



A M E R I C A N
H O R S E C O U N C I L

2022

ANNUAL REPORT

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horsecouncil.org

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McLean VA 22102

PRESIDENT'S LETTER

It continues to be an honor to serve this great organization and the equine industry. The enclosed report provides an overview of our accomplishments in 2022.

On behalf of myself, the staff, the board and all our 100+ volunteers we thank you for your membership and support of the American Horse Council, Foundation and all our programs.

Sincerely,

Julie M. Broadway

Julie M. Broadway, CAE
President



*President Broadway with 2022 Rolapp
Award Winner Rep Henry Cullear



AMERICAN
HORSE COUNCIL



AMERICAN
HORSE COUNCIL
FOUNDATION

Observations from Chairman

Every day, decisions are made in Washington, D.C., that affect all horses and all equine-related businesses, and the American Horse Council is committed to working on Capitol Hill to advocate for the equine industry's best interests.

Your support is needed and appreciated now more than ever. On behalf of our organization, I thank you for your continued engagement that enables us to work on your behalf.

Thank you.



Sincerely,

Rick Mitchell

Dr. Rick Mitchell
AHC Board Chair



BOARD OF TRUSTEES



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Dr. Rick Mitchell



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**BOARD MEMBER
At Large**

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AHC STAFF AND ADVISORY COMMITTEES

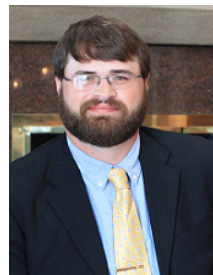
AHC STAFF



PRESIDENT
Julie Broadway



**GOVERNMENT
AFFAIRS LIAISON**
Brigid Shea



**HEALTH, WELFARE
& REGULATORY
AFFAIRS LIAISON**
Cliff Williamson

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Stephan Hienzsich
Bill Moroney
Stan Morey
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Scott Dorenkemp
Harold Palmer
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Glenn Petty
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Bud Wills (PA)

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Cricket Goodall
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Matt Iuliano
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David Richardson
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Mike Tanner
Janet Vanbebber
Hank Zeitlin



AHC PROGRAM STAFF



**UNITED HORSE
COALITION**
DIRECTOR
Ashley Harkins



**EQUINE WELFARE
DATA COLLECTIVE**
PROGRAM MANAGER
Emily Stearns



MARKETING ALLIANCE COMMITTEE:

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Gary Carpenter – NRHA
Mark Coley/Vicki Lowell – USEF
David Foley – AAEP
Patty Tiberg – AQHA
Jamie Kinnear – Purina
Melissa Kitchen – AIM
Christy Landwehr – CHA
Jessica Normand – Zoetis
Billy Smith – APHA
Theresa Woods – US Pony Club
Christy Landwehr - CHA
Tom Spalding/Chris Jacobi –
Spaulding Labs



UHC COMMITTEE MEMBERS:

**EXECUTIVE
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David Foley
Melissa Kitchen
Eric Hamelback
Amy Cairry
Dr. Clara Mason
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Christy Shulte-Kap-
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EDUATION:**
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Amy Cairry
Jennifer Daniels
Eric Hamelback
Melissa Kitchen
Shannon Luce
Clara Mason

**VISIBILITY AND
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Sarah Coleman
Shannon Luce, Chair

**MEMBERSHIP AND
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Christie Shulte-Kappert



EWDC STEERING COMMITTEE:

Julie Broadway
Christie Schulte-Kappert
Keith Kleine

LEGISLATIVE & REGULATORY ACCOMPLISHMENTS 2022



The American Horse Council (AHC) represents the horse industry in Washington, D. C., before Congress, federal regulatory agencies, the media, and related industry partners.

Participation in the political process ensures our voice is heard on matters important to the equine industry and community. AHC operates in a non-partisan manner. We accomplish our mission through education, advocacy, and research.

Of course, the success of our mission depends on the support of our members and affiliated organizations and coalitions. AHC works with other trade and advocacy groups on matters of mutual interest. We do not expect to always agree on issues, but we recognize there is strength in numbers.

In 2022, we were able to engage with all stakeholders more fully as a state of normalcy returned after the COVID-19 pandemic. In-person visits to Members of Congress were resumed, as well as other events that had been virtual or hybrid. We monitored and weighed in on a multitude of proposed laws, regulations, rules, and policies. In addition to our core issues, we widened the lens of our public affairs focus to include emerging health, welfare, and regulatory matters.

AHC made progress in achieving its legislative and regulatory agendas. A snapshot of our activities and accomplishments follows.

- AHC hosted a Virtual Fly-In in November featuring five Members of Congress, including Representative G. T. Thompson, the incoming Chair of the House Committee on Agriculture.
- Three issues of the AHC Tax Bulletin were published.
- AHC began educating Members of Congress on the need for a comprehensive census of horses.
- Responding to the results of a member survey, the AHC held a Tax Focus Group to gain insight into members' perspectives on the federal tax system.
- The association was appointed to the Steering Committee of the H-2B Workforce Coalition.
- A public comment letter was submitted to the Department of Labor objecting to re-classifying independent contractors.
- The AHC Congressional Scorecard was released prior to the November 2022 elections.
- A statement was issued regarding "Ransom" or "Bail-out" sales marketed online.
- A position statement was developed with the Association of American Feed Control Officials (AAFCO) regarding future legislation concerning hemp by-products as feed additives.
- AHC participated in the March 10th USDA-APHIS Administrator's Equine Stakeholder Meeting. Subjects included the Slaughter Horse Transport Rule, the Horse Protection Act rule change, the Eastern Equine Encephalitis grant allocation (MA,CT,RI), the National Animal Health Monitoring Service Equine Study 2020, Emergency Planning and Response status and AHS model status, and the status of planning efforts regarding the 2028 Olympics in Los Angeles.

POLICY & LEGISLATIVE 2022 YEAR IN REVIEW

CONTINUED...



Prevent All Soring Tactics (PAST) Act, H.R. 5441

The passage of the Prevent All Soring Tactics (PAST) Act, H.R. 5441, was a primary focus of AHC. It has been a long-standing priority to strengthen the Horse Protection Act with an amendment to improve the conduct and process of inspecting horses for soaring. H.R. 5441 would have banned the use of devices commonly used to inflict pain on three specific breeds of horses and eliminated the current system of industry self-policing. The bill would have also increased penalties for violators. Although heartened by the success in the House of Representatives, which adopted H.R. 5441 by a bipartisan vote of 304 to 111, the Senate was unable to move to consideration, and the bill died at the conclusion of the 117th Congress.

Save America's Forgotten Equines (SAFE) Act of 2021

Although AHC is officially neutral on the slaughter of equines for human consumption, we did participate as an information source for a stakeholder meeting convened by the Energy & Commerce Committee of the House of Representatives. A bill to ban horse slaughter, H.R. 3355, the Save America's Forgotten Equines (SAFE) Act of 2021, was up for discussion before the Committee but was pulled from the agenda by the Chair and Ranking Member. Despite the controversy of this issue, AHC was able to provide insight and facilitate discussion as AHC has been collecting data on U.S. rescues and sanctuaries since 2018 to determine their capacity to take on more horses and the best approaches to aftercare.

Unsanctioned Racing

Since 2008, at least 382 cases of equine infectious anemia and 532 cases of equine piroplasmiasis have been confirmed in racing Quarter Horses, most with epidemiological links to unsanctioned racing, according to the United States Animal Health Association (USAHA). The USAHA requested AHC collaborate with state and federal authorities to address the health and welfare of equines in unsanctioned racing as well as illegal activities associated with such events. AHC consulted with federal and state lawmakers and chose to pursue a state-based remedy, which will be implemented in 2023.

H-2B Workforce Coalition

AHC was appointed to the H-2B Workforce Coalition Steering Committee. The H-2B Workforce Coalition is a consortium of industry associations that work to protect access to legal short-term temporary workers during peak business periods. We serve in this leadership position to provide the equine industry with an equal and effective seat at the table when the Coalition develops its advocacy strategy. The H-2B nonimmigrant program permits employers to temporarily hire nonimmigrants to perform nonagricultural labor or services in the United States. This guest worker program is important to many venues hosting horse racing, shows, and exhibitions. Despite the momentum in the waning weeks of the 117th Congress, the proposal to secure permanent reforms was derailed. Some progress was still made, however, as the Omnibus Appropriations Bill designated the increase of an additional 64,716 visas for Fiscal Year 2023.



Outdoor Recreation

AHC is a member of the Outdoor Recreation Roundtable, a business coalition advancing a sustainable and growing outdoor recreation economy. Our role in the coalition is to protect and enhance equine recreational use on federal lands including trail access and safety. The America's Outdoor Recreation Act of 2022 was passed by the Senate Energy and Natural Resources Committee.



Tax Reform Efforts

Efforts toward tax reform and relief during the second session of the 117th Congress were focused on pushing back attempts by the House Ways and Means Committee to raise the top death tax rate and increase the number of family businesses that would be subject to the tax. Additional proposals to change estate planning were also successfully countered through efforts by agricultural and small family business coalitions.

Animal Agriculture Coalition

AHC is also a member of the Animal Agriculture Coalition. The Animal Agriculture Coalition engages in the development of livestock regulations to ensure they are science based and practical for the industry while still prioritizing animal well-being. The Animal Agriculture Coalition has been supportive of AHC's efforts concerning regulatory changes that impact access to pyrethrins and rodenticides critical to the health and welfare of our national herd. AHC submitted comments along with several other groups on multiple EPA rule changes associated with these issues. Final decisions will be made in 2024.

Contagious Equine Metris

AHC long pursued extension from 60 days to 90 days for the waiver from Contagious Equine Metris testing for competition horses visiting CEM-affected countries. While the rule has not been formally approved, the United States Department of Agriculture (USDA) agreed to United States Equestrian Federation's request for the 90-day window to be applied to U.S. animals for this year's show season. This is a significant step for AHC following more than a decade of advocacy that has been invested in seeing this change take place.



Biosecurity Threats

Finally, after years' worth of AHC efforts communicating concerns to the USDA, the Animal and Plant Health Inspection Service (APHIS), and the Veterinary Services (VS) regarding biosecurity threats culminated in a new guidance document outlining the procedures for horses imported into the United States and entering quarantine facilities approved by USDA APHIS VS. An update to requirements and procedures for equine feed, hay, pharmaceuticals, and supplements/nutraceuticals accompanying imported horses to import quarantine is also included to ensure compliance with the agencies regulating these products.



AMERICAN HORSE COUNCIL

Coalitions & Partnerships

It's often said, "It takes a village" and that's very much the case with advocacy work where coalitions and partnership play key roles in mobilizing change. This is one of the most important functions of advocacy simply because one person's opinion may not count for much when a representative hears from hundreds daily, but if a large group is mobilized to action and they are presenting a united message to the public and to policymakers, it is a much better indication that this may be a broader public opinion. Mobilization works by expanding the base of support beyond those who may be directly impacted by convincing others that the issue affects them as well.

AHC has forged relationships with many groups including, but not limited to:

- American Youth Horse Council
- Outdoor Recreation Roundtable
- Coalition for Recreational Trails
- Unrelated Business Income Tax Coalition
- Professional Certification Coalition
- Economic Business Coalition
- Tax Aggies Coalition
- Animal Agriculture Coalition
- Sports Coalition
- Physical Activity Council
- H2A/H2B Coalitions
- Seasonal Ag Employee Coalition
- A Home For Every Horse
- National Association of Animal Control
- Global Federation of Animal Sanctuaries
- Shelter Animal Count
- National Grange
- American Association of Equine Practitioners
- American Veterinary Medical Association
- American Farm Bureau Federation
- American Feed Industry Association
- American Society of Association Executives
- United States Chamber of Commerce





AMERICAN HORSE COUNCIL

Financial Snapshot

FISCAL YEAR 2022 FINANCIALS

Summary for the American Horse Council (AHC), American Horse Council Foundation (AHCF), and Committee On Legislation and Taxation (COLT)

TOTAL ASSETS:

\$1,537,002

TOTAL LIABILITIES:

\$405,093

REVENUES:

\$693,018

*80% from membership dues

EXPENSES:

\$798,235

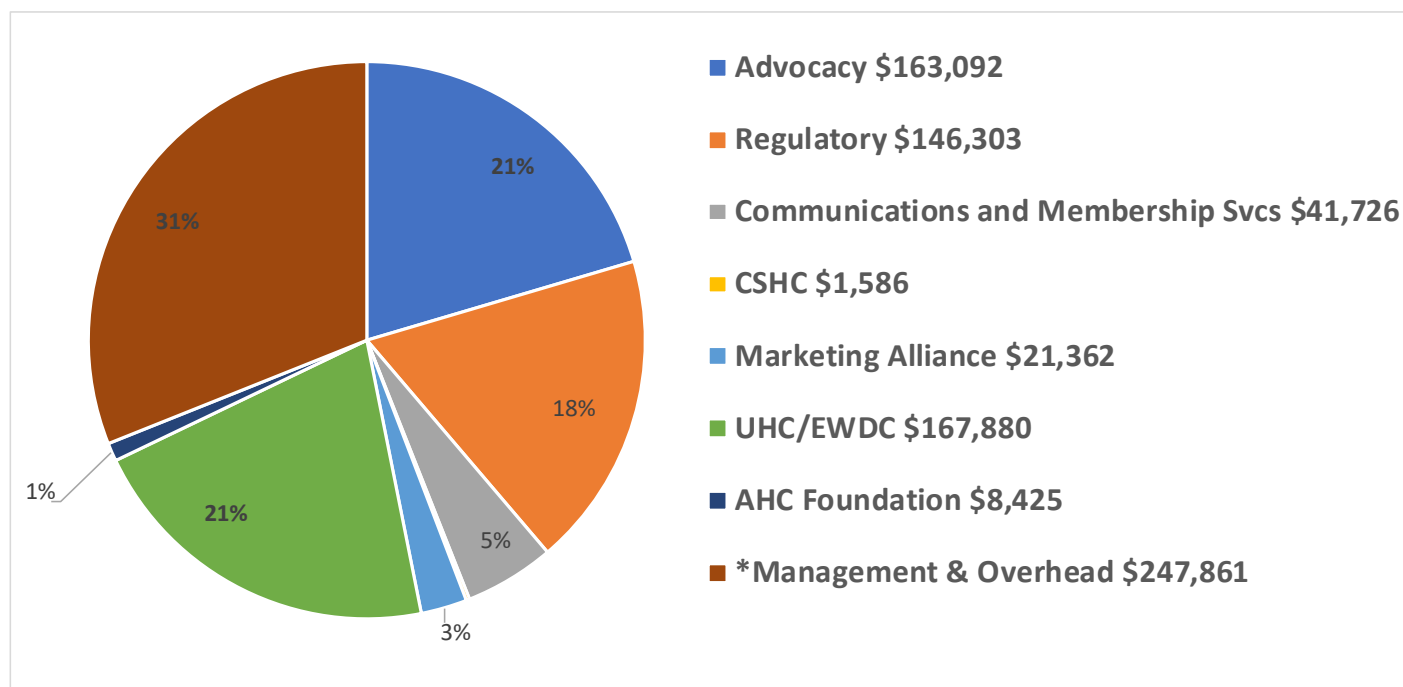
NET LOSS:

\$105,217

*includes investment losses



2022 FUNCTIONAL EXPENSE BREAKOUT



*This includes overhead i.e. rent, utilities, insurance, equipment and professional services like accounting, auditing, legal counsel, and IT.

AMERICAN HORSE COUNCIL FOUNDATION

Background



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 **United Horse Coalition** and the updating of the **National Economic Impact Study**.

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



**UNITED HORSE
COALITION**
EDUCATE. ADVOCATE. COLLABORATE.

Founded in 2006, the **United Horse Coalition (UHC)** is a broad alliance of equine organizations that have joined together under the American Horse Council to educate the horse industry about the issues facing horses at-risk or in transition. We seek to provide 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.

Through industry collaboration, the UHC promotes education and options for at-risk and transitioning horses.



**New study
coming in
2023!**

Last published 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.



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. In 2019 COLT reviewed bylaws and recommended changes to address campaign finance reform and FEC filings.

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.

To contribute to COLT contact Bshea@horsecouncil.org



AMERICAN
HORSE COUNCIL

Put more **HORSEPOWER** in Congress!

UNITED HORSE COALITION

2022 YEAR IN REVIEW



UHC continues to have great success providing safety net resources and assistance options for the Equine Industry in an effort to help horses at-risk or in transition Nationwide.

UHC Equine Resource Database

The UHC spent the summer of 2022 migrating from its previous customer relations management software (Insightly) to a new association management software called Memberclicks which is much better suited to the needs of UHC, its members, and the general horse owning public who utilize the UHC Equine Resource Database.

Implementation went live in December to UHC members and the general equine public. This new software allows streamlining of membership processing, as well as the audit of the UHC Equine Resource Database. It also gives UHC members and those organizations that are contributing to the UHCERD the ability to keep their contact information current through the free member portal area, cutting down on errors and audit time. It also includes a members only area with benefits available only to UHC Members.

UHC Speaking Engagements and Events:

- ASPCA Right Horse Summit
September 2022, Denver CO
- Equine Affaire 2022, Springfield MA
- Guest Speaker on Humane Roundup
Podcast, November 2022

Current projects & planned progress

- Completion of the revised copy of the "Join the Effort" booklet scheduled for 2023 release.
- Development of a "New Owner" digital informational packet for breed registries, adoption agencies, and other industry organizations to distribute to new owners at the time of purchase or adoption of a horse scheduled for 2023 pending collaboration with other equine industry organizations for distribution.
- Collaboration on standardized guidelines and best practices to help organizations implement certain types of safety net programs.
- Continuing the promotion of our responsible horse ownership campaign and focusing on getting horse owners to think about "what happens to your horse, if something happens to you?"
- Ended Microchip Giveaway Contest, gave away almost 330 microchips to horse owners and rescues in an effort to promote the importance of microchipping and full circle programs.
- Contract with Non-Profit Resources ends December 2023. Utilized them to help successfully create marketing campaigns aimed at increasing our presence within the industry and marketing the safety net programs and resources to horse owners. This included using Keyword campaigns, Retargeting campaigns, and social media.
- Received a \$50,000 grant from the Anheuser Busch Foundation which was split with Equine Network. Goal was to use this grant to help promote the UHC Equine Resource Database as well as the other resources UHC provides on its website to owners in need.



EQUINE WELFARE DATA COLLECTIVE

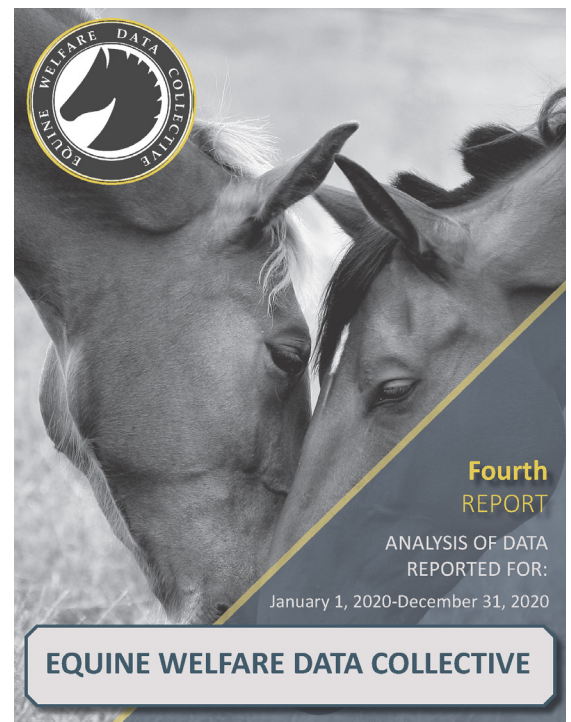
2022 YEAR IN REVIEW

ABOUT

The Equine Welfare Data Collective (EWDC) was officially formed in August of 2018. The goal of the EWDC is to collect data on at-risk and transitioning equines within the United States and the demographics of the organizations assisting them. The EWDC analyzes aggregate data and provides free reports to the public.

ACCOMPLISHMENTS 2022:

- Report 4 published February 2022
- Contracted with Memberclicks for new CRM software services
- “Love to the Rescue” Webinar February 14th
- Collaboration with Shelter Animals Count to explore equine related data from their participants
- Began a data and participant audit
- Initiated collaboration with National Animal Control Association (NACA)
- Guest speaker for NACA board meeting April 2022
- Continuation of shared marketing campaign with UHC
- Exploration of Tableau
- Begun planning for Data Drive for July 2022
- Initiation of the strategic plan continues covers with future tasks including:
 1. Further outreach to industry partners for continued collaboration
 2. Creation of data briefs for the public
 3. Increased data drives
 4. Increased PR communications



AHC MARKETING ALLIANCE

2022 YEAR IN REVIEW

The horse industry is a broad, far-reaching industry that touches many lives—from horse enthusiasts to spectators to those who serve the industry through volunteerism or through employment within the industry itself.

As the national association representing all segments of the horse industry in Washington, D.C., and the only national association exclusively representing every segment of the vast equine industry, the American Horse Council works daily to represent equine interests and opportunities. AHC believes that the more opportunities available to use horses in various activities, the better the overall health of the industry and those who participate. With that mission in mind, the American Horse Council's Marketing Alliance was formed in 2011 when leaders from around the equine industry sought ways to revitalize the industry. The Marketing Alliance was built with the understanding that a thriving and robust equine industry benefit all who are a part of it.

With a new strategic plan objective to create lifelong engagement with the equine industry, the Marketing Alliance introduced Here For Horses in 2021 and its website HereforHorses.org, a website with an introductory video designed to foster interest in horses.

Most importantly, the Here For Horses website shares pathways for visitors to make a connection with a horse, either as a spectator or as a hands-on participant within the horse industry. Potential and current horse enthusiasts can now find information on events, education, volunteer opportunities, and places to learn to ride or drive a horse.



AHC MARKETING ALLIANCE





AMERICAN HORSE COUNCIL

2022 National Issues Forum



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AHC CONFERENCE 2022

The AHC held its Annual Conference and National Issues Forum June 5-7, 2022 at the Omni Shoreham hotel in Washington D.C.

AHC OUT AND ABOUT

2022 MEETINGS



The AHC attended a variety of meetings for industry associations and organizations in 2022.

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
American Paint Horse Association
Outdoor Recreation Roundtable
Los Angeles Farm Bureau
Harness Horseman International
Virginia Horse Industry Board
Virginia Farm Bureau





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