

Equine Land Conservation Resource

Annual Report 2015



EQUINE
LAND
CONSERVATION
RESOURCE

FROM OUR BOARD PRESIDENT

Dear Friends and Supporters,

As I write this message, looking out over a beautiful mountain view of our home in North Carolina with horses grazing on the pastures below, I am reinforced on the importance of land and horses and the mission of ELCR. ELCR has had an invigorating year as we begin to implement our strategies for bringing a new level of engagement so necessary to realize our vision described below. If you look at our annual budget, I think you will see that we are a compact national level organization that provides an incredible bang for the buck. Just visit our website and you will be amazed at the resources available online, or call our office for technical assistance on a land-related issue. I can't think of another national nonprofit organization, and I am involved with many, that provides so much information at no cost for anyone looking for assistance.

We certainly can't solve all issues you face but we can help. But we can't do this alone. Our Conservation and Corporate Partners, our new and longtime donors, and our Board and Advisory Council members all make this possible. So we thank you for your continued support of our mission and work.

This annual report highlights what our organization can provide and the types of issues that we have encountered. From my personal perspective and from the growing list of people and organizations requesting help, our land and horse issues are growing and they are not isolated to any particular geographic area of the country. It is clear that we need to bring a new level of information and engagement tailored to the multitude of local horse- and land-related issues. Many of you reading this will be asked to work with us to make this happen and I hope you will enthusiastically join in on the fun!



Ken Haddad with his horses Flying Cloud, Jamison and Forrest

Ken Haddad

ABOUT EQUINE LAND CONSERVATION RESOURCE (ELCR)

Our Mission

The Equine Land Conservation Resource leads in the protection and conservation of lands for the horse and horse-related activities.

Our Vision

A future in which horse lands have been conserved so that America's equine heritage lives on and the emotional, physical and economic benefits of mankind's bond with the horse remain accessible to all.

Who We Are

ELCR is the only national organization focused on the conservation of land for horses, dedicated to promoting the vital role the horse serves in society, and championing the future of horses and horse-related activity in America. We are working with our Conservation Partners, individuals and local communities to stem the tide of development and ensure a future for horses in our communities. For more than 15 years, ELCR has worked successfully at the national level to raise awareness of the challenges facing horse enthusiasts seeking to ensure horse lands. Our educational campaigns, resource materials and technical assistance have helped in the protection of more than 200,000 acres of land and more than 1,800 miles of trails for equine-related use.

Our Work

Since land is saved locally, it is imperative that horse enthusiasts be made aware of the existing threats and understand how they can become actively engaged in protecting horse lands and trails in their own communities. Creating awareness of equine land loss has been an integral part of our work since inception. Providing the equine community with the tools and resources needed to prevent the loss of land for equine-related activities is also at the forefront of our work. ELCR supports these efforts by:

- Creating educational tools, templates and resources in our six core issue areas that can be used by those acting to save horse lands in their own communities
- Providing one-on-one customized technical assistance and counseling to horsemen and women on local land loss issues
- Building a vibrant, engaged network of people who are willing and able to assist horsemen protect horse lands
- Providing no-cost public access to our online resources
- Working with partner organizations to host informative webinars on important conservation-related topics



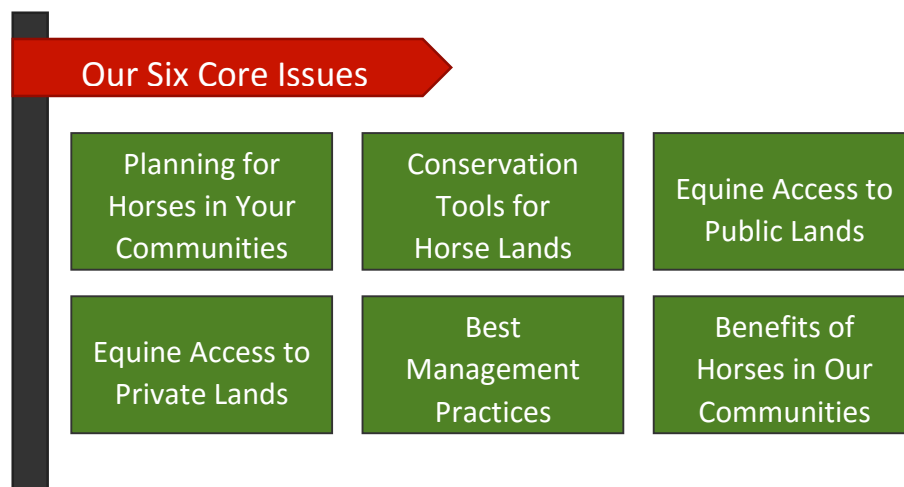
ELCR LEADS THE WAY IN EDUCATIONAL RESOURCES FOR EQUINE LAND CONSERVATION

When it comes to equine land conservation issues, ELCR has become known as the “go to” organization within the equine community. Horsemen and women can count on access to accurate, up-to-date educational resources related to land conservation through the following educational programs:

- **Online resource library**
- **Educational webcasts**
- **Regional educational forums and town hall meetings**

Online Resource Library

ELCR maintains a unique up-to-date online resource library, including guides, tools, templates and other educational resources pertaining to six core areas of equine land conservation. The educational materials, which are updated and expanded on an ongoing basis, are an excellent resource for horsemen and women working on local land-related issues. The resource library is available to the public free of charge at **www.elcr.org**.



Educational Programming

In addition to the educational guides, tools, templates and other resources available in the online resource library,



**MY HORSE
UNIVERSITY**

ELCR also provides ongoing webcasts for the equine community. The webinars are often hosted in collaboration with our partner organizations, such as My Horse University. The webcasts feature speakers who are authorities in various equine land conservation topics.

Those who could not participate in the live educational programming have the opportunity to benefit from the recorded programs at **www.elcr.org** or by accessing archived webcasts on the My Horse University website **www.myhorseuniversity.com**.



**EQUINE
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Educational Forums and Town Hall Meetings

ELCR also periodically conducts regional forums on specific equine land conservation topics or town hall meetings to focus on specific equine land-related issues in local communities. Past locations for regional forum and town hall meetings include the Brandywine region of Pennsylvania, Atlanta, Ga., and Weyers Cave, Va.

In the fall of 2015, the Equine Land Conservation Resource joined forces with our national conservation partner United States Pony Clubs (USPC) to place boots on the ground in Tryon, North Carolina, for the purposes of meeting with local equestrian and conservation organizations.

Eager to take full advantage of the time spent in the area, the voyage to Tryon was brimming with exciting festivities. A roundtable discussion was hosted at the Foothills Equestrian Nature Center, inviting area equestrians and conservationists for an open dialogue regarding the issues and obstacles that the region often encounters when confronting equine land conservation.

The culmination of the visit to Tryon was a reception held at the esteemed Legends Club at the Tryon International Equestrian Center (TIEC) hosted by ELCR and USPC, followed by *“No Land – No Horse and Why We Should Care,”* a public conversation regarding the importance of equine land conservation. Panelists and guests were welcomed by Mark Bellissimo, managing partner of TIEC. Moderated by ELCR President Ken Haddad, panelists included Jim Cogdell, owner of The Fork in Norwood, North Carolina, Colby Connell, chief marketing officer of the United States Equestrian Federation, and Roger Smith, a founding partner of TIEC.

Discussion topics included methods of land conservation, how other areas of the equine industry could garner support for the issue of equine land conservation, the importance of establishing respect from equestrian users regarding their access to both public and private horse trails and riding venues, and how ELCR can further support education regarding these issues. While many of these issues are recurring themes throughout equine communities nationwide, the opportunity to speak directly with local residents of an area brings priceless insight. Information garnered from the visit to Tryon, as well as visits to other communities, will yield valuable understanding to ELCR and USPC as we vigorously work to keep equine land open for the next generation.



“No Land – No Horse and Why We Should Care” panelists (left-right) Jim Cogdell, Colby Connell, Roger Smith with moderator Ken Haddad at the Tryon International Equestrian Center.



ELCR TECHNICAL ASSISTANCE PROGRAM

In addition to online educational resources and educational programming, ELCR also provides one-on-one counseling and technical assistance to horsemen regarding local land loss issues. ELCR has become the “go to” organization for advice and direction on these issues in the equine community.

ELCR staff field a significant number of inquiries every year from around the country about access to land, planning and zoning, and liability issues. In response to these and other issues, ELCR has developed a network of experts to help research and offer support in each individual situation. Our technical assistance program is designed to provide help to those working on specific horse land issues in their own community.

ELCR is always happy to help support individuals and organizations advocating for horse lands at the local level. Providing assistance at the local level allows us to understand the specific issues being faced across the country and develop informational resources and educational materials that address the most common issues faced by the equine community.

While the issues and concerns vary slightly depending on the area of the country and local peculiarities, the following summarize the type of issues most often addressed in our technical assistance program:

- New or changed ordinances that negatively affect horse owners and horse business owners by adding restrictions to existing and new horse operations
- Combative neighbors, property owners or community members who are not comfortable with horses
- Losing access to local trails on public land, such as parks, forest or fish and wildlife areas, where the land manager perceives a problem with horse use, user conflicts or damage to land, or where trails are not maintained or are poorly designed
- Losing access to trails that run through private lands, where the landowner wants to shut down access due to privacy needs, liability issues or problems with horsemen
- Taking measures to conserve an individual’s property or a piece of land that has come up for sale and is important to horse activities
- Assistance finding financial support for land conservation projects



RECOGNIZING OUTSTANDING LEADERSHIP IN EQUINE LAND CONSERVATION

The Anson W.H. Taylor Jr. Award

The Anson W.H. Taylor Jr. Award for Leadership in Equine Land Conservation was established by the ELCR Board of Directors to recognize individuals and organizations that have made an outstanding contribution to preserving land for equine use through their extraordinary generosity of time, effort and expertise. This award is named for the late preservationist, land conservator, family man, foxhunter, equestrian and ELCR co-founder Anson W.H. Taylor Jr.

Mr. and Mrs. C. Martin Wood III of Monticello, Florida, were honored as the recipients of the Anson W.H. Taylor Jr. Award on January 29, 2016. Daphne and Martin Wood were selected for this award due to their outstanding contribution to conserving land for equine use. Both have extraordinary accomplishments in conservation, and this award specifically recognizes their passion for foxhunting, associated land conservation, and providing access to this equine activity. Martin and Daphne have placed the majority of their own land into conservation easements and singularly gained access to adjacent private lands for equine access through foxhunting, believing land conservation can benefit both the natural resources and outdoor use so important to the equine community. For more on the Anson W.H. Taylor Jr. Award for Leadership in Equine Land Conservation and a list of past award recipients, visit www.elcr.org/about-elcr/anson-taylor-award.



ELCR President, Ken Haddad (left), presents the Anson W.H. Taylor, Jr. Award to Martin and Daphne Wood.

The Robert N. Clay Conservation Award

In 2014, ELCR established the Robert N. Clay Conservation Award in partnership with Thoroughbred Owners and Breeders Association (TOBA). The award is presented to a member of the Thoroughbred community for their achievements in equine land conservation at the TOBA annual awards dinner.

Bob Sanford of Bahama, North Carolina was honored as the 2015 recipient of the Robert N. Clay Conservation Award on September 11, 2015. The award is named in recognition of Robert N. Clay's equine land conservation leadership in the Thoroughbred industry.

Mr. Sanford was selected as this year's recipient of the Robert N. Clay Award because of his commitment to equine land conservation and ensuring access to public land. He frequently tackles equine land conservation on the legislative front, fighting and succeeding for legislation in North Carolina that impacts issues of the equine industry. He untiringly fights for positive change regarding legislative action, education and health issues that represent the equine community's contribution to recreation, agriculture and economic well-being.



ELCR Vice President Dan Rosenberg (right), presents the Robert N. Clay Conservation Award to Bob Sanford.

OUR CONSERVATION AND CORPORATE PARTNERS

Corporate Conservation Champions

Active Interest Media
Bayer Animal Health
Kentucky Performance Products

Corporate Conservation Partners

Blackburn Architects
Phelps Media Group

Business Members

Cornett and Associates
The Barn Book
Farms and Barns Real Estate
Masterson Equine Services, Inc.
Wallace Bridge

Conservation Leaders

American Quarter Horse Assoc.
Equestrian Events, Inc.
Equus Foundation
Masters of Foxhounds Assoc.
Mustang Heritage Foundation
North Salem Bridle Trails Assoc.
Tread Lightly!
United States Equestrian Federation
United States Eventing Association
United States Hunter Jumper Assoc.
United States Pony Clubs

Conservation Partners

American Assoc. of Equine
Practitioners
American Competitive Trail Horse
Assoc.
American Driving Society
American Endurance Ride
Conference
American Morgan Horse Assoc.
Appaloosa Horse Club
Ashland Farm
BCH, Lower Rio Grande Chapter
Barrington Hills Farm
Bay Area Barns and Trails
Bay State Trail Riders Association
Bull Valley Riding Club

Caledonia Conservancy
Central KY Back Country Horsemen
Certified Horsemanship Assoc.
Charlotte Steeplechase Assoc.
Clifton Horse Society
Conservation Trust for Florida
Equestrian Partners in
Conservation
Essex County Trail Assoc.
The Event Derby
Foothills Equestrian Trails Assoc.
Foothills Riding Club
Friesian Horse Assoc. of North
America
Great Lakes Distance Riding Assoc.
Green Mountain Horse Association
HALTER
Highland Equestrian Conservancy
Horsemen's Council of Illinois
Idaho Horse Council
Kansas Horse Council
Kentucky Horse Council
Kentucky Thoroughbred Owners &
Breeders Assoc.
Land Trust Alliance
Life Between the Ears
Maryland Horse Breeders Assoc.
Maryland Horse Council
Masterson Equestrian Trust Fdn.
Michigan Horse Council
Muttontown Horsemen's Assoc.
National Cutting Horse Assoc.
Nevada All-State Trail Riders
New England Equestrian Center of
Athol
New Hampshire Horse Council
Newtown Bridle Lands Association
North American Trail Ride Conf.
North Carolina Horse Council
Oregon Equestrian Trails
Palos Hills Horsemen's Association
Pathfinder Farm
Pennsylvania Equine Council
Pinto Horse Assoc. of America
Piscataquog Area Trailways
Riding Club of Barrington Hills

Shawnee Trail Conservancy
Somerset Co. Horse & Pony Assoc.
South Carolina Horsemen's Council
Southeastern Distance Riders
Assoc.
Southern Eighths Farm
The Stables at Leboage
Tryon Hounds
Twin Oaks Valley Equestrian Assoc.
United States Dressage Federation
United States Polo Assoc.
Virginia Horse Council
Wayne Area Conservancy Fdn.
Wayne DuPage Hunt

THE WAY FORWARD: A STRATEGIC PLAN FOR THE FUTURE OF ELCR

In 2014-2015, the 15th year anniversary of the organization, the board and staff of ELCR, in cooperation with outside consultants, engaged in a strategic review of the organization's operations, strengths, weaknesses and overall impact over the past fifteen years. This effort identified current issues as well as future opportunities for the organization. Through this effort the 2016-2018 ELCR Strategic Plan emerged, and is outlined below.

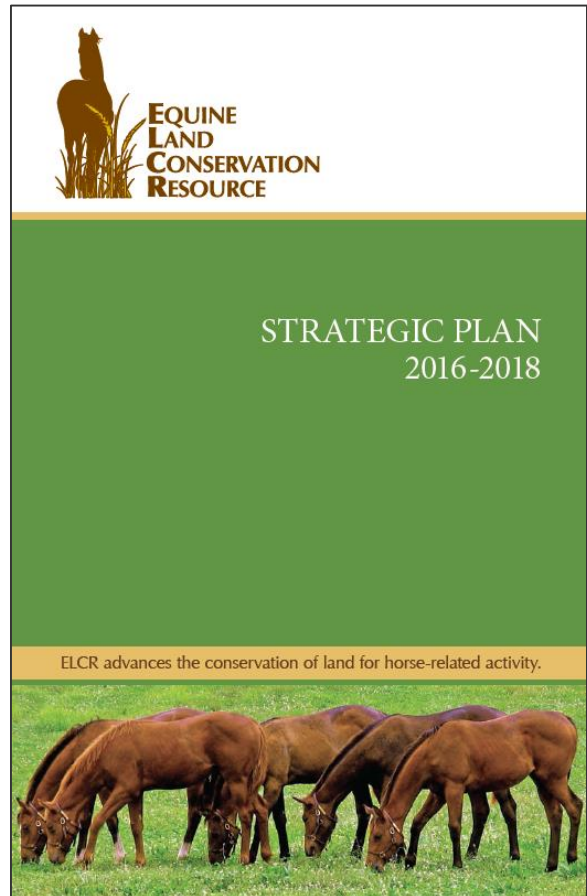
Our Strategy: Engage and Strengthen Local Land Conservation Efforts

For the past 15 years, with the support of our donors and conservation partners, ELCR has sounded the alarm and made the horse community more aware of the importance of land conservation for the future of horses. Our educational campaigns, resource materials and technical assistance have aided in the protection of more than 200,000 acres of land and more than 1,200 miles of trails.

While much has been accomplished, through a series of community-based town hall meetings and feedback from partners, webinars, organizations and individuals requesting our assistance, it has become clear that ELCR must do more and do it now. We have greatly underestimated the severity of the land loss issue even in the most recognizable horse communities. In response the ELCR Board of Directors has formulated a three-year plan to identify and assist communities stay ahead of land loss issues and to accelerate the conservation of local horse lands in order to protect the future of the horse in America.

Implementing the Strategy:

The **ELCR 2016-2018 Strategic Plan** lays out how ELCR will enhance its existing capacity to be more engaged at the local level. ELCR will expand its existing network of equine and land conservation organizations to include more local organizations. Giving these groups the opportunity to learn from one another, be united by a shared commitment, and share successes and failures will strengthen local equine land conservation efforts. The expanded network will act as a unified voice on behalf of the horse both in response to crisis and in shaping public support and local policies. Network members will help inform ELCR and shape its programs and services, and will disseminate educational materials, expertise and other resources to support horse land conservation activities at the grass root level. The complete Strategic Plan is available at www.elcr.org/strategic-plan.



FINANCIAL STATEMENTS

ELCR Statement of Financial Position

Assets

Current Assets	2015	2014
Cash	\$176,640	\$159,592
Other Receivables	3,276	2,604
Promises to Give	4,520	4,526
Prepaid Insurance	578	887
Total Current Assets	\$185,014	\$167,609

Property & Equipment	2015	2014
Total Property & Equipment	\$4,342	\$6,239

Total Assets	2015	2014
Total Assets	\$189,356	\$173,848

Liabilities & Fund Balance

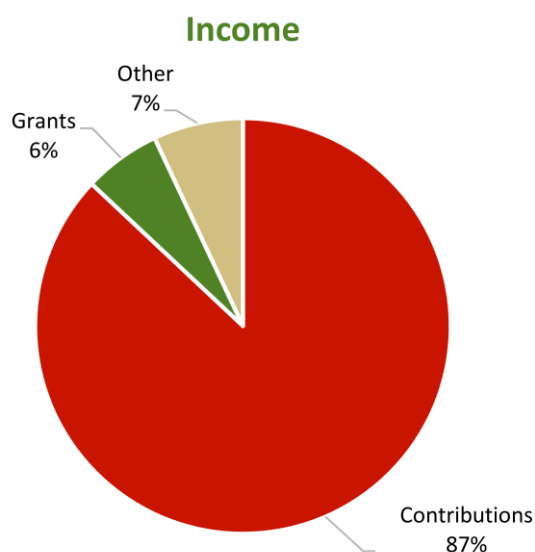
Current Liabilities	2015	2014
Accounts Payable	\$1,925	\$4,482
Accrued Liabilities	13,732	5,255
Deferred Revenue	-	-
Total Current Liabilities	\$15,657	\$9,737

Fund Balance	2015	2014
Unrestricted	\$129,345	\$122,944
Temporarily Restricted	44,354	41,167
Total Fund Balance	\$173,699	\$164,111

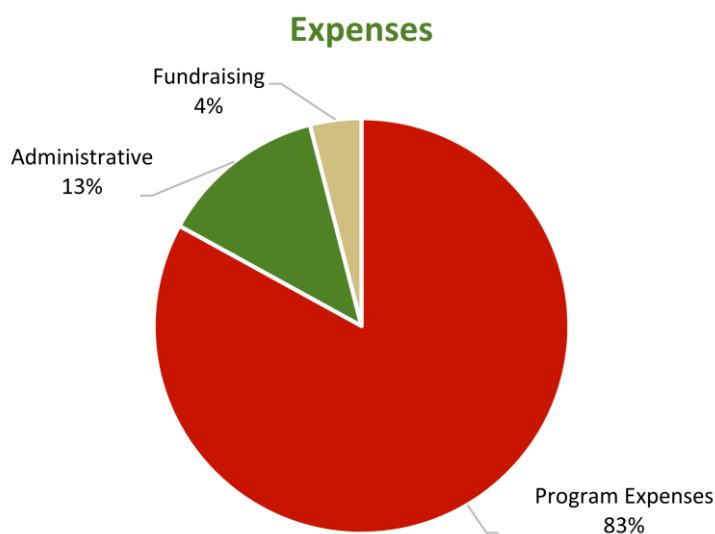
Total Liabilities & Fund Balance	2015	2014
Total Liabilities & Fund Balance	\$189,356	\$173,848

ELCR's Ratio of Spending

Income	2015	2014
Contributions	\$172,983	\$289,610
Grants	11,000	26,100
Other Income	15,151	4,145
Total Income	\$199,134	\$319,855



Expenses	2015	2014
Program Expenses	\$199,653	\$219,070
Administrative	31,787	35,787
Fundraising	10,126	9,924
Total Expenses	\$241,566	\$264,781



OUR LEADERSHIP

Board of Directors

Officers:

Ken Haddad President <i>Florida</i>	Dan Rosenberg Vice President <i>Kentucky</i>	Libbie Johnson Second Vice President <i>North Carolina</i>	Patricia Mattingley Secretary <i>Washington</i>	Dale Brown Treasurer <i>California</i>
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Directors:

Colby Connell <i>Massachusetts</i>	John Blackburn <i>Washington, D.C.</i>	Susan Harding <i>Maryland</i>	Dot Moyer <i>North Carolina</i>	Robin Lightner <i>Wyoming & Kentucky</i>
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Executive Director:

Holley Groshek

Advisory Council

Marty Bauman Classic Communications <i>Massachusetts</i>	Mary Hanson Conservationist <i>Nebraska</i>	Georgiana McCabe ELCR Founder <i>Virginia</i>
Mrs. Jane Beshear Former First Lady of Kentucky <i>Kentucky</i>	Jeff Hooper Capital H Strategies <i>Texas</i>	Elisabeth McMillan Rock Solid Great, LLC <i>Tennessee</i>
Thomas Daniels University of Pennsylvania <i>Pennsylvania</i>	Christine Hughes NC Planning, Develop. & Trans. <i>North Carolina</i>	James B. Miller USDA Forest Service, Retired <i>Virginia</i>
Julie I. Fershtman, Esq. Foster Swift Collins & Smith <i>Michigan</i>	Kat Imhoff James Madison's Montpelier <i>Virginia</i>	Rick Potts U.S. Fish & Wildlife <i>Montana</i>
Laurel Florio, J.D. Attorney <i>Georgia</i>	Karen Isberg KY Performance Products <i>Kentucky</i>	William J. Price, V Queen's Cup <i>North Carolina</i>
Ann George Equestrian & Conservationist <i>Utah</i>	Kerri Kent Kerrits Performance Equestrian <i>Washington</i>	John Strassburger Equestrian & Author <i>California</i>
Karen Gustin KY Equine Humane Center <i>Kentucky</i>	Scott King Boehringer Ingelheim <i>Kansas</i>	Rand Wentworth Land Trust Alliance <i>Washington, D.C.</i>
Ms. Jan Hancock Equestrian & Author <i>Arizona</i>	Cathy Laws The Equine Network <i>Maryland</i>	

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