

riding and driving for life

ANNUAL REPORT

for the year ended December 31, 2011



Alberta
Equestrian
Federation.

ON THE COVER: Carol Tupper riding Tango, a 16-year-old buckskin gelding. He belongs to TL- Ranch, which is located in the Red Deer River Valley near Tolman Bridge east of Trochu. Tupper is a recreational rider who loves doing this and considers it great therapy for her back. *Photo credit: Gayle Tupper*

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For more information about the Federation, the content of this report, or to share your comments about it, please contact info@albertaequestrian.com or visit www.albertaequestrian.com.

This report is printed on recycled paper in support of the Federation's commitment to sustainability.

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message from the chair

At the Alberta Sport, Recreation, Parks and Wildlife Foundation, we are working to make our province the best place to live, learn, work and play.

As a non-profit crown corporation, and similar to the Alberta Equestrian Federation, our Foundation has a volunteer Board of Directors providing oversight and guidance. The Foundation's Board of Directors is responsible for:

- Supporting sport and recreation
- Promoting active living
- Encouraging athletic excellence and achievement
- Overseeing preservation and use of acquired natural areas

Already you can see the fit between the Foundation's responsibilities and your Federation's activities, and you will understand why the Alberta Sport, Recreation, Parks and Wildlife Foundation chooses to be a significant contributor to the Alberta Equestrian Federation.



Kay Kenny, Chair, Board of Directors, Alberta Sport, Recreation, Parks and Wildlife Foundation

Through your Federation's programs and services, you support the needs of your thousands of recreational and competitive equestrians. You promote active living in the outdoors and life-long fitness. Your Wild Rose Competition program, development of specialized coaches and Scholarship program supports our youth's educational and athletic aspirations. Your Trail Supporter program advances the trail system throughout our great province.

We recognize that as the provincial sport organization for equestrians in Alberta, your Federation is the voice of equine Alberta at many tables ranging from those under Alberta government jurisdiction to the national venue.

The Alberta Sport, Recreation, Parks and Wildlife Foundation is pleased to be a friend of the Alberta Equestrian Federation. As you approach your 35th anniversary, we extend our best wishes for your continuing efforts to enhance the well-being and achievements of Alberta's equestrians – both riders and drivers – and their equines.

Kay Kenny

Chair, Board of Directors
Alberta Sport, Recreation, Parks and Wildlife Foundation
www.asrpf.ca

The AEF promotes and supports trails, development, maintenance and environmental stewardship to manage and maintain sustainable backcountry trails. Following the Clearwater River in the Rocky Mountains heading up to Lost Guide Lake, these riders are being guided through some of Alberta's spectacular wilderness in the Eastern Slopes, due west of Sundre, some 80 km as the crow flies.

Photo credit: Scott Phillips



2011 board of directors

Elected by AEF members

Dixie Crowson – President

Kippy Maitland-Smith – Vice-President

Patricia McCormack – Treasurer

Juliet Franke – Secretary

Cindy Holyoak – Chair, Sport

Brian Irving – Chair, Recreation

Leslie Oszli – Chair, Education

Bill desBarres – Chair, Breeds and Industry

Ross MacInnes – Chair, Promotions and Publicity

Diane Ans

Sandy Bell

Lewis Hand

Julie Moorcroft

Rhianne Weghnnar

Appointed as provincial association representatives

Twyla Daly – Alberta Donkey and Mule Club

Lynn Danyluk – Alberta Equestrian Awareness Association

Tracy Dopko – Welsh Pony & Cob Society of Alberta

Juliet Franke – Alberta Morgan Horse Club

Cheryl Fotheringham – Canadian Horse Breeders Association
Rocky Mountain District

Tara Gamble – Certified Horsemanship Association

Suzette Krug – Alberta Friesian Horse Association

Rick Maidman – Trail Riding Alberta Conference

Shirley McFall – Alberta Trail Riding Association

Raylene McWade – American Saddlebred Horse Association of Alberta

Carina Mill Forsstrom – Alberta Dressage Association

Heather Mitchell-Matheson – Horse Industry Association of Alberta

Tom O'Neill – Alberta Equestrian Vaulting Association

Jesse Reid – Aurora Horse Association

Ken Schmuland – Alberta 4-H Provincial Equine Advisory Committee

Holly Tibble – Endurance Riders of Alberta

Sandy Wallin – Alberta Pony Clubs (North, Central & South Regions)

Chuck Taylor – Alberta Carriage Driving Association

Ulrika Wikner – Alberta Horse Trials Association

2011 committees

Alberta Bits

Biosecurity

Bylaws

Finance

Nominations

Scholarship

Wild Rose Trail Ride

2011 casino volunteers

Thank you to the many volunteers who helped with the casino.
We couldn't have done it without you!

AEF office staff

Sonia Dantu

Executive Director

Norma Cnudde

Office Assistant, Family and Individual Memberships,
General Inquiries

Erin Lundteigen

Coaching Administrator, Rider Development, Trail
Supporter, Ride and Drive, Stable Directory, Live Outside The Box

Allison Blackmore

Competition Coordinator, Provincial Officials,
Associate and Affiliate Memberships

Wendy Kemble

Marketing and Program Support, Business Memberships

Rita Bernard

Finance, Family and Individual Memberships,
General Inquiries

vision and mission

Vision

The voice of equine Alberta

The premier source for education, information and support for Alberta's entire equine community

Mission

To assist in creating a positive environment for the enjoyment of equines

Through leadership and a proactive approach we promote, facilitate and coordinate equestrian related activities in Alberta

The AEF partnered with Linda Findstad to host equine photography courses. Participants were given valuable instruction and great subjects to work with. *Photo credit: Linda Findstad*



2011 quick facts

Individual members – junior	3,992
Individual members – senior	8,643
Association and affiliate members	94
Business members	54
Ride and Drive registrants	138
Live Outside The Box participants	42
Trail supporters	164
Provincially approved officials	36
Wild Rose Competitions	29
Educational and coach training sessions	22
Scholarships granted	9

Friesians and their friends enjoying Gull Lake at a Club Fun day. One of the AEF's provincial associations, the Alberta Friesian Horse Association, has many fun activities and promote and demonstrate excellence in this breed. *Photo credit: Suzette Krug*



celebrating excellence and promoting youth development

The youth of Alberta are our future recreational and competitive riders and drivers, our future equine health professionals, our future stable owners and breeders. They hold the keys to a healthy and sustainable equine industry and the AEF is committed to supporting their interests in the equine world. Youth development is a foundational aspect of the AEF, and the organization would like to invest more resources in this area in the coming years.

Live Outside The Box

Along with numerous learn-to-ride resources available on the website, the AEF offers a unique program called, Live Outside The Box. This program recognizes the participation by 7 to 15 year olds in equine-related activities that are “outside the box,” that is, outside the TV and the computer screen.

We are proud of all of the 2011 Live Outside The Box participants, and we celebrate these awardees:

Highest Horse Time	1st - Katelyn Golka, age 11 2nd - Lindsey Stevenson, age 13 3rd - Deshann Valentine, age 11
Lowest Screen Time	1st - Christa-Lee Ferguson, age 14 2nd - Carlie Wells, age 10 3rd - Jesse Linderman, age 13
Highest Consecutive Screen Free Days	1st - Rebekah Ferguson, age 9 2nd - Emma Quinn, age 12 3rd - Mirthe Hazenberg, age 15

Scholarship program

Another important AEF initiative that supports and celebrates excellence is the annual AEF Scholarship Program.

We extend our best wishes for their educational efforts to our scholarship recipients:

Charlene Baker Scholarship – Western Rider	Gwendolyn Mann
English Rider Scholarship	Stacey Buium
AEF Scholarship	Stephanie Berendt Esther Den Hertog Emily Graham Leah Murphy Jenna Williamson Courtney Ziegler Claire Ziff

Rebekah Ferguson, age 9, has achieved the Highest Consecutive Screen Free Days in the 2011 Live Outside The Box program. Her horses are Commander and Tibs. *Photo credit: Glenda Ferguson*



wild rose competitions

2011 was the second year for the AEF's successful Wild Rose Competition program. This new provincial competition program was established to support and grow the grassroots level of competition in Alberta.

A Provincial Officials' Program was also developed to train and recognize competition officials for provincial level competition.

Costs are kept to a minimum for both the show organizer and the competitors in an effort to offer an affordable equestrian sports event.

A Wild Rose Competition is meant to be fun and at a level that is comfortable for the beginner athlete. But, the competition is a quality event that will develop the skills of riders and their mounts.

In 2011, there were 29 Wild Rose Competitions, including one breed, fifteen hunter/jumper, three dressage, four driving and six general performance shows. The AEF also offered Officials' Clinics throughout the year.

The AEF is honoured to be partners with Alberta show organizers.

Beautifully turned out junior riders in an open hack class at the Didsbury Horse Show, during its 49th anniversary. The announcer, Heather Deboer is one of the many volunteers who make this show a success. This show is was an AEF Wild Rose sanctioned event. *Photo credit: Deanna Buschert*



caring for equines

The AEF has been a leader in provincial and national initiatives to improve the health and well-being of equines. Significant accomplishments were made in 2011 through partnerships with many diverse organizations, including:

- Alberta Farm Animal Care
- Alberta Stable Initiatives
- Alberta Veterinary Association
- Equi-Health Canada
- Growing Forward
- Higher Trails Equine Centre
- Horse Welfare Alliance of Canada
- University of Calgary Faculty of Veterinary Medicine

Biosecurity

In 2011, the AEF and its partners focused on a proactive approach to biosecurity. Biosecurity is protecting our equines, ourselves, our farm and ranching communities, and the equine industry against disease causing agents. It is a strategy of disease prevention, and controlling and preventing recycling of disease within a herd, facility, community or region.

The AEF's partnerships in biosecurity resulted in outstanding resources offered to Albertans such as:

- Equine Biosecurity Policies and Best Practices Guide
- Equine Biosecurity workshops
- Biosecurity brochure

Equine first aid

The AEF learned that only 11 per cent of all horse owners have basic horse health knowledge, and that even fewer think they would be able to handle a health emergency situation with their horses. This educational gap needs to be addressed.

In 2011, the AEF was pleased to be involved in helping owners learn some very important first aid techniques for their equine friends. The workshop was fun, interactive, practical and hands-on with willing equine "patients."

A Trail Riding Alberta Conference (TRAC) competitive trail riding event held east of Milk River. In this and other long-distance riding events, veterinarians are an integral part of ensuring a horse's welfare and ability to compete and be 'fit to continue.' Dr Doug Hunter watches Fresco, an 11-year-old paint and led by Ken Vanderwekken, do a trot out at one of the vet checks. *Photo credit: Marlene Vanderwekken*



riding and driving for life

Riding and driving for life is about life-long learning and active living. It is about participating wholeheartedly in an interest, a hobby, a livelihood, a calling or a passion for equine-related activity.

The AEF offers numerous programs and services to support AEF members and others in their passions. We offer something for beginner riders to non-riders, for the competitive spirit to the recreational soul. We are pleased to have numerous individual, business, organization and government partners in these ventures.

In 2011, the AEF continued to build relationships with major partners, such as Olds College, Spruce Meadows, the Calgary Stampede and Equine Canada. These partnerships hold the promise of mutual benefits and the advancement of AEF goals.

The AEF responded to the request for a 16-month membership, running from September of year one to December of year two. This new membership plan was successfully introduced in 2011.

The AEF's signature publication, *Alberta Bits*, grew in 2011. It became even more attractive to our readers and our advertisers as it shared a wide variety of articles and promotions about riding, driving, rider well-being, equine welfare and community activities. The magazine paid for itself in 2011.

At December 31, 2011, the AEF was on a solid budget footing by ending the year with a balanced budget and modest surplus. The AEF has repaid the significant deficit that it was facing at the end of 2010.

In 2011, members had the option to designate \$1.50 of their membership fee to an area of interest. The large majority of members delegated that amount to any area that would benefit the AEF. Recreation amounts were used to develop capacity for the first ever Wild Rose Trail Ride in 2012, and education amounts went to background preparation for the Annual Conference in 2012. Sport contributions went toward continued mediations with Equine Canada, while Breeds & Industry was used for continued industry research and projects and the small amount for Promotions was used for AEF marketing initiatives.

To support riding and driving for life, more attention is needed for resource development—volunteer and financial—and membership promotion. These areas, among others, are captured as major objectives of the 2011-2013 AEF Business Plan, which is available for viewing at the AEF website.

To build on the foundation for life-long learning and active living, the AEF must be fiscally responsible and financially prudent. The Finance Committee and the Board of Directors will continue to tighten the budget process to improve financial accountability, and the AEF staff will continue to pay attention to office efficiencies.

Riding and driving for life is about a passion for equines. We extend our wholehearted thanks to our AEF members and volunteers, our donors and sponsors, the Government of Alberta and our community partners for helping develop this passion in Alberta for Albertans.

Concentrating on manoeuvring around an obstacle during the marathon phase in a Combined Driving Event near Kevisville, are driver Cindy Holyoak, navigator Leanne McLean and Adamas, a 17-year-old Arabian. Drivers of all ages and any type of equine may take part in local events to international competitions. *Photo credit: Tammy Laybourne*



pulling together for a better AEF

Established nearly 35 years ago to represent and support the equine community, the AEF is presented with challenges that shift as the province's demographics and economy change, and as the equine industry and equestrian interests change. For example, one of the fastest growing groups of healthy-living enthusiasts are recreational riders, which was not predicted a few years ago.

The AEF considers these challenges as opportunities for action and we're inviting you to come along for the ride.

Opportunities for action

The AEF members' insurance benefits are exceptional, *Alberta Bits* is a must-read, the scholarships and awards support our youth, the educational activities are interesting and the Wild Rose Competition program is a lot of fun.

We believe we can do more, but only through your participation and by you sharing your passions. What more can the AEF do for our members and, since we are the provincial equine federation recognized by the Alberta government, what more can we do for all Albertans and their equines? Who can we partner with and what new programs do we need?

Objectives for 2012

Based upon these opportunities and the need to learn from our members and be more accountable to them, the AEF's business plan focuses on these objectives for 2012 (read more at www.albertaequestrian.com/Education-Bylaws-Download):

1. Increase membership.
2. Conduct and analyze a needs assessment survey of members to determine if there are important unmet needs and to prioritize development of new initiatives.
3. Develop and implement a provincial outreach program to market AEF programs and services.
4. Expand the Wild Rose Competition program.
5. Begin a full review of the AEF governance structure and implement changes to meet the new federal not-for-profit act.

Trot on for the AEF

As a friend of the AEF, you can help the AEF achieve its objectives. Get in touch with the AEF office to share your ideas and your volunteer support.

By pulling together, we will make the AEF a better representative of all of its members and a better partner for all equine-related organizations.

(l-r) It's a family affair moving horses. Kenton Gersscheid, Bill Anderson and Jim Keith lead the pack. In back are Greg Gersscheid and Kevin Hull. Arriving at Hwy 16 to head south, 119 mares are being moved home from their winter pasture as the snow had become too deep for pawing.

Photo credit: Maureen Gersscheid



statement of financial position

AS AT DECEMBER 31, 2011

	2011	2010		2011	2010
ASSETS			LIABILITIES		
CURRENT			CURRENT		
Cash	\$180,472	\$125,636	Accounts payable & accrued liabilities	\$43,082	\$27,834
Short-term investments	-	50,000	Goods & services tax payable	6,021	5,065
Accounts receivable	7,369	14,001	Unearned membership fees	195,312	166,195
Goods & services tax receivable	10,254	9,362	Deferred contributions	<u>33,508</u>	<u>85,094</u>
Inventory	10,996	8,122	-	277,923	284,188
Prepaid expenses	<u>15,033</u>	<u>18,389</u>			
	224,124	225,510	DEFERRED REVENUES	<u>18,891</u>	<u>123,005</u>
CAPITAL ASSETS	18,609	22,162		<u>296,814</u>	<u>407,193</u>
INVESTMENTS	<u>102,073</u>	<u>115,376</u>			
	<u>\$344,806</u>	<u>\$363,048</u>	NET ASSETS		
			NET ASSETS	<u>47,992</u>	<u>(44,145)</u>
				<u>\$344,806</u>	<u>\$363,048</u>

statement of operations

AS AT DECEMBER 31, 2011

	2011	2010		2011	2010
REVENUE			EXPENSES		
Grants	\$81,305	\$84,305	Salaries & employee benefits	\$252,394	\$267,635
Memberships	386,663	350,540	Member & director insurance	87,882	85,980
Sport	14,763	7,750	Education	37,169	44,592
Trail support	13,097	14,976	Advertising & promotion	88,915	83,448
Education	33,785	41,892	Office administration	71,152	83,108
Breeds & industry	39,319	65,650	Sport	7,408	8,601
Advertising	40,348	27,670	Trail support	13,097	14,652
Sales	17,044	21,851	Rent	47,856	47,770
Administration	14,560	10,825	Provincial Group	1,176	7,846
Other income	10,557	1,211	Cost of goods sold	8,245	19,247
Recreation	4,172	3,422	Professional fees	22,106	26,930
Casino	54,554	56,621	Meetings	3,613	10,326
	<u>710,167</u>	<u>686,713</u>	Recreation	4,370	4,331
			Breeds & industry	51,622	60,978
			Casino	2,090	1,294
				<u>699,095</u>	<u>766,738</u>
			EXCESS (DEFICIENCY) BEFORE AMORTIZATION AND EXTRAORDINARY ITEM	11,072	(80,025)
			AMORTIZATION	4,652	5,541
				6,420	(85,566)
			EXTRAORDINARY ITEM	85,717	-
			EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	<u>\$92,137</u>	<u>\$(85,566)</u>



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