AMERICAN HORSE COUNCIL
2019 ANNUAL REPORT
PRESIDENT'S LETTER

It continues to be a wonderful privilege to serve this great organization and the equine industry. I’m grateful every day that I get to combine my avocation and vocation!

The enclosed report provides an overview of our accomplishments in 2019 and progress in selected key areas. In addition, the report provides an update on the status of our financials.

We continue to be impressed with the bright minds we’ve been fortunate to host through our internship program. They contributed to some great research, and produced some outstanding white papers for our use.

Our committees continue to stay abreast of issues, legislation and policies that impact the industry, your work and livelihoods. We’ve hosted some great meetings, work groups, task forces and webinars meant to educate our members and the industry on current topics.

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, CAE
President
Observations from Chairman

The equine industry continues to play a significant role in our national economy. 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 support that enables us to work on your behalf.

Thank you.

Sincerely,
Jim Gagliano
Jim Gagliano
AHC Board Chair
AHC STAFF AND ADVISORY COMMITTEES

AHC STAFF

President
Julie Broadway

Director, Policy & Legislative Affairs
Bryan Brendle

Director, Health & Regulatory Affairs
Cliff Williamson

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Dr. Duane Barnett
Dr. Jerry Black
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Joseph Santarelli
Scott Dorenkamp
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Randy Rasmussen
Monica Champman
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Dee Dee Miller Sale
Gwen Wills
TIME TO RIDE
Molly O’Brien

UNITED HORSE COALITION
Ashley Harkins

EQUINE WELFARE DATA COLLECTIVE
Emily Stearns

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Julie Broadway
Gary Carpenter
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Craig Huffhines
Jamie Kinneer
Melissa Kitchen
Christy Landwehr
Vicki Lowell
Stuart Meikle
Jessica Normand
Billy Smith
Patty Tiberg
Theresa Woods

UHC COMMITTEE MEMBERS:
EXECUTIVE COMMITTEE:
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David Foley
Dr. Clara Mason
Ward Stutz
Dr. Emily Weiss

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Christie Shulte Kappert
Steve Koch
Katy Ross
Jen Roytz

PROGRAMS AND EDUCATION:
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Glenn Blodgett
Karen Gustin
Eric Hamelback
Ellen Harvey
Melissa Kitchen
Shannon Luce
Glenn Petty
Billy Smith
*Ward Stutz
Tracy Turner

EWDC STEERING COMMITTEE:
Julie Broadway
Christie Shulte Kappert
Emily Weiss
Keith Kleine

*Partner of American Horse Council (AHC)
POLICY & LEGISLATIVE 2019 YEAR IN REVIEW

EQUINE ASSISTED THERAPY (EAT) VICTORY!
For the third year in a row, successfully advocated for dedicated funds for Equine Assisted Activities and Therapies (EAAT) for veterans, a measure championed by Rep. Andy Barr (R-KY), in the amount of $1.5 million, within the FY2020 Department of Veterans’ Affairs (VA) spending bill. Also, advocated for final passage of the Whole Veteran Act (H.R. 2359), authorizing a study analyzing the effectiveness of various treatments for veterans, including equine assisted therapy. The bill passed the House in 2019 and is awaiting consideration in the Senate.

PREVENT ALL SORING TACTICS (PAST) ACT VICTORY!
Advocated for historic passage of the Prevent All Soring Tactics (PAST) Act (H.R. 693) in the House of Representatives by a vote of 333 to 96. The senate version, S. 1007, gains momentum, where it has more than 50 co-sponsors.

LAND CONSERVATION VICTORY!
Successfully advocated for permanent reauthorization for the Land and Water Conservation Fund, increasing resources for conservation projects and easements that promote riding. Continued advocacy for “Restore Our Parks Act” (H.R. 1224/S. 500), addressing backlog trails maintenance.

PUBLISHED!
2019 TAX HANDBOOK
Finalized the 2019 Horse Industry Tax Handbook: Tax Cuts and Jobs Act, a reference tool outlining major changes resulting from tax reform legislation impacting the equine sector.

GUEST WORKER VISAS

UNRELATED BUSINESS INCOME TAX (UBIT) VICTORY!
Successfully advocated for repeal of the Unrelated Business Income Tax (UBIT) burdens imposed on non-profits within 2019 tax legislation.

THREE-YEAR DEPRECIATION FOR RACE HORSES VICTORY!
Successfully extended an expired three-year depreciation incentive for racehorses through 2020 within 2019 tax legislation.
AHC staff engaged with USDA staff and leadership throughout the year on behalf of stakeholders and the entirety of the equine community regarding import and export regulations, protocols and policies. The ability to transport horses across international borders is a critical component to maintaining a healthy industry. The realities of equine health, welfare and business change faster than the government generally allows, and AHC staff continue to voice concerns at all levels of government.

AHC staff were approached in 2019 with multiple instances of horse business, facilities and owners being cut off or pressured out of public spaces by community efforts. This includes equine assisted therapy providers, carriage operators, horse rentals and more. While the AHC does not have resources to engage directly in local or state regulatory efforts, AHC continues to collect resources and identify people and organizations fighting to preserve public space access.

AHC staff continued efforts to keep private horse transportation unhindered by Department of Transportation policies intended to regulate large, commercial hauling enterprises. The DOT continues to support their Recreational Equine Exemption and the AHC educates law enforcement nationwide on how this exemption applies to the horse community. In addition, AHC staff work on Capitol Hill to expand commercial equine transportation laws to better serve the health, welfare and business interests of the equine industry.

AHC staff attended a conference on the current issues and potential solutions to the concerns surrounding federally managed wild horses and burros. While the AHC maintains a neutral position on wild horse and burro issues, we strive to provide interested parties as much information as is available. We continue to collect information and respond to public inquiries from our unbiased position.
Financial Snapshot

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

**TOTAL REVENUES:**
(less donor restrictions)
$1,040,279

**TOTAL EXPENSES:**
$876,409

**NET CHANGE:**
$163,870

**NET ASSETS AT YE:**
$1,160,133

**2019 FUNCTIONAL EXPENSE BREAKOUT**

- Advocacy $138,956
- Regulatory Support $121,726
- Communications and Membership Services $85,522
- Membership Retention & Recruitment $61,892
- *Marketing Alliance $124,264
- AHC Foundation $12,410
- United Horse Coalition $120,193
- **Management & General $358,859

*This includes AHC Overhead expenses to manage this initiative.

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

Founded in 2005, 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.

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.

**2019 AHCF FINANCIAL OVERVIEW**

- **2019 Total Revenue**: $149,518
- **2019 Total Expenses**: $132,603
- **Net Change**: $16,915
- **Net Assets at YE**: ($248,533)

*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
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.

COLT FINANCIAL PICTURE
Revenues: $0
Expenses: $60
Net Assets at 2019 YE: $2,206

Put more HORSEPOWER in Congress!
It was a great year of growth for UHC, including a website update, and the addition of new projects and initiatives to help further UHC’s mission of helping horses at-risk or in transition.

**New UHC Website and Educational Materials**

- UHC Website was completely overhauled to be more user friendly for the industry, with new resources and educational content being added and updated regularly. [https://unitedhorsecoalition.org/](https://unitedhorsecoalition.org/)
- Breeding Responsibly, Owning Responsibly and Rehabilitating the Neglected Horse brochures were also updated. [https://unitedhorsecoalition.org/about-uhc/uhc-materials/](https://unitedhorsecoalition.org/about-uhc/uhc-materials/)
- Rebranding and updating of UHC’s “Join the Effort” booklet will be completed this year (2020).

**United Horse Coalitions National Equine Resource Database**

- UHC (in conjunction with EWDC) created and are continuously auditing a database of nearly 1,000 rescue, sanctuary, and municipal facilities within the continental United States, Puerto Rico, Alaska, and Hawaii that work with at-risk equines.
- A recent questionnaire was developed and sent to the above organizations, as well as Equine Industry organizations to gather information about various safety net programs being offered to help at-risk horses. [https://unitedhorsecoalition.org/resource-database-questionnaire/](https://unitedhorsecoalition.org/resource-database-questionnaire/)
- The safety net programs identified through this questionnaire were compiled and listed on our website for horse owners, businesses, non-profits, and the equine industry as a whole to be able to access to help prevent horses from becoming at-risk. [https://unitedhorsecoalition.org/equine-resource-database/](https://unitedhorsecoalition.org/equine-resource-database/)

**UHC Financials**

- Revenues $50,734
- Expenses $120,193
- Net Change ($69,459)

**UHC Memberships**

- have seen an increase from 118 members in 2018 to over 216 members as of today!
MISSION
An organization to collect data on at-risk and transitioning equines and the programming available to assist them.

ACCOMPLISHMENTS
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.

No complete database of equine welfare organizations within the United States existed. Using a combination of resources, the EWDC first built a list of all organizations within the United States and Puerto Rico that take legal custody of at-risk equines. This list is continually maintained and audited annually. Over 900 organizations were identified. This list is considered our testing population.

An inaugural survey collecting summary data for 2017 and more detailed data for January 2018-June 2018 was created shortly after building the population list. In October 2018 the survey was piloted to a small group of organizations.

After piloting, the survey was further adjusted for ease of completion and sent to the entire population of equine welfare organizations. Organizations were recruited to complete the survey through phone and email contact.

Recruitment for survey participation carried through 2019.

PLANS FOR 1st QUARTER 2020

The next report will be released in Summer of 2020.
2019 Time To Ride Pilot Program

In December 2018, the Marketing Alliance agreed to pursue a new Time To Ride (TTR) program designed to attract children to a series of lessons at approved riding facilities. The following steps were taken to create the new program:

- Establish Time To Ride Educational Sponsors: CHA, Pony Club, USEF
- Facility and instructor requirements developed
- New website
- New/updated marketing materials
- Facebook page updated
- Press releases distributed via American Horse Publications
- Facebook posts on TTR page
- Information distributed to breed and discipline associations
  - Approximately 15 national equine breed and discipline associations helped promote the TTR pilot program via various communication methods, including dedicated eblasts, newsletters and social media posts.

The TTR Program was a tremendous success!

Pilot Program Participants
- Goal: 20-30 facilities
- Total: 62 facilities!

Pilot Program Results
- 81% of participants rate their overall experience as excellent/good
- 72% of participants have gained 1 – 20+ new lesson students
- Number of lesson students enrolled
  - Total: 344
  - Low: 0
  - High: 35

TTR Financials:

| Contributions | $147,500
| Expenses | $124,264
| Net Change | $23,236

* This figure reflects inclusion of $15K in-kind contribution (non-cash).

In addition, several 2018 expenses were paid in 2019 making the overall cash balance negligible.

These very encouraging results showed that the concept has appeal across the horse industry and the potential to grow significantly. This aligns with the Marketing Alliance goal of growing horse ownership and involvement both for today and the future. By attracting kids to horses and giving them a safe, welcoming, in-depth introduction, we’re building the business today while creating the next generation of horse lovers and owners.

2020 Time To Ride Program

Based on the initial success of the 2019 pilot program, the Marketing Alliance decided to continue and expand the program in 2020. Goals include increasing the number of participating facilities to at least 125, increasing awareness and recognition of TTR in the equine industry, increasing marketing support to the participating lesson facilities, upgrading the TTR website and gaining three new members for the Marketing Alliance.
The AHC attended a variety of meetings for industry associations and organizations in 2019.

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
LA Farm Bureau
Harness Horseman International
VA Horse Industry Board
VA Farm Bureau
Coalition of State Horse Councils Fall Conference

LOCALLY:
Washington International Horse Show
Maryland Horse Industry Board
Virginia Horse Council

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