Horse Councils/Kentucky Horse Council  
Lonny Powell, Florida Thoroughbred Breeders  
Matt Iuliano, The Jockey Club  
Mike Tanner, United States Trotting Association  
Moir Fanning, Hambletonian Society/Breeders Crown  
Tom Luchento, Harness Horsemen International

### Horse Protection Act Working Group

David Pruett, Walking Horse Owners Association of America  
Gary Carpenter, National Cutting Horse Association  
Glenn Petty, Arabian Horse Association  
Dr. Jerry Black, American Association of Equine Practitioners  
Sherry Cole, American Morgan Horse Association  
Dr. Tom Lenz, American Association of Equine Practitioners





# Policy & Legislative 2017 Year in Review

## Policy & Legislative Issues

### Equine Assisted Therapy (EAT)



Supported **\$5 million** in increased funding for EAT through Fiscal Year (FY) 2018 appropriations legislation. This provision is intended to increase the availability of funds at the Department of Veterans' Affairs to support EAT within the context of the Adaptive Sports program.

### Tax Reform



Advocated for key provisions in the **Tax Cuts and Jobs Act of 2017**

↓ Tax rate for corporations, from **35%** → **21%**

↑ Tax breaks for racehorses in the form of bonus depreciation, from **50%** → **100%**



Doubling of the exemption thresholds for the estate tax

### IRS "Winnings" Rule



The Internal Revenue Service (IRS) released final rules to reform federal withholding and **reporting requirements for pari-mutuel winnings**. The new rule arises from a rule-making initiated in late 2016, on which the equine industry submitted comments, laying the groundwork for new flexibility and reduced tax burdens.

### Recreation Not-Red-Tape (RNR) Act



Legislation that would **increase the role of volunteers** in the maintenance of lands managed by the Bureau of Land Management (BLM), and streamline the process for necessary permits to ensure maintenance on trails is completed.

### Three-Year Depreciation

Industry continues to advocate for extension of this important incentive for 2017 and beyond. Budget bills and so-called "continuing resolutions" open many opportunities and legislative vehicles to carry this valuable measure for industry.

### Guest Worker Visas

AHC continues to lobby for "cap relief" within the **H-2B visa** program, and a reformed agriculture visa program that will address the growing labor shortage in the horse industry.



### Prevent All Soring Tactics (PAST) Act

AHC supports **Rep. Yoho's (R-FL)** and **Rep. Schrader's (D-OR)** bipartisan leadership in sponsoring the **PAST Act** (H.R. 1847). The legislation has won bipartisan co-sponsorship from 60% of the House of Representatives. AHC's advocacy in the Senate includes a focus on **Sen. Mike Crapo (R-ID)** and **Mark Warner (D-VA)**, among others, as champions for a companion bill.





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# Health & Regulatory 2017 Year in Review

## Health & Regulatory Issues



### Equine Commodity Stakeholder Meeting

Attended by APHIS Administrator Kevin Shea and Dr. Jack Shere, USDA's Chief Veterinary Officer. **15** equine industry leaders shared **25 key issues** of importance. Both Shea and Shere expressed willingness to collaborate with the industry to address the issues.



### National Equine Health Plan

The **National Equine Health Plan (NEHP)** was made public this year on the EDCC website. The NEHP is intended to act as an educational resource to the entirety of the horse industry, detailing the framework that exists to prevent, prepare and respond to equine health issues. The NEHP also details the roles and responsibilities of those groups who participate, regulate and monitor the industry, be they owners, veterinarians or animal health officials.



### Electronic Logging Device (ELD) and Commercial Drivers License (CDL)

Compliance with transportation regulations by the horse industry was called into question this year. AHC staff fielded thousands of calls and emails from concerned horse enthusiasts in regards to **CDL** and **ELD**. AHC was able to leverage congressional support to raise awareness of the horse industry with DOT and the unique nature of its transportation needs. AHC staff worked with the Department of Transportation to clarify which segments of the industry need to comply with current regulations and began developing strategies to address concerns.

### Import Concerns



AHC staff discussed the issues facing shippers in the united states in respect to **importing and exporting horses with the USDA** throughout 2017. Several priority concerns were highlighted, including the lack of transparency within USDA regarding decision making process, lack of USDA field staff with sufficient expertise and the importance of collaboration between the industry and field staff. New staff, new procedures and improved stakeholder outreach has addressed many of these concerns.

## Equine Disease Communications Center



The number of alerts has doubled in the last year. There has been a steady increase in the number of email recipients and Facebook followers since starting the EDCC. Forty three states and four Canadian provinces have submitted reports. The number of attending veterinarian submissions has also increased. A submission form as well as a website submission have been added to the website to make submission easier.

A news page has been placed on the website. The will provide a site for new research and industry news. Currently a summary of Merck Animal Health's Biosurveillance report is posted on the site every two weeks. This is a resource for tracking disease prevalence in regions of the country.

### 2017 Numbers:



**315 alerts posted**  
**404 outbreaks reported**



## 2017 Diseases Reported:

**Coronavirus:** 2 outbreaks  
**Eastern Equine Encephalitis:** 59 cases  
**Equine Herpesvirus:** 26 outbreaks  
**Equine Infectious Anemia:** 24 quarantines  
**Equine Influenza:** 1 case  
**Pigeon Fever:** 1 quarantine  
**Potomac Horse Fever:** 29 cases  
**Rabies:** 2 cases  
**Strangles:** 51 outbreaks  
**West Nile Virus:** 209 cases

*For states where diseases  
were reported, please  
contact the EDCC directly*





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# Communications & Membership 2017

## Year in Review

### Communications Data

#### Social Media



13,167  
followers

Most popular  
post

AHC efforts to Address  
ELD Mandate

33,687  
people reached

American Horse Council  
November 30, 2017 · 🌐

Over the past months the AHC has reached out to the equine community to determine the potential impact of the upcoming Electronic Logging Device mandate. Based on the information received, the AHC, in collaboration with the rest of the animal agriculture community, has requested that the Department of Transportation (DOT) grant a one-year enforcement delay followed by a waiver and limited exemptions from compliance with the December 18, 2017 implementation date for the Final Rule on Electronic Logging Devices (ELDs) and Hours of Service (HOS). Additionally, we requested that the DOT address the significant problems with the mandate that will occur if the compliance deadline is not extended. The welfare, safety, and health of the animals in transit, together with the safety of other drivers on the road, are top priorities for the equine industry and its enthusiasts.

Read more at the link below!



American Horse Council Efforts to Address ELD Mandate



108k =  
sessions



31%  
increase

227,087 page views



ELD, CDL page  
most visited with  
30,682 views



1,461  
followers



140,864  
total tweet impressions



Most popular  
tweet

Hurricane  
Harvey Help



AmericanHorseCouncil @AmericanHorseCo · 28 Aug 2017  
Looking to help those affected in Hurricane Harvey? @USEquestrian has a disaster relief fund you can donate to:



Donate To the USEF Equine Disaster Relief Fund and Join US Equestrian...  
Support the Houston rescue efforts for the horses affected by Hurricane Harvey by donating to the USEF Equine Disaster Relief Fund.  
usef.org



#### Press/Emails

Press Releases: 37

Press Coverage: 891 articles



Washington Updates: 32

General AHC Member Notices: 38



### Membership Data



129 Organizational  
Members



4 organizations



656 Individual  
Members



90 Individuals





### Marketing & Communications

**Objective:** Communicate the economic and social benefits of the equine industry to the government, convey the value and benefits of the AHC to the industry, and promote the benefits of horse-related activities to the public.

Develop comprehensive communication plan to highlight the positive impact of the industry on the U.S. economy, using the 2017 Economic Impact Study and other relevant data.

Develop a communications plan to encourage Individual and Organizational support for the AHC and strengthen member awareness of the benefit of the AHC.

Explore the role and direction of the Marketing Alliance (Time to Ride): determine metrics for goal achievement and assess sustainability of funding.

### Governance

**Objective:** Review the AHC's governance structure to ensure effectiveness in recruitment, collaboration, and engagement of all industry stakeholders.

Appoint a subcommittee to address bylaws for currency and relevance; examine both Board of Trustee and Committee structure policies.

Examine the relationship/role the AHC has with State Horse Councils to leverage relations on legislative and regulatory matters.

Develop processes that will strive to achieve consensus on key legislative and regulatory objectives among board and committees.

Review membership models and categories to ensure effectiveness and equitable support by all members.

Identify and develop plans to address key logistical elements of timing of meetings, format, location and involvement of sponsors (board, members and industry)

### Health & Welfare

**Objective:** Advocate for the health and well-being of horses by serving as a forum for discussion on welfare issues and sharing best practices.

Review and revise, as needed, the AHC Welfare Code of Practice to ensure relevancy and current philosophies.

Explore AHC's role in addressing the wild horse and burro issue.

Explore avenues to improve or refine the import/export of horses across International borders.

Research the industry's various positions on the horse processing issue to determine the appropriate role for the AHC.

Explore AHC's role in supporting an equine ID plan.

Identify ways to improve the public perception of horse care, utilization and welfare.

Review the role of the UHC in promoting reliable retirement, retraining and rehoming as well as humane euthanasia where appropriate.

### Advocacy

**Objective:** Be a trusted voice for the horse industry to the public and government authorities.

Synthesize and promote consensus-based AHC legislative and regulatory objectives.

Identify and develop new methods to leverage membership for congressional advocacy.

Facilitate opportunities to organize coalitions around legislative issues to increase influence.

Examine new methods and tools to publish and promote AHC objectives as appropriate.

Develop a plan to promote contributions to the PAC by AHC members.

Develop new approaches to educate membership and others about issues facing the horse industry. Better leverage the Annual Meeting as a venue to educate members on emerging legislative and/or regulatory issues facing the horse industry.



# American Horse Council

## Financial Snapshot



**\$ Fiscal Year 2017 Financials**  
Summary for the American Horse Council (AHC), American Horse Council Foundation (AHCf), and Committee On Legislation and Taxation (COLT)

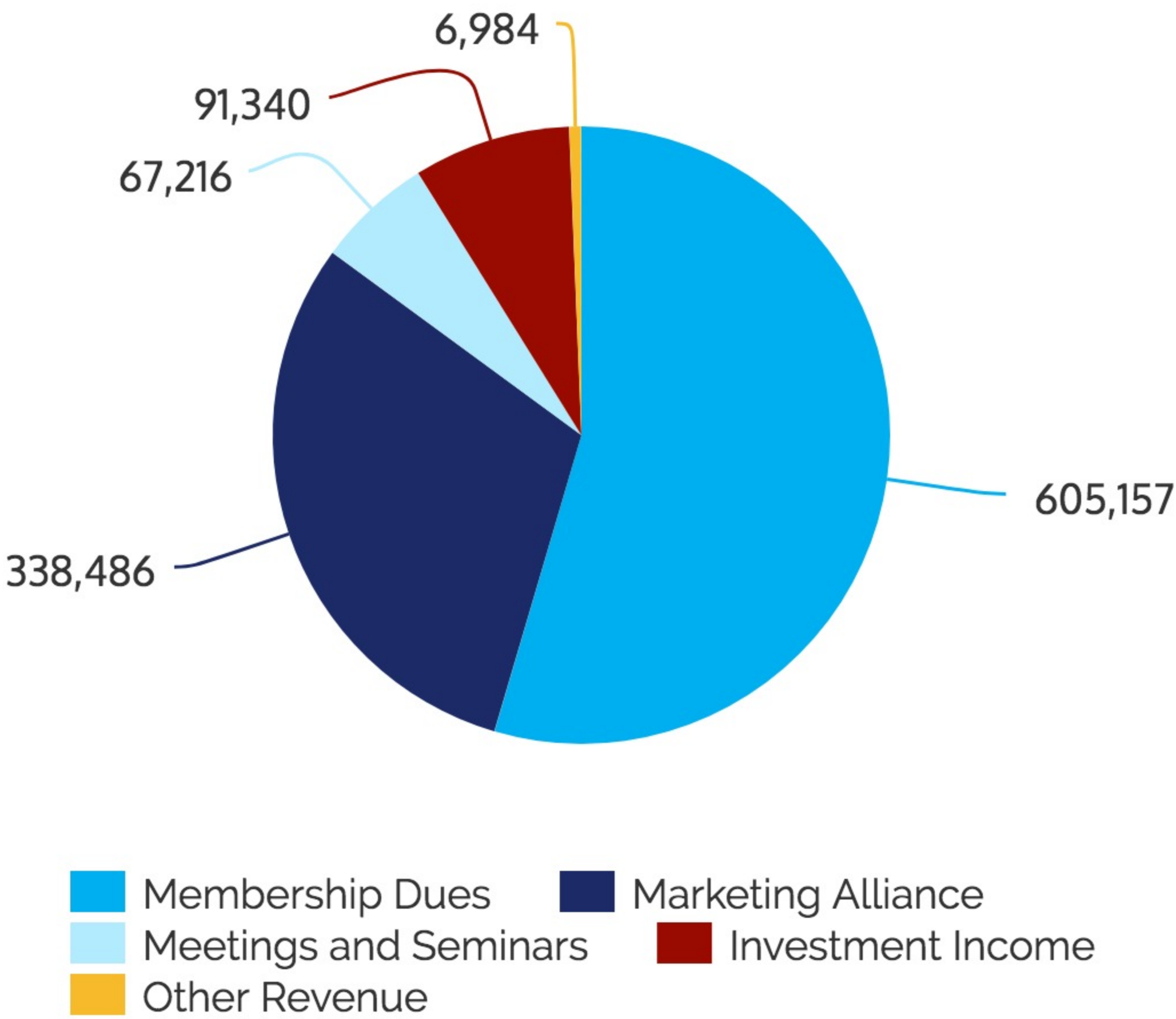
**Total Revenues:**  
\$1,109,183

**Net Profit/Loss:**  
\$(51,691)

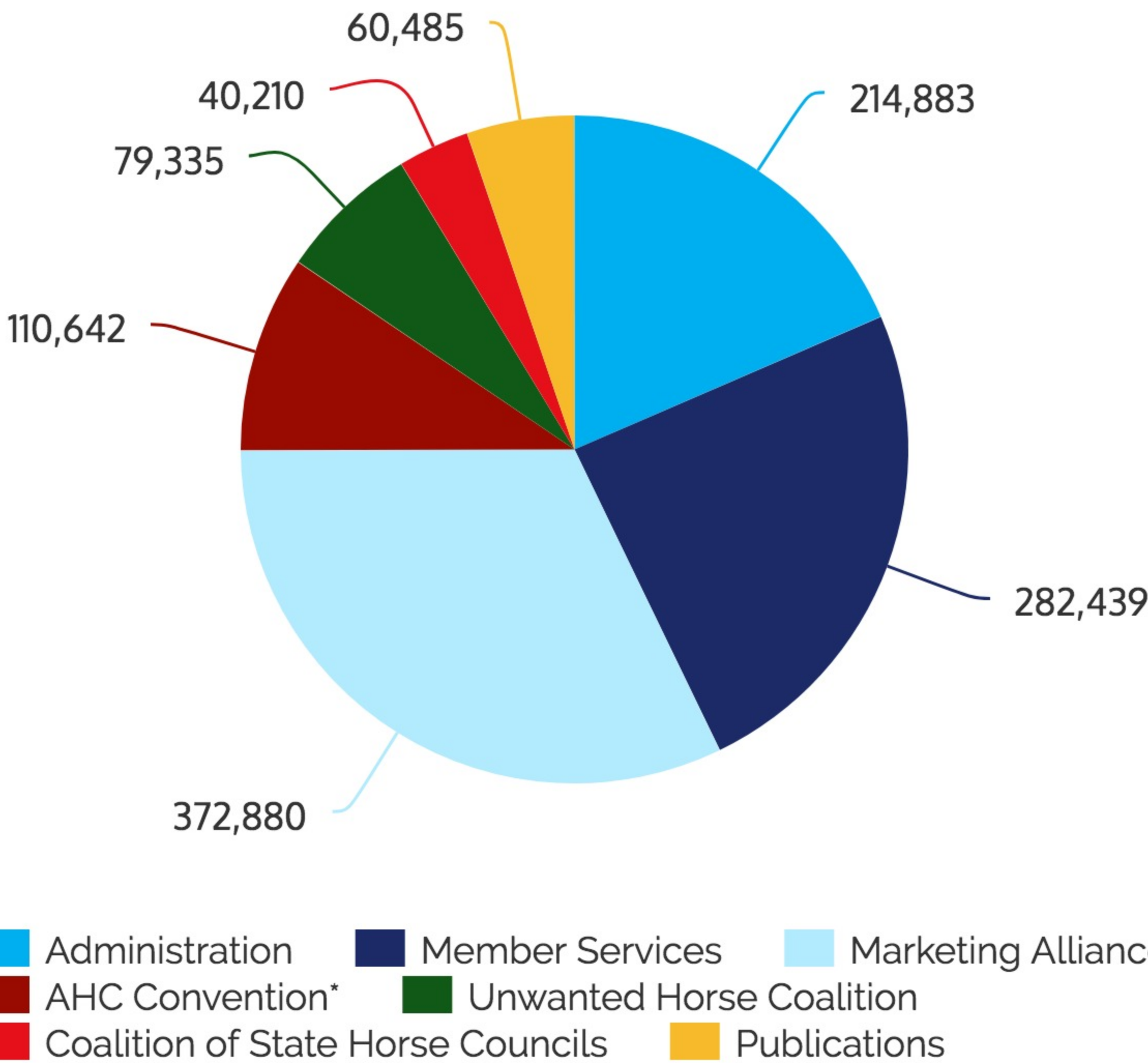
**Net Assets at YE\*:**  
\$827,534

\*includes investment income

**\$ 2017 Revenue Breakout for the AHC**



**2017 Expense Breakout for the AHC**



:AHC Convention Expense includes staff time



# American Horse Council Foundation

## Background & Financial Snapshot



The American Horse Council Foundation (AHCF) is a 501(c)(3) non-profit that was formed in 1991 out of the need to encourage the support of worthwhile charitable, scientific and educational projects of interest and benefit to the American horse industry.

**The mission of the AHCF is:** to promote a healthful and enjoyable environment, social welfare level, and opportunities for those in the horse industry; to educate the public about the horse, horse care and the horse industry; to promote education through grants to individuals, programs, institutions, and organizations by the encouragement of research through these grants.

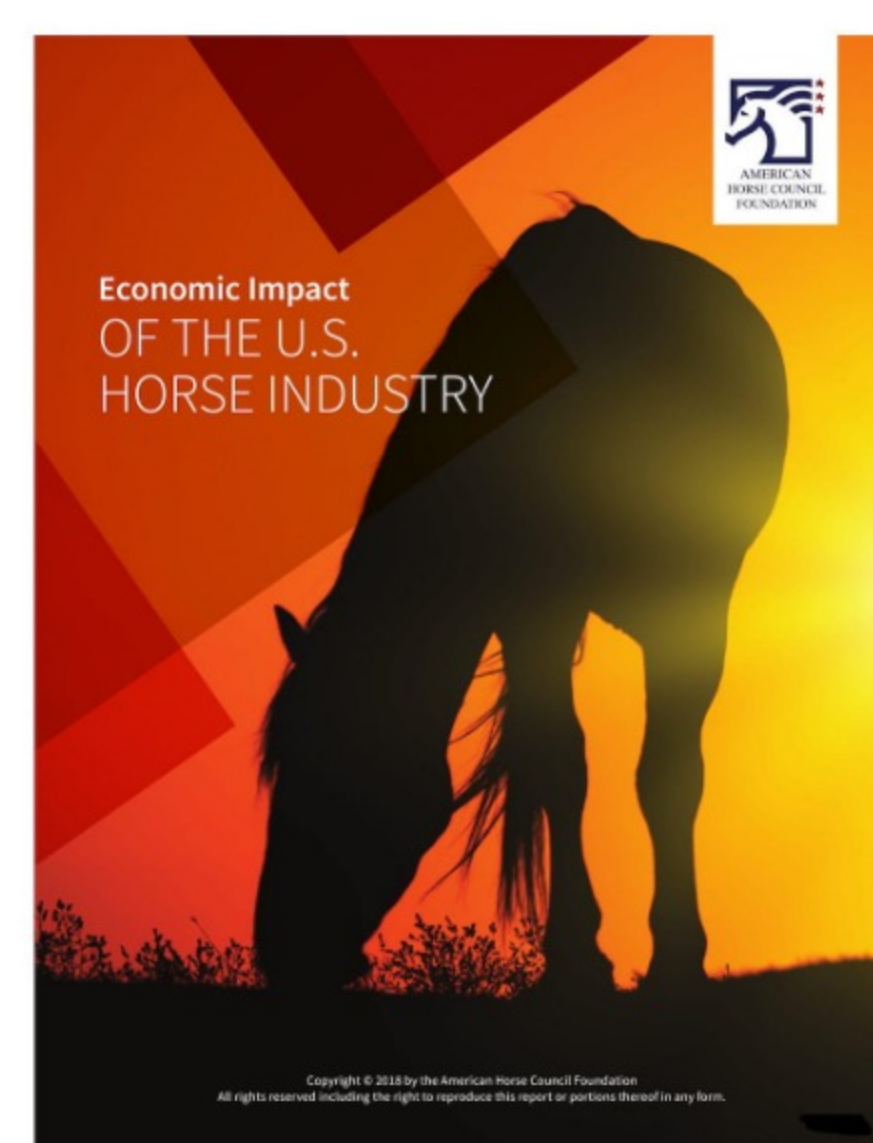
The AHCF has two major initiatives that work under its auspices: the **Unwanted Horse Coalition** and the updating of the **National Economic Impact Study**.



Working together  
to help America's  
horses in transition

Founded in 2005, the **Unwanted Horse Coalition (UHC)** is a broad alliance of equine organizations that have joined together to educate the horse industry about the problem of the unwanted horse. It provides information for existing and prospective owners, breeders, sellers, and horse organizations regarding the long-term responsibilities of owning and caring for horses, as well as focusing on the opportunities available for these horses.

**The mission of the UHC is to reduce the number of unwanted horses and to improve their welfare through education and industry collaboration.**



Recently updated in 2017, the **Economic Impact Study** details the number of horses by state and in the US, industry spending activity, jobs created both directly and indirectly, number of participants in the equine industry, economic impact of industry segments such as racing, competition, recreation, equine assisted therapy, rescues and sanctuaries, and traditional working horses.

*The American Horse Council Foundation is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN 52-1760034.*

## 2017 AHCF Financial Overview

**2017 Total Revenue\*:** \$573,929



**2017 Total Expenses\*:** \$315,262

**Net Profit/Loss:** \$258,667



**Net Assets at YE\*\*:** \$564,514

*\*includes revenue/expenses for both UHC, Operation Gelding and Economic Impact Study*

*\*\*Net assets includes restricted funds for Impact Study to be completed in 2018*





# COMMITTEE ON LEGISLATION AND TAXATION



## What is COLT?



COLT is the registered Political Action Committee (PAC) of the American Horse Council. It was organized and registered with the Federal Election Commission (FEC) in 1978. COLT stands for Committee on Legislation and Taxation, and is a bi-partisan PAC.



## What does COLT do?



COLT works to raise funds to support Congressional candidates friendly to the equine industry that are running for, or up for, election.



## Where does the funding for COLT come from?



Funds for COLT can only be accepted from AHC members. As such, the AHC will solicit members once or twice a year for donations to COLT. Funds contributed to COLT are used exclusively to elect a pro-horse industry Congress. Any money contributed to COLT is kept separate from funds used to operate the AHC and may only be used towards contributions to the election efforts of members of Congress who have been supportive of the horse industry.

Contributions to COLT are not tax-deductible.



## COLT Financial Picture



Net Assets at 2017 YE: \$2,290

*Put More HORSEPOWER In Congress*

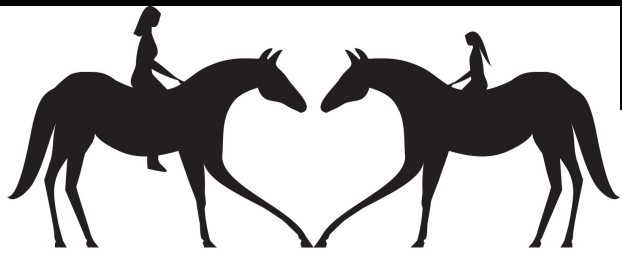








# 2017 Year In Review AHC Marketing Alliance



## Time To Ride

### 2017 Time to Ride Challenge



#### Phase I

- Expose as many Newcomers as possible the benefits of horses through Challenge Events and Experiences that encourage Newcomers to take the first step towards a connection with horses

**1,008** events hosted



**22,152** newcomers were introduced to a horse

**183** Hosts



#### Challenge Impact

**36%**  in prospective client inquiries

#### Phase II

- Objective for Phase II is to encourage as many Newcomers that participated in a Phase I Challenge Event to return to the Host for a Follow-up Experience that helps the Newcomer become regularly involved in horse activities.

**1,601** return experiences

**1,500** hands-on hours



### Challenge Association Program (CAP)

**19** associations and organizations participated

**16** had active Challenge hosts

**12** had Challenge hosts that placed in either Phase I, Phase II or both

Over **\$6,500** worth of additional cash and prizes awarded to their Challenge hosts!



### Pledge to Take a Friend Riding

Activate amateur owner/recreational rider and be eligible to win the Grand prize: Horse Crazy trip to Kentucky

**876** entries

#### Take the Time to Ride Pledge!

Want to ride in a clinic with Dan James?



Thanks to [Time To Ride](#), if you pledge to Take a Friend Riding, you could win a trip for two to Kentucky including a clinic spot! Share the joy of riding with a non-horsey friend and you could win big - simply for helping her learn about riding and how to get started in the world of horses.

NO PURCHASE NECESSARY. Ends 9/16/17. To enter and for complete details, visit [www.timetoride.com/pledge](http://www.timetoride.com/pledge).

Take the Pledge

### Initiative Exposure

NRHA Winter Meeting  
CSU Equine Sciences Capstone, Spring and Fall  
AQHA Convention: Marketing & Membership and Recreational Riding Committees  
Equine Affaire  
UKY Ag Equine Programs Summit  
AHC Webinar  
AQHA State Affiliate Conference  
Breyer Pony UP! event  
St. Louis National Charity Horse Show event  
Northern Kentucky Horse Network  
Texas A&M Animal Science Careers class

**New Program  
Management for 2018**

**martino flynn**





# AHC Out and About 2017 Meetings

**The AHC attended a variety of meetings for industry associations and organizations in 2017.**

We invite you to contact the AHC if you are interested in having a representative speak at your next conference or meeting.



United States Equestrian Federation  
United States Trotting Association  
Carriage Operators of North America  
American Quarter Horse Association



Back Country Horsemen of America  
National Institute for Animal Agriculture  
American Youth Horse Council



International Forum for the Aftercare of Racehorses  
Jockey Club Roundtable  
Equestricon



United States Animal Health Association  
Kentucky Equine Law Conference  
Coalition of State Horse Councils



Professional Association of Therapeutic Horsemanship  
International  
Arabian Horse Association  
American Association of Equine Practitioners  
*Locally – Washington International Horse Show, Maryland  
Horse Industry Board and Virginia Horse Council*







American Horse Council  
1616 H Street NW, 7th  
Floor  
Washington, DC 20006  
202.296.4031  
[www.horsecouncil.org](http://www.horsecouncil.org)  
[info@horsecouncil.org](mailto:info@horsecouncil.org)