

US EQUESTRIAN ANNUAL REPORT TO RECOGNIZED AFFILIATES

Presented to the Arabian Horse Association
Annual Convention
November 10, 2022





HIGHLIGHTS OF 2022

• Sport

- Crowned over 50 USEF National Champions across our family of breeds and disciplines
- Conducted one-on-one meetings with Affiliate leadership throughout the year
- Held group Affiliate meetings to collectively engage and encourage discussion across all Affiliate organizations
- Hired a Chief of Sport (new position)
- Partnered with UC Davis on EHV-1 Transmission Study
- Dressage & Eventing qualified for Paris 2024 Olympic Games
- Eventing Team Silver Medal at World Championships
- Hired a new Director of FEI/High Performance Sport
- Hired a new Eventing Technical Advisor/Chef d'Equipe



HIGHLIGHTS OF 2022

• Membership

- Total Membership in 2022 is forecasted to finish the year 178% ahead of 2021 figures, well on our way to the Strategic Plan goal of 1M members by the end of 2024
- As of the end of September, Competing Memberships are trending 3% ahead of last year, and just 3% below the pre-Pandemic high in the last decade of 79,692 in 2012 for the same time period.

USEF Current Members as of September 30, 2022	
	9/30/2022
Competing	77,101
USEF Fan	349,482
USEF Subscriber ("Fan" prior to 2022)	15,761
Grand Total	442,344



HIGHLIGHTS OF 2022

• Competitions

- The total number of USEF-licensed competitions in 2022, although slightly lower than in 2021, is trending within 5% of pre-pandemic levels

Start Month	2021	2022
Dec & Jan	135	136
Feb & Mar	237	235
Apr & May	435	442
Jun & Jul	603	593
Aug & Sep	476	459
Oct & Nov	271	257
Grand Total	2,157	2,122

- Finalized the use of electronic signatures on most forms to improve efficiencies for members and staff
- Restructured the Hunter/Jumper competition calendar in California for 2023 and beyond to encourage growth, maximize opportunities, and minimize date conflicts



HIGHLIGHTS OF 2022

- **Licensed Officials**

- The total number of USEF-licensed officials is holding steady

Year	# of USEF-Licensed Officials
2021	2,137
2022	2,141

- Launched Licensed Officials Grant program to provide financial support for individuals looking to become a licensed official or those seeking a promotion
- Continually improving the online Licensed Officials dashboard to streamline the processes, improve timeliness, and increase efficiency



HIGHLIGHTS OF 2022

-  **UNITED STATES OLYMPIC & PARALYMPIC COMMITTEE** **NGB (National Governing Body) Certification**
 - Following a comprehensive audit, USOPC has renewed the USEF's NGB Certification with a status of *Renewal in Good Standing* for a certification term through 2026
 - This result will be reported to Congress and made public
-  **U.S. CENTER FOR SAFESPORT** **Administrative Audit**
 - The audit included areas of Education & Training, Communication & Reporting, and Quality Control System
 - USEF received a report of **IMPLEMENTED** for all areas which indicates a significant reduction in risk to Minor Athletes and reveals what is determined to be a satisfactory environment of safety and well-being for Minor Athletes through the following:
 - Presence of policies and all supporting documentation
 - Adequate and consistent communication with Adult Participants
 - Adequate reporting and oversight structure for required Prevention Policy violations
 - 90% or higher compliance with Education & Training Requirements



HIGHLIGHTS OF 2022

- **Strategic Plan Initiatives**

- Completed creation of a wholly owned USEF subsidiary – USEF Global Licensing
- Completing final stages of a partnership for USEF Network global distribution
- Representing competition organizers as equestrian sport enters the fantasy gaming environment
- Working on development of a standalone competition software package that has ability to interface with existing platforms



LOOKING TO THE FUTURE

- Social License OR Court of Public Opinion
 - Why is it important?

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you will do things differently.”

- Warren Buffet



USEF Annual Report to Affiliates

2022 AHA Annual Convention

SOCIAL LICENSE – Why is it Important?

CNN US Crime + Justice Energy + Environment Extreme Weather Space + Science

29 horses have died at Santa Anita this season. It's nowhere near the track's deadliest year – not by a long shot

By Elliott C. McLaughlin, CNN
Updated 12:42 AM EDT, Wed June 12, 2019

SPORTS NEWS JUNE 26, 2019 / 6:35 PM / UPDATED 3 YEARS AGO

California governor signs new horse racing rules after latest death

By Dan Whitcomb

3 MIN READ



LOS ANGELES (Reuters) - California's governor on Wednesday signed legislation allowing state officials to suspend or shut down horse races with little notice, responding to a furor over the death of 30 horses since December at the famed Santa Anita track near Los Angeles.

April 29, 2019

The
New York
Times

Horse Deaths Are Threatening the Racing Industry. Is the Sport Obsolete?

A Kentucky family in the horse business for decades says action to address the health of the animals is overdue. The consequences of inaction could be catastrophic.

By JOE DRAPE

May 15, 2021

The
New York
Times

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Medina Spirit and Horse Racing's Deadly Drug Scandals

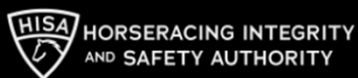
New laws cleaning up the sport of horse racing can't come soon enough.

By THE EDITORIAL BOARD

USEF Annual Report to Affiliates

2022 AHA Annual Convention

SOCIAL LICENSE – Why is it Important?



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About

Established when the Horseracing Integrity and Safety Act was signed into federal law in 2020, the Horseracing Integrity and Safety Authority (HISA) is responsible for drafting and enforcing uniform safety and integrity rules in thoroughbred racing in the U.S. Overseen by the Federal Trade Commission (FTC), HISA was created to implement, for the first time, a national, uniform set of rules applicable to every thoroughbred racing participant and racetrack facility. HISA is comprised of two programs: the Racetrack Safety Program, which goes into effect July 1, 2022, and the Anti-Doping and Medication Control (ADMC) Program, which will go into effect in January 2023.

Essentially, the future of Thoroughbred racing in this country now lies in the hands of the federal government.



horse network™

Proud Pa

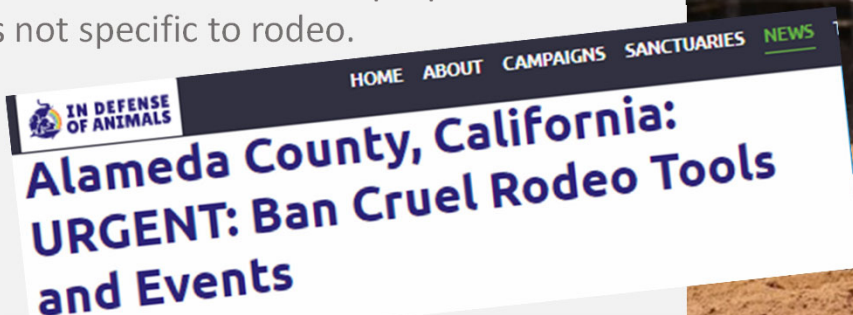
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HISA: THE GREATEST REGULATORY CHANGE IN THOROUGHBRED RACING HISTORY

SOCIAL LICENSE – Why is it Important?

In September of this year, Alameda County, California legislators came close to passing an ordinance that would have **banned “the use of spurs or flank straps upon any animal during any entertainment or sporting event.”**

Although that portion of the ordinance was not ultimately approved, its *consideration by a county authority underscores the threat that equestrian sport faces in today’s environment* since the proposed amendment was not specific to rodeo.



RODEO AND ANIMAL EXHIBITION BANS



SOCIAL LICENSE – Why is it Important?

Earlier this year, the board of the National Reining Horse Association (NRHA) added the use of compounded romifidine, a sedative and analgesic with no therapeutic benefit, as an approved medication that can be administered up to 30 minutes prior to the horse entering the competition arena.

Many concerned competitors and industry professionals from across the U.S. and around the world have questioned the addition of romifidine as an approved medication and have been urging NRHA to reconsider its addition and use.



Remove NRHA From Management of Drugs and Penalties

September 8, 2022 / 6 Comments / in Horse Welfare Issues

With an ongoing acknowledged poor record of performance by the Boards of Directors and Executive Committees placing horse's welfare at risk and enabling an unfair competition landscape, immediate changes are required to who manages the drug rules and penalties.



SOCIAL LICENSE – Why is it Important?

The coach of Germany's modern pentathlon team was disqualified from the Tokyo Olympics because she punched a horse.

The International Modern Pentathlon Union (UIPM) has confirmed horse riding will be dropped from the sport after the Paris Olympics in 2024

The Olympic Games – one of the largest sporting events in the world – has come under intense scrutiny in recent years and many are **questioning its ability to keep pace with a rapidly changing global landscape, and to stay economically, environmentally, and socially relevant.**

“Change or be changed.”

- Thomas Bach, President of the IOC



SOCIAL LICENSE – Why is it Important?

- Public scrutiny continues to grow, and as a result, competition and sporting activities involving horses continue to be endangered
- It's important to remember that the general public sees little difference between and among equine activities
 - A scandal in racing or rodeo threatens the very existence and future of competition for virtually every breed and discipline
 - Some activities considered “normal” in your own breed or discipline might easily be viewed by the public as cruel or inhumane



LOOKING TO THE FUTURE

- *Safeguarding our horses*
- *Safeguarding our participants*
- *Safeguarding our sport*



LOOKING TO THE FUTURE

- ✓ **We all want to be equestrians and we all want equestrian sport to thrive and be sustainable**
- ✓ **Regardless of our differences, we all believe in equestrian sport**
- ✓ **We must look forward, recognize the changing environment, preserve the best of tradition and combine it with what's best for the future**
- ✓ **The future of equestrian sport is in all of our hands and it's our collective duty to protect our participants, our horses and our sport**



US EQUESTRIAN

Annual Report to Recognized Affiliates

Thank you to the Arabian Horse Association for inviting us here today and for your support, engagement, and affiliation with USEF.

