



# THE Wheelhorse

NEWSLETTER OF THE AMERICAN DRIVING SOCIETY

NL 222

Representing Carriage Driving in the United States and Canada

December 2014

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## MARD Madness and Merriment!

Heidi Ferguson, ADS Midatlantic Regional Director. Photos by Louisa Emerick.



INDIVIDUAL WINNER: Candy and Brad Thomas “Doug & Phil DeGrave”

This year’s Costume Contest and Parade at the Mid Atlantic Recreational Drive (aka MARD) was another resounding success. Though pumpkin carvings were light this year, the stall decorating and carriage costumes were in full attendance. This year ballots were pre-printed and categories were well-defined. All voters had to do is check off or number their favorites.

Once again the Blue Ridge Carriage Club, posing as Wizard of Oz characters [pictured upper left], swept the Group category with their over-the-top costumes and attention to detail. I don’t know how they do it but, if I were a betting person, I’d say they are already brainstorming their ideas for next year. It takes more than a click of Dorothy’s ruby red slippers to get these gals ready for MARD’s Costume Contest!

In the Individual category Candy and Brad Thomas swept the competition with their fantastically creative depiction of “Phil & Doug DeGrave” outfit... complete with an impressively drawn skeletal diagram on their equine partner. Congratulations to all the winners!

Next year’s MARD “lite” will undoubtedly feature another Costume Contest and the addition of a jackpot cash prize for pumpkin carving — hopefully to encourage a repeat of 2013’s gorgeous submissions.

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## A Message from the Executive Director



2014 has been a year of celebration and change for the ADS. The ADS celebrated its 40th anniversary at Acadia National Park in Maine this year. Drivers came from all over the

country to help us celebrate this major milestone for the society. Many were able to check an item off their bucket lists while others just enjoyed a vacation with their families. For me and the staff, it was an opportunity to connect with members we typically only get to talk with on the phone. Thanks to the Hoopes-Addis Education Trust, the special anniversary booklet produced for the Annual Meeting was shared with the entire membership, so those who couldn't join us had a chance to read, reminisce and reflect on the history of the Society.

At the Annual Meeting a new 27 member Board of Directors was elected for the 2015-2016 term. We appreciate the continued commitments by the majority of the Board as we welcome the four newly elected members, and reunite with past board members that have decided to once again help guide the Society into the future. We also want to give a sincere thank you to all those stepping down from the board. We appreciate their long hours, trips to meetings and their commitment to represent the Society in all their carriage driving pursuits.

Going into 2015, the Society continues to face some daunting challenges. Our membership continues to decline at a rate of 2.5% per year. Over the past three years our new memberships have increased, but many of our current members are not renewing. At the Annual Members meeting a brainstorming session was held where members offered their ideas on how the ADS might effectively turn this trend around. One suggestion was to offer a secondary liability insurance policy that members can purchase along with their membership. I am happy to report that through our partnership with Equisure, this policy is in the works and will be available in the near future. We also rolled out a new program to provide Educational Events such as schooling shows, clinics and camps with the opportunity to purchase affordable insurance through the ADS. Hopefully this will be a catalyst to attract people interested in the sport of carriage driving.

As always, thank you for staying engaged. Best wishes for a happy holiday season.

-Susie

## Reggie Glover: ADS Nomination for USEF Youth Sportsman's Award



*Each year USEF accepts nominations from breed and discipline affiliates for the USEF Youth Sportsman's Award. This award is designed to identify potential future leaders in the equine industry and provides an opportunity for the USEF to recognize outstanding youth members for their achievements. The 2014 ADS nomination is Reggie Glover from Weimar, Texas. Long-time ADS member Jerry McLennan submitted the following letter as part of Reggie's nomination.*

It pleases me to recommend Reggie Glover as the 2014 recipient of the USEF Youth Sportsman's Award. Mike and I have known Reggie at least five years and have taken an interest in his love of horses and driving and people. When Reggie was 13 he began taking driving lessons from Mike and was like a sponge. He soaked up everything! Mike would have been so excited to be the one writing this recommendation.

Over the years I've known Reggie I have seen him helping others as they were learning what he had already learned. I saw him apply what Mike taught him about driving and about life to his life and the lives of those around him. He is always there when you need a helping hand. He does not have to be asked to pitch-in, he is already doing what you need done.

Reggie has a natural ability with horses and as he has matured these abilities have enabled him to confidently drive, compete and teach those around him. He is quiet, and does not intimidate younger drivers. Instead, they are drawn to him because they see in him something they want—success, respect and appreciation from others in the driving community. He is always willing to “let them” in order for them to learn, but THERE to take the reins when they feel the situation beyond their knowledge. This not only empowers others, it instills confidence in their own abilities as they learn to stretch those abilities.

The “stuff” Reggie has accumulated in the way of belt buckles and jackets, not to mention ribbons, is testimony to what he has achieved. He is very proud of his achievements, but when you see the twinkle in his eyes when someone he has helped accomplish even the slightest goal they have set for themselves, you know he is prouder of them than an award presented to himself.

To me, Reggie Glover exemplifies what is needed in the United States today to encourage our youth to appreciate horses and achieve success in the equine industry, whether in the competition arena, training arena or business arena.

*Jerry McLennan owns and operates Pecan Mill Ranch in Brenham, Texas. Together with her late husband Mike, Jerry has been involved with ADS for over 25 years. In mid-November, USEF announced McCamey Kimbler of Aberdeen, South Dakota as the winner of the 2014 USEF Youth Sportsman's Award. Kimbler was nominated by the American Endurance Ride Conference (AERC).*

## Innovative USEF Developing Driver Program Holds Final Clinic of the Year; Looks to Expand in 2015

By Jennifer Keeler for USEF Developing Driver Program



*Jennifer Keeler of Paris, Ky. is coached by Thorsten Zarembowicz during the latest USEF Developing Driver Program clinic. Photo courtesy of J. Keeler.*

The popular and innovative USEF Developing Driver Program (DDP) held its final clinic of the year on picturesque Hillcroft Farm in Paris, Ky., October 24 - 26, 2014. Whether drivers were wrapping up their show year or getting ready for the 2015 Florida season, this intensive clinic offered up-and-coming High Performance drivers a special opportunity to develop their skills under the tutelage of World Champion driver Thorsten Zarembowicz of Germany.

Thanks to the generous support of sponsors, including a major gift from U.S. World Equestrian Games Team member Misdee Wrigley Miller, the USEF Developing Driver Program provides supplemental training opportunities for American combined drivers who have demonstrated a commitment to the goal of competing at the USEF/FEI level and who are in pursuit of competitive excellence. The objective of this program is to increase the number of drivers and their horses/ponies competing at high performance levels, therefore developing the drivers that may be future International competitors. In 2014 four clinics were held at locations across the country in Florida, California, and Kentucky.

"I am so pleased with the direction of the program," said Miller. "It has accomplished exactly what we set out to do, which was to identify drivers and horses who have the ability to go on and compete on an international level. Even more, I think it indicates that USEF and the USET Foundation are very serious about nurturing and supporting the development of future High Performance drivers. I know it means so much to the drivers, and I'm thrilled at the response. This is what the program is all about, and I think we're headed in a great direction for the future of the sport."

The October clinic welcomed 10 participants from four states ranging in age and experience from young drivers to advanced-level competitors, including Colten Parker (Batavia, Ohio); Jennifer Harber (Milton, W. Va.); Kari Harmon (Hamilton,

Ohio); Carrie Ostrowski (Lexington, Ky.); Avery Wilson (Goshen, Ky.); Nifty Hamilton (Alva, Fla.); Jason Stronks (Paris, Ky.); Chase Gillespie (Ona, W. Va.); Jennifer Keeler (Paris, Ky.); and Stacey Giere (Brecksville, Ohio). Over three full days, training sessions were held for dressage work, contesting a challenging cones course, and schooling through several marathon obstacles. Additional educational sessions were offered to enhance knowledge and experience for future FEI competition.

"It was such an amazing opportunity to participate in the Developing Driver clinic," said Keeler, who drove her young single pony Amazing Grace over the weekend. "The coaching we received and new skills we learned are invaluable for us in order to advance in our training. But perhaps even more importantly, the experience also opens your eyes to the idea of competing at the international level in the future, which is something that we may not have considered to be possible before."

Clinic organizer and U.S. Team driver Katie Whaley was pleased to see such a diverse mix of experienced competitors as well as fresh faces (both human and equine) at the Developing Driver clinic. "This is the third clinic I've organized, and it was the most talented group we've had. I was really excited about it," Whaley noted. "In addition to the tremendous training opportunity, we've seen so much camaraderie in this program, and that team-building spirit is so important for our sport."

Due to the overwhelming response to the USEF Developing Driver Program, as well as additional private donations, USEF Director of Driving Lizzy Staller reports that the program is planned to expand to five nationwide clinics in 2015, providing even more opportunities for aspiring international combined driving competitors. For more information regarding the Developing Driver Program and upcoming clinics as well as becoming a financial supporter of future clinics, please contact Lizzy Staller at [estaller@usef.org](mailto:estaller@usef.org).



# Breed Partner News: 2015 NFHR Educational Forum and Evaluation in Norco, California

By Ardeth Obenauf, ADS Norwegian Fjord Breed Representative



The Norwegian Fjord Horse Registry's 2015 Educational Forum will be held February 13 - 16, 2015 at the George Ingalls Equestrian Center in Norco, CA. The theme of the forum is our own NFHR Evaluation Program. We are planning to hold the Forum on Friday the 13th and Monday the 16th, with an

Evaluation on Saturday and Sunday. This is President's Day weekend, so plan a long weekend away from the snow and cold!

Norco, California "Horse Town USA" is in sunny Southern California. There are several convenient airports to choose from: Ontario Airport is only 12 miles from the venue and has scheduled service from AA, Delta, US Airways, United, Alaska and Southwest. This will be the closest and most accessible airport for attendees. Others to choose from are John Wayne Airport - 35 miles from the venue; Long Beach - 49 miles away; and LAX which is 61 miles away.

The Evaluation will be held at the George Ingalls Equestrian Center in Norco.

The George Ingalls Equestrian Center is constantly being improved and is a relatively new facility. The indoor arenas offer good footing and great speaker systems, they are large enough for driven dressage and the stalls are close by. A trail system is accessible right from the facility. There are hook ups for water and electricity for those preferring to stay in their LQ trailers or motor homes. We will have on-site security for the horses each night. Horses may arrive after 10 am on Thursday, February 12 and stay until 10 am on Tuesday, February 17.

The stall fees are very reasonable. A deposit is required for stall stripping and we hope to have local 4H or FFA club members

to hire to strip stalls if desired. There are three nearby feed stores and many restaurants with an array of price points.

On Thursday, February 12, we will start the festivities with a wine tour of the Temecula Valley Wine Country. This will be available to anyone who comes in early for the forum. Updates and registration information will be available on [www.nfhr.com](http://www.nfhr.com).

Birgitte Reitan, the young Norwegian para dressage rider who rode a Norwegian Fjord in the World Equestrian Games in August in France will speak to us on Friday during our reception and will be presented as a special guest at our membership meeting Friday morning.

We are expecting three Norwegian Fjord Horse Judges/Evaluators from Norway to attend, present topics about the Norwegian evaluation and breeding programs, and participate in panel discussions with our own Evaluators.

Nils Ivar Dolvik, the Norwegian Lead Judge, will talk about the breeding plan for the Norwegian Fjord Horses in Norway and the Norwegian breeding goals. Jostein Vonheim will talk about performance tests for stallions and mares in Norway, and Asle Espe will give a presentation about type and breed character.

We are planning to have all of our NFHR Evaluators present and expect that they will also be involved in presentations dealing with our Norwegian Fjord Horse Registry Evaluation System in the United States and Canada. Moderated panel discussions between the NFHR Evaluators and the Norwegian Evaluators will be included and we hope to have a lively discussion that will include audience participation.

We are excited about what we feel is going to be a very dynamic Forum. The Forum is open to everyone. You do not need to own a Fjord to attend. For registration and updates, go to [www.nfhr.com](http://www.nfhr.com). We hope to see lots of you in sunny Southern California next February!



# Tax Deductions for Advertising and Promotional Expenses

By John Alan Cohan, Attorney at Law

photo from johnalancohan.com



Advertising and promotional expenses are usually deductible along with other ordinary and necessary expenses in horse and livestock activities operated as a business. Traditional print ads in magazines can be expensive, and must be repeated in order to be effective. Other modes of advertising,

such as on the internet or word of mouth advertising, as well as participation in horse shows, are important as well.

In some cases, a horse or livestock activity can be used to promote a separate business or professional activity. The idea is to link one's separate business with the horse or livestock activity. Your business name will get exposure at various horse events, for instance, and this can be an effective way of reaching out to potential customers.

The most famous illustration of this is the Anheuser-Busch Company's use of beautiful Clydesdale parade horses in Budweiser commercials and at horse shows. Another example was a Tax Court case in which the owner of a locksmith business claimed advertising deductions for his costs of maintaining Mardi Gras parade horses. He lost in Tax Court, however, because his business name was not even displayed on banners carried by his parade horses, and it was therefore hard to see how there was an advertising linkage to his business.

The classic case on this point is *Rodgers Dairy Co. v. Commissioner* (14 T.C. 66). Rodgers Dairy Company owned a chain of restaurants in Pittsburgh. The company purchased two Russian wolfhounds and kept them in a kennel at the rear of its headquarters, and claimed the costs as advertising deductions. The company claimed that the dogs attracted the attention of passersby, and enhanced the public image of the restaurant chain. The company also bought several show

horses, also for advertising purposes.

The horses were always shown by professional trainers. The company made sure its logo and blue and white color scheme that it used on its storefronts and on trucks, were used in the decoration of the stables, equipment and vehicles at the horse shows. Signs were put in front of the stables disclosing that the company owned the horses; and horse show programs listed the company as owner of the horses. The horses won numerous ribbons and cups that were displayed on the walls of the company's offices.

Some of the horses were later sold at substantial profits, and stud fees were collected as well. The company deducted the expenses of maintaining, training and transporting the horses, as well as depreciation, and the costs of the two Russian wolfhounds. The IRS argued that the company purchased the animals primarily for the personal pleasure of the company's principal shareholder.

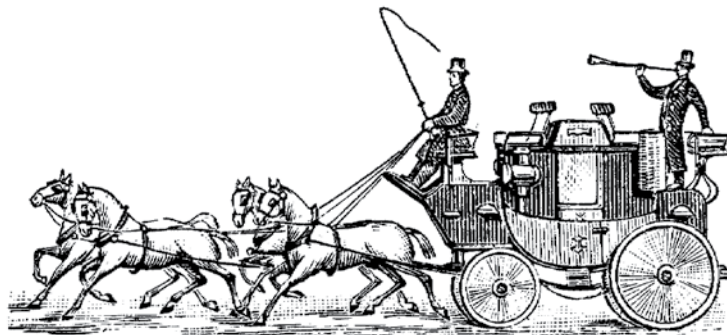
The company convinced the Tax Court that the sponsorship efforts helped attract new customers to its restaurant chain. The court ruled that the company acquired the animals for advertising purposes, that the costs involved were reasonable, and that the company was entitled to claim the costs as advertising deductions.

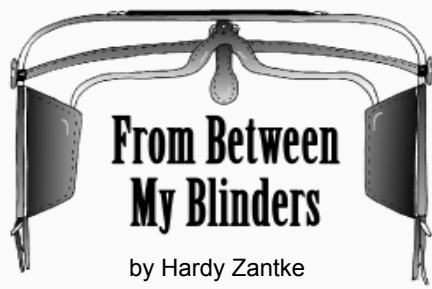
This type of advertising expense is unusual, but proper so long as there is some straightforward advertising linkage to your trade or profession. The IRS will seek to argue that these payments are motivated primarily as a way of funding your favorite pastime.

It is also important to keep a record of new clients or contacts that were generated from the promotional efforts for one's business or professional practice.

This type of advertising can be used in addition to more traditional advertising such as print ads, internet ads, and word of mouth efforts.

*John Alan Cohan is an attorney who serves the horse, livestock and farming industries. He can be reached at: (310) 278-0203 or email at johnalancohan@aol.com.*





## Easy-Boots?

Over the years the question if and when the use of Easy Boots is allowed in Combined Driving Events has often been discussed as unfortunately it is not that clearly stated in our rules. I wrote about this in the Nov. 2013 Whip. But as this came up recently, I'd like to address it again:

We do find "Article 940.12 Shoes: Any conventional type of shoe is permitted; double shoes or additional weight (lead) are not allowed."

Of course we can discuss what a "conventional type of shoe" is, but in my opinion the intent of the rule is clear, as it continues that double or weighted shoes are not allowed. Thus we want to make sure that we don't have shoes with extra weight to artificially influence the way the horse is going - beyond what a regular shoe of course does already anyhow. Going along with that line of thinking, I certainly would not have any problem with anybody using for example a modern type glue on shoe - nor have I ever seen any official having a problem with that either.

Beginning with this year's rulebook the ADS added the modifier:

"At ADS-recognized events, boots protecting the sole of the foot are allowed in Marathon."

While I understand that they simply wanted to make that more clear, I do

think the modifier is unfortunate, as I believe it creates more confusion than help. Now it looks as if that's only the case on ADS events - and only on the marathon. People have the impression that at USEF and FEI such boots are not allowed on the marathon, and also not in the cones, even at ADS events. Nothing could be further from the truth! Of course they are allowed and always have been. You can put anything on the horses legs on the marathon to protect the feet and legs - and in the cones too. There are no restrictions. So there is no need for such a statement. I still go by the general rule of thumb: With few exceptions (one of which we come to later): Whatever is not forbidden - is allowed - as long as it's not a horse welfare issue, nor unfair, nor creating a bad image of the sport - or, really, against the intent of the rules. That last part is stated in the Preamble, as not everything can always be spelled out in all details.

The only restriction we have is in dressage:

"Article 940.2.1 Bandages and Brushing Boots are not permitted in Dressage. Failure to comply will result in 10 penalty points."

So now we have the question if Easy Boots would fall under this restriction or not? They really aren't bandages nor brushing boots, are they? Perhaps they are more a type of shoe? But what is the intent of the rule against bandages and brushing boots in dressage? I believe we have that restriction as we don't want to have the action of the horse influenced by anything - other than conventional shoes, which of course as a practical matter, they have to allow, as we couldn't pull the shoes just for dressage.

So, when in doubt about such an issue,

where it's not spelled out clearly in our rule book, trying to get to the intent of the rule, I like to take a look at what our big brothers are doing = ridden dressage as well as three day eventing. There I find that in the USEF Rule book both do spell out the restriction against Easy-Boots in dressage (USEF DR121-7 and EV115.2.e). So with that, I take it, that Easy Boots are not within the intent and thus will not allow them to be used in driven dressage either.

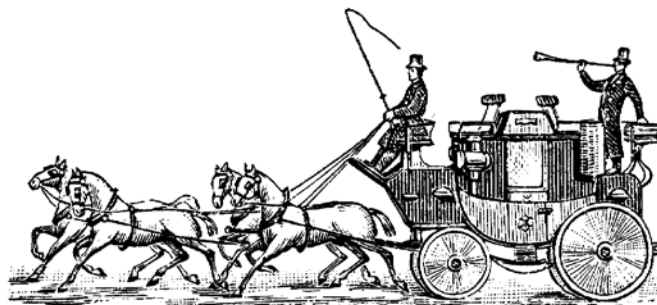
Let's look at the practical side too: If you have a horse that is usually going barefoot at home, he certainly should be able to handle the 10 minutes or so of a dressage test in a dressage arena - which usually has some decent footing of either grass or fairly hard packed sand or dirt. So there should really be no need either to put easy boots on him for the dressage test - and you are free to put them on for the marathon as well as for cones.

And here also comes my exception - no rule without an exception: On the very rare occasion that I have seen a dressage arena which did not have good footing - like once we had dressage on hard gravel - in such a case - yes, then I am happy to make an exception and there do allow the easy boots in the interest of the welfare of the horse. But, clearly, that should be the exception and not the norm.

That's how I see this issue - but, if in doubt and if this concerns you - you better ask the officials at the event you plan to drive to find out how they see this.

Happy holidays and happy driving - with Easy Boots on the marathon and in cones - but not in dressage.

-Hardy



## Breed Partner News: Driven Dressage Arrives at Friesian Breed Shows

By Gail Aumiller, International Friesian Show Horse Association (IFSHA) Treasurer



On October 2, 2014 in Lexington, VA, the Friesian show world offered a new challenge for its carriage pleasure drivers, when Driven Dressage was offered at the IFSHA World & Grand National Championship Horse Show. In its inaugural

Come True Farm, Carlisle, PA, offered a custom designed award: “The Dreams Come True Farm Driven Dressage Perpetual Trophy,” which is inscribed: “Awarded to the purebred Friesian with the best driven dressage score in honor of Sjaantje Sport and her excellence in driven dressage.”

The driven dressage trophy was won by amateur/owner whip, Richard Butts, and Nelis LSI, whose worthy 76% was the best of 10 entries. Winning this award substantiates Rick’s commitment and participation in carriage pleasure driving, validating his work with trainer, Gareth Selwood, over the past few years to rise to the top in this sport. What makes this

appearance there were 6 entries in Training Level and 4 in Preliminary with ADS members winning both classes.

Judged by the Honorable Karen Homer Brown, Lexington, KY, the World Champion Training Level class was won by Richard Butts, Lorick Stables, Youngstown, NY, driving his homebred 2004 Sibald gelding “Nelis LSI,” with the Reserve Championship title going to whip Bruce Griffin, Gretna, VA and “Elis GV,” owned by Beth and Jim Kornegay, New Smyrna Beach, FL.

The Preliminary Driven Dressage World Championship was won by Joni Kuhn, Bartonville, TX, driving her full-brother pair, “Aandrik van het Kasteel & Zobe van het Kasteel.” Rick Butts and Nelis were the Reserve Champions.

To promote driven dressage participation Dreams



Amateur/owner whip Joni Kuhn, Bartonville, TX, drove her full brother Friesian pair, “Aandrik van het Kasteel & Zobe van het Kasteel.” to the 2014 IFSHA World Championship Preliminary Driven Dressage title. Groom Perry Raber, IA, now lives in TX. Photo credit: Deb Tracy

A dapper Richard Butts drives his homebred Friesian gelding, Nelis LSI, to the Training Level Driven Dressage Championship win at the Lexington, VA, October 2, 2014 IFSHA Worlds and Grand National Show. Photo credit: Jon McCarthy Photography.

achievement especially dear to Rick is that he has bred and raised the horses he competes—Nelis LSI is one of his third generation babies! Rick said, “The process of selecting the stallions and raising young horses to adult age is the most heart fulfilling act, and they are truly a part of our family.”

The ADS Steward, Mickie Bowen, Erie, PA, summarized her approval by saying that this will continue to elevate the quality of carriage pleasure driving at IFSHA shows.

*The ADS has partnered with 14 different breed organizations in an effort to foster mutually beneficial membership and education. Do you participate in both breed and ADS events? Email Maria Woldt at [maria.mcginnis@americandrivingsociety.org](mailto:maria.mcginnis@americandrivingsociety.org) to share your story.*

# 2014 Calendar of Events 2014

## Omnibus Changes

For a complete up-to-date Calendar and Omnibus, visit [www.americandrivingsociety.org](http://www.americandrivingsociety.org)

### Classified Ads

Classified ads are accepted for the *Wheelhorse* at a cost of \$1 per word with a \$15 minimum for a one-month insertion in the next available *Wheelhorse* publication. Payment must accompany ad text (checks, Visa, Mastercard accepted).

COMPETITION FEI YELLOW CONES: \$27 each. Orange Marker Balls \$2.70 each. Number Boxes 1-20 Red and White; \$30 each. Letter Boxes A-D Red and White; \$30 each. Complete Dressage Arena with Letters now available. Accept MC/Visa. Phone Gayla Driving Center 1-800-360-5774. (KY)

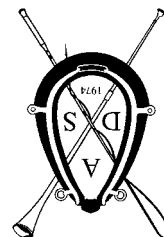
### OMNIBUS CHANGES

View Omnibus Web pages for complete updated information.  
[http://americandrivingsociety.org/06\\_omnilistings/adsomnibusindex.asp](http://americandrivingsociety.org/06_omnilistings/adsomnibusindex.asp)

Recently, you received a letter with your November issue of *The Whip* stating that the Omnibus was transitioning to an exclusively online publication. In an effort to make this transition easier for members, a printed version of the January-June Omnibus will be mailed to all ADS members in December.

RETURN SERVICE REQUESTED  
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