



ALBERTA EQUESTRIAN FEDERATION



2013 ANNUAL REPORT

FINDING OUR STRIDE



© Alberta Equestrian Federation, March 2014

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BACK COVER L-R 'Moose' at Mane Event. Photo credit: courtesy of CHARMD; **Renaud Wintzer driving his mule, Dolly.** Navigator is **Terry Aires.** Photo credit: Rick Kroll; **At the CIEC, Reining Individual Jr, Gold, Alexandra Hibberd.** Photo credit: A Sharper Image; **Tyler Bennett in a Quarter Horse Association of Alberta trail class.** Photo credit: Diane Gallant; **Brady Hambrook.** Photo credit: courtesy Calgary Western Riders

FRONT COVER L-R 2,000-hour achiever, Michael Hansen and Drifter, in the Kananaskis River. Photo credit: Kateri Cowley; **Elijah Nicholas, Jacquelyn Dougherty, Allison Nicholas with EC drive coach Kathleen Winfield.** Photo credit: AEF; **At the CIEC, Top Leased Horse in Dressage, Arturo, owned by Crystal Kissel and ridden by Audrey Laurence Farmer (QC).** Photo credit: A Sharper Image; **Scott Phillips and colt Chip working in a round pen.** Photo credit: Linda Fitzpatrick; **Reining Judge at the CIEC.** Photo credit: A Sharper Image

BOTTOM IMAGE, FRONT COVER: Teams and participants of the CIEC. Photo credit: A Sharper Image

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LES OAKES, PRESIDENT

To be the president in the Alberta Equestrian Federation's 35th year has been a privilege and an honour. This past year has been filled with many great accomplishments and it has been an enjoyable year! I am fortunate in my occupation, outside of being a volunteer, for the opportunity to stop along the way and meet with many AEF members, 4-H people, trail riders, pony clubbers and those who excel competing in the various disciplines throughout our great province.

Alberta and the AEF were able to successfully host the third annual Canadian

Interprovincial Equestrian Championships (CIEC). The CIEC is a unique competition that is comprised of jumping, dressage and reining, all held at one venue. The weather was perfect and Team Alberta took home the overall Gold Team Championship, which was icing on the cake.

In 2013, the AEF held its second annual trail ride at Rafter Six. This successful event attracted over 80 riders; between entry fees and additional sponsorships, the AEF was able to donate \$910 each to three of our therapeutic riding clubs.

This past year also saw an increase in membership. This, along with a staff and board who managed resources well, allowed the AEF to have a year in which incoming cash was slightly greater than what went out. No small feat when you consider casino revenues and government grants were down in 2013. Moving forward into 2014, the present board of directors and the staff of the AEF are very excited about the prospects for membership growth.

On behalf of the board, I would like to thank the executive director and the staff for their passion and their commitment to the membership and the great help and tremendous resource they are for the board.



The AEF implemented a strategic plan in 2012 and has been working hard to follow through on the goals. Last year and this year, the area of focus for the new board of 2014 is membership growth; a larger membership base allows the AEF to provide better and more services. To achieve membership growth on a large scale, the AEF needs to provide greater value to its members. To reach this, each board member has been asked to create a project (fitting with the strategic plan) that will add greater value to the membership in 2014 to ultimately grow the membership.

Projects need to be measurable and each Director needs to be accountable to the membership as we proceed through the remainder of the 2014 year and into 2015. *Alberta Bits* and the AEF website and the AEF Facebook site is where directors projects will be highlighted and regular updates will be posted so that you, that most important member, will be able to hold your board accountable on this journey.

We hope as you track our progress; you will tell others about what I consider to be the greatest secret in the Alberta equine world, an AEF membership. To help compensate you for telling others to join, we offer our membership referral program so that as you find a brand 'new' members to sign up, you receive a referral credit for the following year.

Don't be afraid to email, phone or write and let the board know what you require or what you want from your board. We work for you, our members and with that in mind we hope to show you increased value as we grow the foundation of the AEF. I am very excited as I look out onto the Alberta landscape and the role that the AEF will play in being the voice of the horse and the horse owners.

A handwritten signature in black ink that reads "Les Oakes". The signature is written in a cursive, flowing style.

SONIA DANTU, EXECUTIVE DIRECTOR

Every year brings its triumphs and challenges. In 2013, the AEF hosted the Canadian Interprovincial Championships (CIEC), both a great event and a huge undertaking to create a world-class event at Rocky Mountain Show Jumping, September 13-15. It was an enormous responsibility for AEF staff and volunteers on top of ensuring that regular programs were continued at expected high standards.



The CIEC was a well-attended event, (over 250 participants and supporters from across Canada) and the obvious enthusiasm of the participants and the audience showed that interprovincial events are not only important to the development of athletes, but also as a showcase. Bal Gosal, Federal Minister of State (Sport) for Canada, presented awards at the closing ceremonies, supporting the value and credibility of this event.

The AEF staff raised almost \$20,000 in sponsorships and Equine Canada budgeted \$23,000. Event sponsors provided CIEC bags, Team Alberta apparel, embroidery, equipment and facility rental assistance, etc.

A successful effort by AEF staff, encouraged members to provide the names of coaches who have made a positive difference. AEF staff presented a short list for consideration at the 2013 Equine Canada awards gala. These Alberta coaches received awards: Cathy Chalack (two awards); Kathleen Winfield; Roxy Wright; Jennifer Smart; Gabriele Klotz; Wendy Johnston; Tricia Dahms. In addition, Erin Lundteigen, AEF staff received the Program Administration Excellence award.

The AEF also participated in key industry meetings. Equine Canada's One Vision, 2012-2018 Strategic Plan was reviewed in September with Equine Canada and P/TSO staff effectively working together. At the Alberta Sport Forum in November, the AEF provided input to help establish Alberta as a leading province for sport development. The AEF needs to mirror the Alberta Sport Plan to ensure ongoing provincial funding for equine activities. Also in November, the AEF took part in the Canadian Society of

Association Executives (CSAE) Governance Summit, which focused on high-level governance issues and provided practical strategies and tools. Resources on how staff and volunteer leaders can be better equipped to keep pace with the changing environment were offered.

The major challenge and priority in 2013 was fundraising. With government funding and grant programs cut and a reduction in casino funds, the AEF had shortfalls in programs and services, such as the CIEC, Trail Supporter, Live Outside the Box and scholarships and grants.

On the plus side, an anonymous donation of \$10,000 developed a unique legacy program geared towards introducing youth to driving. Casino funds provide a major source of money for many programs, and the AEF thanks the members who volunteered.

The AEF ended 2013 with a small surplus mainly due to the increase in membership fees. At the end of 2012, a fee review compared membership fees with other partnering provinces (AEF was among the lowest across Canada). After direct expenses were removed from membership fees, \$1.15 per member remained to cover operating costs such as, telephone/internet, office consumables, rent, board meetings, educational materials, trade shows. On average, operating costs increase annually by 3.5%. One means to offset these costs is to increase membership numbers with the development of the new member referral program.

The AEF staff has a very positive team spirit and work ethic to best serve the membership and I thank them for their dedication. In addition, I would like to thank the volunteer board members for giving of their time, expertise and leadership to the AEF. Without the positive support and guidance from the board in 2013, the AEF would not have achieved the successes we had.

I'm very proud to serve the membership with your voice being 'herd'

A handwritten signature in cursive script that reads "Sonia Dantu". The signature is written in dark ink on a light-colored background.

SERVING THE AEF MEMBERSHIP

Board of Directors

Les Oakes, President

Tara Gamble, Past President

Lew Hand, Vice President

Juliet Franke, Secretary

Sabrina Oakes, Treasurer

Bill desBarres, Chair – Breeds & Industry

Kippy Maitland, Chair– Education

Dena Squarebriggs, Chair – Public Relations

Brian Irving, Chair (acting) – Recreation

Trish Mrakawa, Chair – Sport

Alison Douglas, Individual

Elise Petitjean, Individual

Don Scott, Individual (interim)

Staff

Sonia Dantu, Executive Director

Norma Cnudde, Membership Coordinator

Erin Lundteigen, Coaching Administrator

Sophie Beaufils, Competitions Coordinator

Allison Blackmore, Marketing and Event Coordinator

Rita Bernard, Finance and Support

Committees

Alberta Bits

Biosecurity

Bylaws

Canadian Interprovincial Equestrian Championships

Finance

Nominations

Public Relations

Scholarship

Wild Rose Trail Ride



L-R Calgary Western Riders' Christina Hambrook. Photo credit: courtesy Calgary Western Riders; At an Alberta Quarter Horse Association show. Photo credit: Diane Gallant; Calgary Regional Trail Riders. Photo credit: Richard Otte; Journeys Therapeutic Riding Association's Olivia, Doug Goodwin and Irene Leeds. Photo credit: Linda Maki; Alberta Carriage Driving Association's Jay Mills and his pinto/Belgian cross team. Photo credit: Anne Allison



Summer camp at the Black Diamond Riding and Driving Club. Photo credit: Richard Holyoak

VISION AND MISSION

Vision

The voice of equine Alberta

The premier source for education, information and support for the 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.

QUICK FACTS

	2011	2012	2013
Individual members - junior	3,992	4,710	4,816
Individual members - senior	8,643	10,976	11,141
Club members	94	101	110
Business members	54	54	74
Ride and Drive registrants	138	198	150
Live Outside the Box participants	42	29	48
Trail supporters	164	145	147
Provincially approved officials	36	37	37
Wild Rose competitions	29	33	46
Educational and coach training sessions	22	31	15
Scholarships granted	9	8	5
Certified coaches		137	134



The Wild Rose Trail Ride at Rafter Six. Photo credit: Just For KiX Photography

DEVELOPMENT OF ALBERTA EQUESTRIANS

The Canadian Interprovincial Equestrian Championships (CIEC)

The CIEC is a bronze sanctioned Equine Canada competition. It is a collaborative event between the national and provincial sport organizations governing equestrian competition. Provincial/territorial sport organizations field teams representing their respective province/territory. The disciplines of dressage, jumping and reining are represented with junior and senior riders.

It also acts as a key event in the development of equestrian's next generation of national, international and world champions. In addition, it is a platform for talent identification for athletes, coaches and officials.

The AEF hosted the 2013 CIEC in September at Rocky Mountain Show Jumping, south of Calgary. Nine provincial/territorial sport organizations (PTSOs), including the Territory of the Yukon, were represented by teams of athletes.

Sixty-six athletes and a chef d'equipe, team coach and individual coaches for each team took part. Dressage, jumping and reining classes for both junior and senior riders were offered.

Team Alberta won the trophy and gold medal for all-around provincial team champion, while Ontario took home the silver medal. Quebec and Saskatchewan shared the bronze medal, in a rarely seen tie. A total of 18 individual awards, three special awards for horsemanship and three top leased horse awards were given.

Alberta Reining Team–Gold Medal

Seniors: Nicole Flood, Janice Hepburn

Juniors: Margaret Besuijen, Alexandra Hibberd

Reining Individual Jr, Gold: Alexandra Hibberd

Reining Individual Jr, Bronze: Margaret Besuijen

Reining Individual Sr, Gold: Janice Hepburn

Alberta Jumper Team–Silver Medal

Seniors: Ashley Boone, Michelle Gulick

Juniors: Chantelle Moore, Jesse Prpich

Jumper Individual Sr, Silver: Michelle Gulick

Alberta Dressage Team–Silver Medal

Seniors: Mary-Anne Eeuwes, Carol Hall

Juniors: Annie Coward, Samantha Mills

Dressage Individual Sr, Silver: Carol Hall

Provincial Officials Program

The AEF Provincial Officials Program continues to provide judging clinics to offer updating opportunities for certified officials, but also to certify new officials for the Wild Rose Competition program.

In 2013, the AEF hosted a Combined Driving Officials Clinic in May and a Western Dressage Clinic in October.

Many clinics are planned for 2014 including a General Performance Judges Clinic and a Dressage Symposium.



L-R Caroline Jones, Lew Hand, Sophie Beauflis Norma Cnudde, John Anderson. Photo credit: A Sharper Image



At the CIEC. Photo credit: A Shaper Image

Live Outside the Box

Live Outside the Box is one of the AEF's youth programs promoting healthy and active living for youth between 7 to 15 years of age, through the world of equestrian activities.

In 2013 the AEF revamped some of the program to appeal more to its age group, and promote continual participation throughout the program duration. The Highest Number of Hours of Horse Time first place went to Mason Rowat, age 13; the Lowest Hours of Screen Time first place went to Elizabeth Hill, age 10; and in the newest category, Highest Number of Hours of Outdoor Activities first place went to Georgi Hope-Rapp, age 8. There were also three bi-monthly draws with winners selected from those children who submitted their hours each month on time. The winners were Andi Hope-Rapp, Elizabeth Hill and Kyla Lightfoot.

Participation almost doubled from 2012 to 2013 with expectations to see an increase in participants for 2014.

Learn to Drive with Horses Summer Day Camp

The AEF coordinated and presented a first-ever Learn to Drive with Horses Summer Day Camp. This initiative was due to a very generous, but anonymous donation from an AEF member. The course was planned over the spring and the first camp was held on July 25 and 26. The Learn to Drive with Horses Summer Day Camp provided an opportunity for youth to experience horses and the equestrian sport of driving. The camp also gave an opportunity to those who would be unable to afford to participate due to the costs. Driving has seen a decrease in participation at the younger level and many feel it is related to the high costs of this discipline.

The AEF worked with a school counselor from a southern Alberta school to reach out to families whose children could have the opportunity to participate in the pilot program. Six children registered for the camp. Equine Canada drive coach, Kathleen Winfield, hosted and oversaw the camp at her facility in Millarville. She was also contracted to design a program to engage the children over the two days. The camp included healthy snacks, lunches and trained supervision. The AEF also provided ASTM approved equestrian sport helmets to each participant.

The children thoroughly enjoyed the two days filled with fun activities that included: obstacle courses with miniature horses, driving each other around obstacles with ground reins, horse anatomy, equipment demonstrations, hands-on grooming and one-on-one time with the miniature horses.

Additional time was spent in the carriage with certified coach Kathleen Winfield and her assistant Donna Sicherman to provide one-on-one time perfecting their driving techniques.



L-R Live Outside the Box first-place winners Mason Rowat, Elizabeth Hill, Georgi Hope-Rapp. Photo credit: courtesy of the families



Jacob Pearse and EC drive coach Kathleen Winfield at the Learn to Drive with Horses Summer Day Camp. Photo credit: AEF

AEF Scholarship

The AEF awards scholarships to candidates who wish to pursue educational opportunities in equine or equine-related programs at post-secondary institutions.

In 2013, three scholarships were awarded to Kaeli Foster, Becky Gilday and Danielle Ostapek. Capri Insurance supported the AEF scholarship with \$750.

Fewer scholarships were available due to lack of funds, which needs to be addressed in 2014.

Charlene Baker Scholarship – Shelby Bennett

In recognition of Charlene Baker's work and dedication to the Equine Canada Western rider and Equine Canada Western coaching programs in Alberta, the AEF provides an annual \$500 scholarship to the Western rider who has achieved the highest average score of the level 4 test in the Western Learn to Ride program.

English Rider Scholarship – Talia Wells

The AEF provides an annual \$500 scholarship to the English rider who has achieved the highest average score of the level 8 test in the English 'Learn to Ride' program.

The AEF is dedicated to administering the Western and English Learn to Ride/Rider Development programs, as well as the EC/NCCP instructor and coaching programs.



L-R Scholarship recipients Kaeli Foster, Danielle Ostapek. Photo credit: courtesy of the subjects



Becky Gilday, a 2013 scholarship recipient. Photo credit: courtesy of Becky Gilday

Wild Rose Competition

The Wild Rose Competition program was created to help support and grow the grassroots level of competition in Alberta. Its intent was to keep costs at a minimum for both competitors and show organizers and allow affordable equestrian sport in the province.

In 2013, the AEF received 56 Wild Rose Competition applications. Due to the floods in Alberta, a few had to cancel, which brought the total number down to 46. However, this is an increase from 2012, which totaled 33. Competitions were held from February to December and held from Peace River to Raymond. New show organizers joined the circuit and the AEF wishes to attract more disciplines in the future.

As part of the Wild Rose Competition program, the following two initiatives continue to be popular with participants and organizers.

The volunteer recognition program provides an award recognizing the invaluable support by volunteers at grassroots competitions. Every Wild Rose Competition may nominate one volunteer, who will receive a certificate of appreciation and a \$50 MasterCard gift card from the AEF.

The Win your Entry program is sponsored in part by Capri Insurance. At every Wild Rose Competition, a refund (to a maximum of \$150 per show entry fee) is given to one competitor through a draw. It is open to all competitors who enter a show prior to the closing date.



L-R Wild Rose volunteer Roxanne Johnson and Due North. Photo credit: Kim Johnson; Aerial view of Whitemud Equine Learning Centre Association. Photo credit: Christine Wills; Wild Rose competition at Eagle Ridge Ranch. Photo credit: Rick Kroll; Wild Rose volunteer Christina Popescu and Zoey. Photo credit: courtesy of Christina Popescu; Wild Rose competition at Amberlea Meadows. Photo credit: Ann Gibson



Wild Rose volunteer, Jill Jardie riding Le Cadeau. Photo credit: Heather Hoggan

ENHANCING EQUESTRIAN EXPERIENCES

Wild Rose Trail Ride

The second annual event, held at Rafter Six, September 22, saw a group of 66 riders enjoy magnificent fall weather, a great brunch and time to meet and visit with other riders. The mix of riders, from traditional Western gear to English hacking gear from youth to mature, gals and guys showed a festive mix supporting worthy and important helping organizations that use horses. Lethbridge Therapeutic Riding Association, Millarville Therapeutic Riding Association and the Peace Area Riding for the Disabled Society each received \$910 to assist them in their valuable work. Higher Trails and Walsh LPP were sponsors.

Trail Supporter

The AEF contributed \$5,000 to the Greater Bragg Creek Trails Association for construction of the 4.1 km Bobcat Trail, a public all-season, non-motorized trail for horseback riding, hiking, mountain biking and snowshoeing. This sustainable multi-use trail system was created to improve trail users' experience while minimizing environmental impact of recreational use.

Ride and Drive

Three riders, Meghan Black (Calgary), Allan Brayford (Newbrook) and Michael Hansen (Hay River, NT) achieved 2000-hour milestones. This recreational program rewards riders and drivers for logging hours spent riding or driving and enjoying all types of activities with a horse.

By joining the program for a modest fee participants are awarded at specific hour-based milestones

The Great Flood of 2013

The summer of 2013 will be an unforgettable time for those who had to endure the worst floods in Alberta history. For many Albertans it seemed like summer would never arrive and for many Albertans who lived near Fort McMurray, Canmore, High River or along the Bow River their lives may well be changed forever. The true nature of Albertans and those who enjoy their equine companions rose to the surface.

People immediately began helping inundated families, neighbours and friends.

A unique partnership with the AEF, Higher Trails Equine, Equi-Health Canada, Country Living Okotoks and the Canadian Standardbred Network was organized to help. The AEF alerted its membership requesting donations of needed items, cash and assistance. Dominion Vet Supplies donated \$10,000 worth of medical supplies. Transfeeder Inc. trucked hay. Money and supplies came from across Canada.

The AEF, with its significant communications network using social media, staff, board and volunteers provided a central location to call, get information, provide infrastructure and management to help.

It was a response that showed the best of the equine community.



L-R Sandy Bell and Glen Fagan. Photo credit: Heather Davis; donated hay from Transfeeder Inc. at Country Living, Okotoks. Photo credit: Heather Davis; message of support on a bag of donated feed. Photo credit: Heather Davis; flooding at Okan Ranch's therapeutic riding centre, Siksika First Nation. Photo credit: Ross McInnes



The Highwood River flooding. Photo credit: Murray Phillips

HEALTH AND WELL BEING OF EQUINES

The AEF Biosecurity Project in cooperation with the Alberta Veterinary Medical Association and Growing Forward 2 has proven successful reaching over 1,600 horse owners and caregivers in 2013, with at least 20 presentations planned for 2014.

The AEF Biosecurity Program was shared at the request of the Canadian Food Inspection Agency (CFIA) with representatives of CFIA, other provinces and other government representatives. There is an expectation for national biosecurity standards to be developed in 2014.

The Breeds & Industry committee has been involved in a number of areas to create educational material and experience for members with the cooperation of Alberta Rural Development (ARD).

For three years, there has been a struggle to develop the Emergency Preparedness program in cooperation with the ARD and Alberta Farm and Animal Care (AFAC). Volunteers are needed to help establish these programs.

AEF has established a successful liaison with University of Alberta's animal health/science programs, including articles developed by students on behalf of the AEF membership.

AEF is represented on a number of Alberta government committees. One that required significant time was the Alberta government's Feral Horse Advisory Committee. The AEF has created position statements on free roaming horses and horse slaughter in 2013.



Lynda Tennesen and Frost at the Whitemud Equine Learning Centre Association (WELCA). She won the first national horse stewardship award, presented by Equine Canada. Frost is 33 and works in both WELCA and the Little Bits Therapeutic Riding Association programs. Photo credit: Shaughn Butts, Edmonton Journal

FINANCIAL STATEMENT

THE ALBERTA EQUESTRIAN FEDERATION SOCIETY

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31, 2013

	2013	2012
REVENUE		
Grants	\$ 81,305	\$ 81,305
Memberships	625,619	488,461
Sport	96,876	16,742
Trail support	5,350	869
Education	53,203	62,816
Breeds & industry	-	48,657
Advertising	26,601	35,034
Sales	30,317	35,939
Administration	30,354	17,862
Other income	23,016	17,679
Recreation	4,933	7,281
Casino	61,315	58,058
	<u>1,038,889</u>	<u>870,703</u>
EXPENSES		
Salaries & employee benefits	307,838	290,815
Member & director insurance	116,276	107,190
Education	43,722	66,400
Advertising & promotion	110,890	128,625
Office administration	151,464	123,542
Sport	94,689	14,687
Trail support	5,636	869
Rent	52,047	48,182
Cost of goods sold	27,110	26,348
Professional fees	7,058	14,092
Meetings	5,086	5,130
Recreation	8,839	4,885
Breeds & industry	2,862	50,291
Casino	3,651	2,345
	<u>937,168</u>	<u>883,40</u>
EXCESS (DEFICIENCY) BEFORE AMORTIZATION	101,721	(12,698)
AMORTIZATION	3,920	4,147
	<u>\$ 97,801</u>	<u>\$ (16,845)</u>

THE ALBERTA EQUESTRIAN FEDERATION SOCIETY

STATEMENT OF FINANCIAL POSITION

AS AT DECEMBER 31, 2013

	2013	2012
ASSETS		
CURRENT		
Cash	\$ 361,312	\$ 201,361
Accounts receivable	4,856	5,882
Goods & services tax receivable	3,082	4,391
Inventory	-	7,185
Prepaid expenses	14,016	15,158
	<u>383,266</u>	<u>233,977</u>
CAPITAL ASSETS	16,301	16,590
INVESTMENTS	104,287	103,097
	<u>\$ 503,854</u>	<u>\$ 353,664</u>
LIABILITIES		
CURRENT		
Accounts payable & accrued liabilities	\$ 24,528	\$ 15,510
Unearned membership fees	266,764	231,958
Deferred contributions	49,418	43,505
	<u>340,710</u>	<u>290,973</u>
DEFERRED REVENUES	34,196	31,544
	<u>374,906</u>	<u>322,517</u>
NET ASSETS		
NET ASSETS	128,948	31,147
	<u>\$ 503,854</u>	<u>\$ 353,664</u>



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Federation.**

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