

EXECUTIVE DIRECTOR'S REPORT  
October, 2016

ACCOMPLISHMENTS:

- Legislative meetings
- Emergency Management preparation for Hurricane Matthew
- Pre-planning meetings with NC State Fair staff and auditors
- North Carolina State Fair
- Outdoor Cultural Heritage Board
- Coalition of State Horse Councils Fall Meeting

DISCUSSION:

Many legislative events were held during the month of October. The NCHC was present at several events supporting candidates who are favorable to the equine industry. Issues of importance to the industry include attaining favorable insurance rates and increasing access to public lands.

October also brought to us our first Hurricane. As a member of the State Emergency Management Team, multiple meetings were held regarding evacuation, sheltering and appropriate methods of disposal should we experience mass animal fatalities. Phone conferences allowed all commodity groups to discuss plans and assist one another during this storm. No mass fatalities occurred within the equine industry.

The North Carolina State Fair kicked off the weekend after Hurricane Mathew. While the Hurricane may have impacted the overall attendance at the Fair, the equine events hosted by the NCHC were a tremendous success and attendance was higher than the previous year.

Once again, the NCHC hosted ten unique horse breeds in the Alley of Breeds and conducted Five Minute Riding lessons for all who attended the Fair. This year we had information posted on both the national and state organizations representing the 10 breeds who were displayed. Also present were several breed representatives who assisted in the Alley.

The Five Minute Lesson instructors covered all 11 days of the Fair. We maintained a steady line of riders and completed over 2500 rides without incident. Of special note was the fact that our youngest rider from 2015 came back to ride again in 2016. Comments from the participants included statements that they are now making this a family tradition when they come to the Fair. Truly the lessons are becoming the "best thrill ride" of Fair.

The Outdoor Cultural Heritage Board met in October. The Board heard presentations from Mike Murphy of the Division of Parks and Recreation; David Schnake of the NCDA&CS; Dr. Roland Kays, NC Museum of Natural Sciences and NC State University on Candid Critters and Tommy Hughes, WRC Coastal Eco-Region Supervisor regarding Cumberland Farms. The Board also discussed administrative plans to disseminate the \$100,000 allocation from the General Assembly.

The month ended with the Fall Meeting of the Coalition of State Horse Councils. Primary issues discussed included recommendations on the following issues:

- Helmet Marketing Initiative
- Equine Economic Impact Survey
- Recommendation to include individual State Horse Councils in the final dissemination of the APHIS Strategic Plan to facilitate the broadest information exchange with the grassroots equine community.
- Affirm Katy Ross as the Racing Committee representative
- Encourage members to give \$500 to the EDCC
- Receive specific language from Bill Scebbi on the Dual membership initiative and have Ken place this language on the website