



THE Wheelhorse

NEWSLETTER OF THE AMERICAN DRIVING SOCIETY

NL 229

Representing Carriage Driving in the United States and Canada

October 2015

ADS President's Award: Gerard Paagman

By: ADS Communications

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Gerard Paagman delivered an emotional keynote during the Friday dinner at the recent ADS Annual Members Meeting. He was totally surprised when ADS President Mike Arnold thanked him for his keynote and immediately transitioned to the awards presentation.

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Upper left: One of the lovely carriages on display at Shady Oaks Farm during the ADS Annual Members Meeting.

Each year, the ADS President gives an award at the Annual Members Meeting to an individual who exemplifies a commitment to the mission of the Society and to carriage driving as a whole.

This year, President Mike Arnold selected Gerard Paagman of Invermere, British Columbia to receive the award. Paagman is well known for his work with CAN Drive, Ideal Harness, The House of Friesians and most recently The Caravan - the transcontinental journey from California to Florida powered by horses.

During his keynote address at the formal banquet during the ADS Members meeting in Lodi, California on September 27, Paagman presented footage from the forthcoming documentary film about The Caravan. Margot

A Message from the ADS Office



It's mid
October,
and this
issue of *The
Wheelhorse*
is slightly
delayed. We
sincerely
appreciate
our writers

and readers who give us great content and feedback on this and other ADS publications. As you read this issue, you will notice significant coverage from the Annual Members Meeting.

We joke in the office that we are either getting ready for the meeting, at the meeting or following up from the meeting. Obviously we do more than plan the meeting, but it's remarkable just how much time and effort on part of staff and volunteers it takes.

The annual meeting is really "where the rubber hits the road" (to use a cliché phrase). Members have the chance to network with ADS leadership, vote on association business and build relationships. Stacy and I appreciate being able to meet members face to face instead of our usual email and phone.

In the beginning of October, we attended the National Drive in Kentucky. What an event! Thank you to everyone who visited the booth, attended the wine and cheese reception and took the time to 'say hi'. This event is an asset to the driving community and we are excited to continue our presence.

For the last part of October and early November, we are working hard to process information for the 2016 Jan-June Omnibus. Shows are being added to the ADS website daily, so please make sure to check the status of your favorite events. The entire 2016 event calendar is available online as well.

ADS memberships are anniversary based - meaning, members can join at any time and their membership lasts a full year from that date. Even so - many memberships expire at the end of the year, and Stacy is gearing up for year end membership renewals.

Finally - in the next few weeks, the November issue of *The Whip* will hit your mailbox. We hope you enjoy it - please feel free to contact us with your thoughts and comments.

Until next time, Maria & Stacy, ADS Staff

ADS Board of Directors: Welcome new members!

At the most recent Board of Directors meeting held in Lodi, California as part of the Annual Members Meeting weekend, three vacant positions were filled.

Please welcome Leona Anastasi from Connecticut as the new Northeast Regional Director. Leona will serve Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Ontario, Quebec, Newfoundland and Labrador, Nova Scotia, Prince Edward Island and New Brunswick. Contact Leona at anastasi@charter.net

Deborah Bridges from Nebraska also joined the board as the new Midwest Regional Director. Deborah will serve Wisconsin, Missouri, Iowa, Minnesota, Kansas, Nebraska, South Dakota, North Dakota, Nunavet Territory, Manitoba and Saskatchewan. Contact Deborah at bridgesd@unk.edu

Heidi Ferguson will serve as the new Recreational Driving Committee Chairwoman. Heidi is also the Mid-atlantic Regional Director. Contact Heidi at midatlantic@americandrivingsociety.org

The ADS wishes to congratulate these three ladies on their new roles. Don't hesitate to contact them or any of our staff and directors with comments or questions.

ADS Awards Programs: Enrollment Due November 1!

Hours to Drive:

ADS members who enjoy recreational driving earn recognition for time spent in its pursuit. The program, which operates on the honor system, is based on the number of hours you drive your equine. A log form for recording hours driven is available on the ADS website and is required to enroll in the program. Drivers can earn an "Awards Pin" for 100, 250, 500, 750 and 1000 hours of cumulative driving, by completing a log form. Logs must be returned before November 1st, and milestones will be profiled in *The Whip* magazine.

Youth Championships:

Awarded each year at the end of December and winners are announced in *The Wheelhorse*. Open to any ADS member under 21 years of age (at the time of the events where points are collected), and based on his/her best verifiable scores sent in by the applicant and achieved during the 12 months preceding the closing date of November 1st each year. There are three categories: CDE, Pleasure and Recreation. Applicants can enter multiple categories, but can win only one per year. Winners receive a \$750 ADS Grant for use on future driving endeavors and a fashionable embroidered coat.

Gerard (Continued from page 1)

McMaster a filmmaker and driver travelled with Paagman and the rest of the drivers on The Caravan to capture the many powerful moments of the journey.

There are few people today who have promoted the sport of driving as Paagman has. The crowd was captivated by the beautiful video footage and even more moved by the words that he shared about the bonds he built with the group in The Caravan.

“We started the journey as friends, and we finished as family,” Paagman said.

Just as he finished his keynote presentation, Mike Arnold thanked him...and as Paagman went to sit down, President Arnold presented him with the award. It was a total surprise!

“YES I did cry last night when I received the American Driving Society Inc. Presidents Award! I feel so blessed for many many reasons!” Paagman said via his popular facebook page.



He is the man who can drive any horse in any combination! Here Gerard drives a stunning six horse hitch of Clydesdales at the ADS Annual Meeting in Lodi. This demonstration took place at Sargent Equestrian Center.



Memories from Lodi

L to R: Stefanie Putnam and her gelding Shadow participated in the driving derby demonstration at Sargent Equestrian Center. Her trademark smile was in full effect! ADS Past-President Jody Cutler drove her unicorn of Welsh pony mares as one of the tour guides at Shady Oaks Farm.. Craig Kellogg sits next to her on the box seat. A lovely Arabian/Friesian mare strikes a pose as she and her fellow four-in-hand partners wait for their turn in the driving derby at Sargent Equestrian Center. The “Box of Chocolates” as they are known, are owned by Dean Lacey and are sisters with virtually identical markings.

Thank you Sponsors!



The ADS Annual Meeting and 41st Anniversary Celebration was held September 24-27 in Lodi, California. The event would not have been possible without the generosity of the following individuals and organizations:

Coachmen

Audrey Bostwick & Elaine Kendig
Pain Diagnosis & Treatment Center - Brian Gwartz
Shady Oaks Farm - Fritz & Phyllis Grupe

Four-in-Hand

American Haflinger Registry
Sargent Equestrian Center

Tandem

Central Valley Harness Association
Roxanne Greene
Northern California Driving Club
Lynne Palmer, ADS Northwest Region
Tilley Andalusians
Whip'r Snapper Driving Society

Pairs

A Proper Hat by Beth Scott
Paula Brand & C. LaNelle Weerts
Ted & Veronica Campbell
Ann Davis
Equestrians Institute
Hermitage Farm
Pony Cross Farm

Singles Level

Brass Oak Driving Society
Carriage Machine Shoppe, LLC
Chris & Mike Downing
Gypsey Vanner Horse Society
The Morgan Horse Association
United State Lipizzan Federation
Sharon Waite

The Importance of Advertising From the IRS' Perspective

By John Alan Cohan, Attorney at Law

photo from johnalancohan.com



In any IRS audit of horse activities, one issue will be the extent to which the taxpayer has advertised horses for sale. Advertising is considered to be an effective type of promotion to attract customers, and if you do not advertise or otherwise promote the sale of your horses, the

IRS will argue that you are not engaged in a business because you don't care about selling your product. This is true whether your field involves race horses, show horses, or stud services.

There are so many modes of advertising that it can be a daunting consideration. Advertising is more ubiquitous and intrusive than ever before, especially on the internet. Many believe that in order to capture attention, ads need to provide useful content that will generate discussion.

For advertising to be effective, the ads should be colorful, interesting and need to be repeated over time. Magazines usually will provide a discounted rate for a series of ads.

Again, getting back to the IRS audit issue, it is important to keep copies not only of the print ads, but also backup invoices issued by the magazines, for substantiation purposes.

The IRS might scrutinize particular ads and argue that they don't adequately connect to the horse activity itself, and that the costs should be disallowed. For example, sometimes ads can be a simple announcement or so-called "vanity" ad, and this may be subject to scrutiny by the IRS. In the IRS Audit Technique Guide, revenue agents are advised as follows regarding section 183 audits:

The examiner needs to review the actual copy of any advertising in instances where the taxpayer has deducted such expenditures. Many taxpayers will buy advertising space for "vanity" ads. These spaces are frequently purchased to place photographs of their children and the children's horses. The ads wish the children "Best of luck" prior to upcoming show competitions. The examiner should use professional judgment to determine whether the advertisements truly represent promotion of the taxpayer's horse activity.

Advertising is also important as a way of protecting existing customer good will. Expenditures of this type are designed to maintain good relations between your horse activity and those who are already familiar with your business. Goodwill advertising can extend to things such as sponsorship of horse events, advertising in horse show programs, or having promotional give-away items, such as hats with your name or

business logo.

People who are audited by the IRS must realize that revenue agents often are not familiar with the horse industry and the difficulties people face, and the Audit Technique Guide encourages agents to be skeptical towards the horse industry, particularly if the taxpayer has a history of losses. Advertising is one of numerous other elements that will help support the argument that your activity is engaged in for profit, not as a hobby.

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.

Speaking of Advertising... Remember the ADS!

Do you have horses or equipment to sell as part of your horse activities? What about goods or services to the carriage community? Please see the American Driving Society as a resource. We have print, online and email advertising opportunities available and we offer discounts for multiple placements as well as package pricing.

As you make plans for your 2016 marketing plans, give us a call or email - we would love to help!

-Maria Woldt, ADS Advertising and Marketing
(608) 237-7382
maria.mcginis@americandrivingsociety.org





Unsung heroes: Event Organizers

One of the most important links in our sport is a willing organizer! Those of you who have organized know it is quite a task! If you have not yet - feel free to lend a hand. Help there is always welcome - and more so than complaints when things aren't going as smoothly as you would have wanted - or not in accordance with your own wishes.

Most organizers are unpaid volunteers, and take on the big job just for the love of the sport and mainly to please you, the drivers. But please let us keep in mind - a driving event is NOT a public utility! I haven't seen a constitutional amendment yet giving everybody the right to attend one. The ADS does not put on any events - private organizers or clubs do! It is their party. They can decide how to run it - either under the ADS rules, or even as an unrecognized event on their own ideas - or, even with ADS recognition sometimes with some "house rules" - which then need to be published in advance in the Omnibus. The organizer can decide whom they want to have at their party - and whom they'd rather not have there - for whatever reasons! It's up to us to build up a reputation as a welcomed guest to their party.

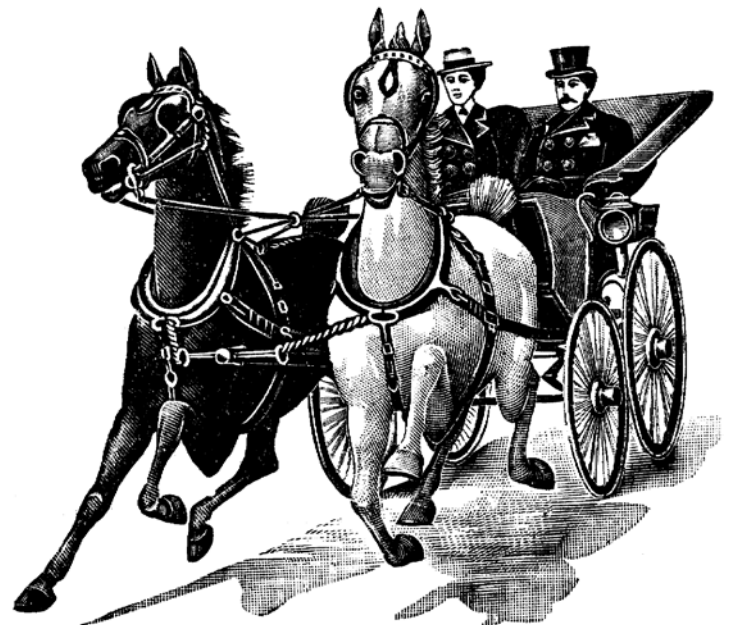
Some state in the Omnibus under Method of Accepting Entries: "First come first served" - but there is no requirement to do so! And when they have more entries than they can handle, it's up to them! They want to put together the best event they can - BUT - "the best they can" means, not necessarily just for the competitors! There are many more interests at stake, volunteers, sponsors, landowners, spectators, and last but not least their own interests too! And of course, yes, YOU as competitors certainly too! For all of them they do want to make it an INTERESTING, SAFE and FRIENDLY event - and hopefully one on which they can break even financially.

What would you do, if you were an organizer and had more entries than you could accept? Go strictly by first come first served or perhaps rather see that you can balance your classes? Or rather skip over that entry from the person who you know from previous years always giving you a headache with extra demands and complaints?

So that means for every one of us participating, in whatever role that might be - to be on our best behavior. As a competitor - be the best you can, not only by trying to drive well, but also by how you behave otherwise! It starts out with sending in your entry complete and correctly and including all the information that is asked for and including your payment. And it continues by behaving friendly towards EVERYBODY at the event, and not let the heat of competition get the better of your tense nerves. And that goes through the entire event, until you leave again, after you have cleaned up your stalls, and tack stalls and parking area and thanked the organizer and all people that have helped. Many people are quite good at that, but unfortunately there always are a few who are not always at their best behavior - and I admit - me included at times! So let's strive to be the best we can! You have my promise - I'm doing it too!

ADS ANNUAL YOUTH CHAMPIONSHIP - Entry deadline coming up soon!

Please remind our Young Drivers to send in their entries to the ADS office for the Annual ADS Youth Championships: The deadline is November 1st. Details are on the ADS website. The winner in each category - Combined Driving, Pleasure, as well as Recreational Driving - gets an ADS jacket, a write-up in one of the next Whips and a grant of up to \$750 towards expenses to attend an ADS Training Camp or similar event.



Happenings in the Driving Community

Driving News - As Submitted by Partner Groups

Stafford and PVF Peace of Mind Claim 2015 USEF Single Horse Driving National Championship Title at Hermitage Classic CDE

By: USEF Communications

Suzy Stafford led the field of seven combinations in the 2015 USEF Single Horse Driving National Championship from start to finish with PVF Peace of Mind at the Hermitage Classic CDE, finishing on a final score of 128.97. With three Single Pony National Championship titles (2004, 2008, and 2009) to her name, Stafford claimed her first Single Horse National Champion title. The top three on the leaderboard remained unchanged throughout the competition with Leslie Berndl and Sterling Graburn finishing second and third, respectively, behind Stafford.

Stafford (Wilmington, Del.) and her own 2007 Morgan mare began their championship campaign with a beautiful dressage test aside from a few minor bobbles. The Ground Jury of Debbie Banfield (USA), Dr. Klaus Christ (GER), Marie de Ronde-Oudemans (NED), Marsoe LaRose (CAN), and Sarah Mullins (IRL) awarded the pair a score of 40.64 to put them in the lead. Stafford drove determinedly over the tough marathon track designed by Barry Hunter (GBR), overcoming some breaks in concentration from her horse in the busy atmosphere. She and PVF Peace of Mind had a knockdown in obstacle six, and were helped in the marathon phase with their quickness and some luck, adding 86.07 penalty points to their score. They won the marathon phase, having the fastest times at obstacles one and five. The pair expertly navigated Hunter's challenging cones course, collecting just 2.26 time penalties and finishing second in the phase. Stafford and PVF Peace of Mind's three solid performances allowed them to remain atop the leaderboard throughout the competition and receive the National Champion honors.

"It feels awesome," Stafford said of claiming the title. "Today was a little rough. She was overly excited from yesterday's marathon so it was a little over zealous on her part, but we managed and finished well."

Defending champion Berndl (Newcastle, Calif.) and her own Uminco claimed the Reserve Champion title with a final score of 143.01. She and the 2001 KWPN gelding had miscommunications in the trot and canter extensions across the diagonal in their dressage test but showed much expression and great halts and deviations to receive a score of 49.87. In the marathon phase, they struggled at obstacle four and had a knockdown in obstacle five, but redeemed themselves by being



Suzy Stafford and PVF Peace of Mind, 2015 USEF Single Horse Driving National Champions (Picsofyou.com)

the fastest in three of the obstacles, collecting 90.14 penalty points. Berndl drove a fantastic cones course with Uminco with an unlucky ball down at the final cone at 20 for 3.00 penalty points, finishing third in the phase.

Graburn (Paris, Ky.) drove his and Laura Corsentino's Mannkato, who has only been a driving horse for a short time, to third-place honors. Graburn and the 2001 Dutch Harness gelding's dressage test displayed resistance in a few movements, but had a relaxed walk, powerful extended canter, and nice deviation movements, receiving a score of 52.69. Graburn and Mannkato had trouble at obstacle two in the marathon phase, but finished strongly, tackling the remaining obstacles confidently. The duo tallied 88.71 penalty points and finished second in the marathon phase, with the fastest times at obstacles three and four. In the cones phase Graburn and Mannkato finished within the time allowed but had balls down at 11 and 13 for 6.00 penalty points, ending up with a final score of 147.40.

Marcie Quast (Vass, N.C.) and Daphne White's Halstead by Legacy, a 2005 Hackney mare, won the marathon phase with the only double-clear round in the championship division. They finished in fifth place overall.

Send us your news!

Do you have club news or events? Submit your information to the Wheelhorse editor at maria.mcginis@americandrivingsociety.org

Omnibus Changes

For a complete up-to-date Calendar and Omnibus, visit 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

Oct 31-Nov 1: Fall Fling @ FL Horse Park, Date change
NEW Oct 31-Nov 1: Halloween Spooktacular, New show
November 5-8: Kaydid CDE, Dressage test changes

RETURN SERVICE REQUESTED

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