

**UNIVERSITY
of GUELPH**

Equine Guelph



Annual Report

May 1, 2010 - April 31, 2011

Table of Contents

Executive Summary.....	2-3
Dr Stone and Dr. Gunn Review.....	4
Introduction.....	5
Summary of Equine Guelph Programs	
Research	6-7
Education and Training	7-8
Communications and Marketing.....	9-11
Development	11-13
Financial Report.....	14
Highlights and Special Events.....	15-24
Summary	25
Appendices	
1. Current membership of Equine Guelph Advisory Council and Committees	26-31
2. Equine Guelph Industry Partners	32
3. Equine Guelph Staff	33
4. Research projects funded by Equine Guelph in 2010 - 2011	34-35
5. Lay Summaries for Research Projects.....	36-41
6. Research Publications.....	42-43
7. Research Presentations.....	44-46
8. Presentations and Talks by Equine Guelph	47
9. Educational Offerings by Equine Guelph	48
10. Summary of the Equine Studies Program	49-53
11. Equine Guelph's Promotional Events	54
12. Media Coverage List	55-65
13. Website Report	66-68
14. Sponsors	69-70
15. Year End Financial Statement	71

Executive Summary

The invitation from Alltech to be “front and centre” in the Kids Zone of the World Equestrian Games in Kentucky marked a clear and impressive achievement for Equine Guelph that shows the growth of their education program and the respect garnered within the industry. The only time the games have been held in North America, this was a valuable opportunity for Equine Guelph to present to the world, and is the only time a Canadian education exhibit has been invited to attend. Thousands of school children, and thousands more families and horse enthusiasts lined up each morning and enjoyed their meandering pathway of learning through the Carriage Barn at the Kentucky Horse Park. The enthusiasm and many positive comments, and resulting opportunities, spoke volumes about the maturity reached by the youth education program that started in 2005 and grew to an international travelling education show at the prestigious World Equestrian Games.

The research program continues to function efficiently and effectively, producing information on a wide variety of issues of equine health, from ground-breaking research on stem cells, to studies on EPO (erythropoietin) and airway disease, to a search for causes of sudden death in racehorses. Support from the industry, in terms of funding, continues to underpin the research activities promoted through Equine Guelph. Over \$268,000 was invested in 8 new research projects and almost \$70,000 was awarded to 6 continuing projects. Yet, despite the success of the program at existing levels of funding, the needs of the industry continue to outstrip the output of the program. The investment into the research program, peer-reviewed and applied, is a priority need for the current and future development of the equine industry which depends on the performance, health care and well-being of horses.

The Equine Foundation of Canada played an important role in helping to move forward the research capabilities with their generous donation for research equipment. The competitive process awarded the funding awarded the money to Dr. Heather Chalmers from the Ontario Veterinary College and allowed the purchase of a specialized 3-Dimensional viewing ultrasound machine. Images generated by this unique equipment can be viewed and manipulated interactively. Other areas of significant interest for the industry include the potential advancements with the genomic focus for several research projects and developments with stem cell research, among others.

The growth of the online education program has been a priority for this year to meet industry demand and to generate tuition revenue. From 4 courses available in 2003, there are now 16 online course options for the industry. Equine Guelph has been able to increase its offerings of courses per year from 4 in 2003, to 19 in 2010-11 and now is offering 15 different courses per year in its online program. The growth experienced in this multiple award-winning program started with one certificate program and Equine Guelph now offers three certificate programs (Equine Science Certificate, Equine Business Certificate, Groom One Certificate), a diploma program (Equine Studies Diploma), a strong youth program (EquiMania!) and several workshops. The EquiMania! program continues to grow and attract new audiences to learn about horses and requests for the travelling education show continue to grow with the continuation of the “Play Safe. It’s HorseSense” initiative along with the popular “Hazard Hunt in the Horse’s House” activity, drawing over 80,000 people, including well over 25,000 youth. The investment of the industry into a strong educational program that provides a lifetime “pathway of learning” is important to the future success of industry participants and continues to attract new participants to the industry.

There is a growing trend in the industry that stresses the partnership with the horse and a respect for the welfare of the horse - thus promoting a true partnership between human and horse. The successful partnership that includes the E.P. Taylor Equine Research Fund (now transferred to the University of Guelph to fund research on racehorses in perpetuity), Equine Canada, the Horsemen's Benevolent and Protective Association of Ontario, the Ontario Equestrian Federation, the Ontario Harness Horse Association, the Ontario Racing Commission, OMAFRA, Standardbred Canada, the Quarter Horse Racing Owners of Ontario, Inc. and the University of Guelph helps drive the success of Equine Guelph which in turn provides many needed and priority benefits for all horses and participants in the equine industry.

This annual report provides the details on the 2010-2011 activities of Equine Equine Guelph and salutes the partnerships that make these achievements possible for the benefit of the equine industry and the horse.





EQUINE GUELPH



Dear Partners and Supporters of Equine Guelph,

We have seen yet another banner year for Equine Guelph! Significant progress in priority research and an invitation for the youth education program to attend the World Equestrian Games, the full launch of now three Certificates and a Diploma program – this speaks to the continued achievement of planned growth and successful completion of milestones. Equine Guelph continues to respond to industry input and priorities to build on our solid foundation and in turn enhance the offerings and services that develop out of the successful partnership of the equine industry and the University of Guelph to “promote all things equine”. Now, in its eighth year, we present the details of these milestones and accomplishments in this annual report.

The partners of Equine Guelph, E.P. Taylor Equine Research Fund, Equine Canada, the Horsemen’s Benevolent and Protective Association of Ontario, the Ontario Equestrian Federation, the Ontario Harness Horse Association, the Ontario Racing Commission, OMAFRA, Standardbred Canada, the Quarter Racing Owners of Ontario, Inc. and the University of Guelph, continue to play an integral role in this success.

It has been our privilege to once again serve the industry as Co-Chairs of Equine Guelph. We would like to take this opportunity to thank each of the associations and individuals who continue to support and invest in Equine Guelph. This investment provides improvements in the health and welfare of horses through research which is a tremendous boon to our industry. We have so many dedicated people who share their skills, funding and commitment as individuals or as representatives of their organizations through dedication to the Advisory Council and Committees, All of you contribute to the success of Equine Guelph.

Your ongoing support, in the past and into the future, ensures that the priorities of the equine industry can be served by Equine Guelph as we strive to achieve new milestones for the health and welfare of the horse and learning opportunities for people who work with horses.

Yours sincerely,

Dr. Elizabeth Stone
Co-Chair, Equine Guelph
Dean, Ontario Veterinary College

Dr. Moira Gunn
Co-Chair, Equine Guelph

Introduction

Equine Guelph is a unique partnership between the equine industry and the University of Guelph, providing programs and services that create a centre of excellence to support the horse owner and caregiver.

Founded in 2003, Equine Guelph is dedicated to improving the health and well-being of horses. The combined resources of the equine industry and the University provide support to the industry by providing a “continuum of care” for all horses from the backyard pony to the high performance equine athlete. The 2010-2011 fiscal year marks Year 8 of the Equine Guelph development. This has been a year that has continued to build on the foundation created in the early years and has seen significant progress in several areas.

Equine Guelph thanks the important contributions of its partners - E.P. Taylor Equine Research Fund, Equine Canada, The Horsemen’s Benevolent and Protective Association of Ontario, Ontario Equestrian Federation, Ontario Harness Horse Association, Ontario Ministry of Agriculture, Food and Rural Affairs, Ontario Racing Commission, Standardbred Canada, Quarter Racing Owners of Ontario, Inc. and the University of Guelph. With this continued support, Equine Guelph will continue to grow and reach its potential and contribute to the future of the equine industry in Ontario.

The Co-Chairs of the Equine Guelph Council are Dr. Moira Gunn, representing the equine industry, and Dr. Elizabeth Stone, Dean of the Ontario Veterinary College, representing the University of Guelph. The Co-Chairs oversee the programs and funding initiatives of the Council and the Committees, which include Research, Education Committee, Communications and Marketing, Development and Finance. Staff of Equine Guelph include Gayle Ecker, Managing Director, Susan Raymond, David Finlay, Jackie Bellamy, Diane Gibbard, Henrietta Coole.

Programs of Equine Guelph

Research

The research program continues to support work by prominent equine workers in Ontario, on a diversity of topics addressing current issues in equine health, backed up with basic research aimed at improving equine health in the medium to long term. Seven new projects were funded, on topics that include: indirect methods to detect blood doping using EPO, comparing intestinal microbes across the province to identify regional risk factors for intestinal colic, and hardening of the arteries on young racehorses. Six projects continuing from the previous year were also funded, for a total of \$425,000 provided by the Horse Improvement Programs (Thoroughbred, Standardbred, and Quarterhorse) administered through the Ontario Racing Commission, the Horsemen's Benevolent and Protective Association, and the funds donated by the E.P. Taylor Foundation to the University of Guelph. (Summaries of each new project may be found in Appendix 5, and list of publications and research presentations in Appendices 6 and 7.)

A special highlight for the equine research program was the donation from The Equine Foundation of Canada. A significant donation allowed the purchase of a specialized 3-Dimensional ultrasound imaging machine. This generous donation was awarded through a competitive process and the new imaging equipment will contribute greatly to the research program of Dr. Heather Chalmers, as well as other researchers and clinicians, as it allows higher definition and interactive manipulations of the images.



Further highlights include award presentations:

- Dr. Jeff Thomason received the 2010 fourth annual Elastikon™ Equine Research Award given by the Grayson-Jockey Club foundation for the grant proposal Track Banking and the Asymmetry of Hoof Loading.
- Dr. Chenier received the 2010 Bull Fellowship award, enabling collaborative efforts with Dr. Leibo aimed at finding alternative methods to dehydrate and cryopreserve equine embryos.

Exciting research projects currently underway include: Dr. Prescott's research to find a vaccine for *Rhodococcus*. Advances in genome research have expedited the quest to cripple this insidious and elusive bacterium and Dr Bienzle's research to find an adequate blood test to combat the problem of blood doping is gaining ground by looking at the possibilities of monitoring hemoglobin concentrations as a way of measuring EPO use. More details on the research projects are included in Appendix 5.

The results of research studies were communicated to the industry in an issue of the newsletter devoted to research (accompanied by the numerous press releases and presentations by the Communications committee). As an adjunct to this process, the co-chair of the Research Committee and the Director of Equine Guelph submitted 2 successful grants to the Knowledge and Technology Transfer (KTT) program under the OMAFRA/UofG research agreement. Results of the questionnaires generated by this funding will be applied to communication and fundraising efforts

in the near future. One survey result identifies the public's interest in receiving the bi-annual Equine Guelph news letter twice more every year. The pick up of research articles reflects this statement with a minimum known increase of 63% from last year. Dr. Scott Weese deserves a special mention for the media attention generated by Equid Blog. Equine Guelph has the Equid Blog listed on our website as a helpful tool to track diseases and to optimize horse health. The informative articles have received many reprints and mentions in various magazines and equine websites internationally. Another article generating great media interest in 2010 explains "When the Rider is Hot the Horse is Hotter" outlining research on heat stress by researcher Dr. Lindinger and providing horse owners with many useful training tips.

Last year we began to explore means of expanding the research program. Justification for growth largely derived from a sense that we could be doing more for the health of horses, and that the scope of such research was limited compared to the size of the industry in Ontario. One initiative that has secured a portion of the funding was the transfer of the E.P. Taylor Fund to the University with the aim of continuing to provide annual funding for research in perpetuity on the health issues of racing horses. The Board of the Fund must be commended for this forward-looking move.

Another opportunity for increasing funding was presented by a racing association that wanted a targeted project performed in a U.S. laboratory. The Research Committee reviewed the proposals from that laboratory for scientific merit and relevance to the industry, and funding for the projects will be forthcoming by way of a contribution to the research pool from the association. The results will be reported next year, and we will be continuing to explore this means of funding with other associations.

In closing, it would be remiss to omit an acknowledgment to the members of the Research Committee. The individuals representing the sponsoring agencies (listed in Appendix 1) work extremely diligently maintaining the standards and accountability of the research program. They are largely unsung heroes, but their work is highly appreciated and valuable.

Education and Training

In 2002, due to input from the equine industry, the development of a new online education program was initiated with 6 online courses, creating the Equine Science Certificate. The program quickly began to grow and garnered several educational awards, including a national award. With the funding challenges that were experienced in 2009-10, Equine Guelph concentrated on building the online education program. This year the investment has begun to pay off with increased revenues of over \$117,000 being realized.

During 2010-2011 we had 524 individual students up slightly from 503 individual students in 2009-2010. Total registration this year was 987. Since 2002, the first year of the Equine Science Certificate 1915 individual students have participated in one or more equine online course.

In 2010-2011 we issued 29 Equine Science Certificates, 17 Diploma in Equine Studies. We also graduated our first two students in the Certificate in Equine Business Management program.

The courses of the Equine Science Certificate continue to be offered at capacity, and the enrollment in the business courses is starting to grow, as increased awareness develops in the industry. We now have a truly international student population with students coming from over 15 different countries (see Appendix 10). The majority of our students come from Ontario, British Columbia and

Alberta. The Groom One program continued to be offered with a partnership with the QROOI and currently 14 students are enrolled and working towards their Certificates. The Orientation was held at Country Hill Farm, Goodwood, ON, March 25 – 26, 2011.

The courses included in the Certificates and Diploma program are included in the Appendices along with statistics on course enrollments and offerings.

EquiMania!

A special invitation from Alltech resulted in the appearance of the entire EquiMania! Education program at the prestigious World Equestrian Games in Kentucky. Rave reviews were collected in the guest book, and this gave Equine Guelph a chance to introduce its programs to the world. EquiMania! Finished out the year at the Royal Agricultural Winter Fair in Toronto, with a new location on the main floor, that drew many more school groups and families who enjoyed the interactive and engaging learning displays including the “Danger Detective” and the “Play Safe. It’s HorseSense.” sections. Well over 60,000 adults went through the displays that included safety, health and welfare and presentation of information on Standardbred and Thoroughbred racing.

The new approach to streaming people through the “learning pathway” resulted in a high level of engagement and continues to build on the strategic partnerships with Farm Safety, Kubota, OEF, SSG gloves and System Fence to develop and present a strong safety message in the EquiMania! program. Support for the Thoroughbred and Standardbred racing displays came from investments of Woodbine Entertainment Group and Standardbred Canada, and brand new interactive and educational displays were developed and enhanced with sponsorship from ShurGain, Pfizer and the Grand River Agricultural Society.

Workshops

Other educational seminars were also given throughout the year including Horses 101, Erin, ON, Wednesday nights March 24 – April 14, 2011 and A Guided Tour of Equine Anatomy Wet Lab, April 30, 2011. A full list of seminars and presentations are included in the Appendices.

New Partnership with Olds College

A new partnership with Olds Collge of Alberta was developed with the announcement of the Western Recreational Rider Certificate. Beginning in July 2011, students will be able to enrol in the College’s new one-year Western Recreational Rider Certificate program. By completing two additional elective courses in that timeframe, students can also acquire Equine Guelph’s Equine Science certificate in addition to the College’s Western Recreational Rider certificate.

The program consists of one year of blended programming, broken down into four required on-line courses offered by Equine Guelph and six on-campus courses offered by Olds College. It begins in July with eight weeks of on-campus instruction followed by two semesters of part-time on-line instruction from September to April. The program finishes with eight weeks of on-campus instruction in May and June. Students finish the program with the Wilderness Wrangler course, which includes the three-day pack trip through the Rockies – embodying the ideals and romantic imagery Western horsemanship is famous for.

Communications and Marketing

During Equine Guelph's eighth year, the Communications and Marketing Program has received tremendous response from the horse industry and its publications in its published print and web articles. There has been a 63% increase in coverage in this past year!

NEWSLETTER



In Step With Industry Issues

The race is on for an adequate drug test

As punies increase in the horse racing industry, the stakes for winning get higher...driving some participants to use performance-enhancing drugs. The diversity of these substances is making adequate drug testing and fair racing more difficult to ensure.

Erythropoietin (EPO) is one such drug. It's a naturally occurring hormone in mammals, which stimulates red blood cell production. Red blood cells contain haemoglobin which carries oxygen from the lungs to body tissues.

Injecting extra EPO means the horse marrow produces more red blood cells thus making more oxygen available for strenuous physical activity. This, in turn, can improve athletic performance.

Increased efforts are now in place to detect illicit use of EPO. This is difficult because it comes in many forms. Prof. Dorothea Blumle, Department of Pathobiology, is performing a number of pre and post-race tests to hone in on the exact levels of blood haemoglobin that indicate EPO drug use.

"We're developing a test that will prevent horses treated with any form of EPO from competing," she says Blumle.

The Ontario Racing Commission is serious about getting drugs out of the racing sector. ORC is proposing horses found to have been injected with EPO be banned from racing. They believe this intent to punish will reduce the likelihood of its use.

"Not only is the use of EPO illegal from a racing standpoint, it can also be dangerous," says Blumle.



Prof. Dorothea Blumle is performing a number of pre- and post-race tests to hone in on the exact levels of blood haemoglobin that indicate EPO drug use. "We're developing a test that will prevent horses treated with any form of EPO from competing," she says.

"When used in excess, clumping of blood cells can occur, causing strokes, heart attacks or even death." Blumle's test, along with the heavy fines for EPO use, will help to maintain the integrity of the horse racing industry, she says.

Research funding has been provided by Equine Guelph, the Ontario Racing Commission and the Canada Research Chairs program.

- Finessa Perline

"The very positive response from the industry to last year's Fall newsletter with a focus on research encouraged us to repeat the exercise this year. We present a survey of the progress made in the past 12 months by researchers who were showcased last year, and introduce the new projects that were funded earlier in the year and which are getting up to speed. In a special article, we ask design engineer Dr. John Blanchard, "What is the attraction for you working with vets on issues of equine health? We hope the whole package gives you an informative snapshot of the current status of research being funded with the help of the industry partners of Equine Guelph."

Dr. Jeff Thomason, Co-Chair, Equine Guelph Research Committee

INSIDE	Volume 7, Number 2
Exploring Imaging Techniques.....	2
Respiration Restoration.....	4
Next Step in Stem Cell Research.....	7
Journey Through the Joints.....	8



Equine Industry Unites on International Safety Initiative

Equine Guelph + 20 Partners Support Youth Safety Workbook

Equine Guelph, with the support of 20 industry partners from Canada and the United States, is launching a 20-page bilingual interactive workbook titled *Danger Detective on the Horse Farm*, which teaches equine safety to youth through fun, engaging activities.

Horses continue to be the #1 cause of agricultural animal injuries to our youth; 67% of animal-related injuries to kids (19 and under) are caused by horses. In addition, machine run-overs are the #1 cause of fatal injuries to youth on farms (Source: Canadian Agricultural Injury Reporting program). The combination of horses and equipment plus kids can add up to a disaster waiting to happen.

The way to keep our children safe is through education, and Equine Guelph has rallied with the industry to present this significant project. Major partners include: Canadian Agricultural Safety Association (CASA), Equine Guelph, Kubota Canada, SSG Gloves, Saddle Up SAFELY, System Fencing and Tack, University of Kentucky College of Agriculture (The Equine Initiative), University of Kentucky HealthCare, Alberta Farm Safety Centre and Workplace Safety Prevention Services. All equine federations are on-board, including: Alberta Equestrian Federation, Equine Association of Yukon, Fédération équestre du Québec, Horse Council British Columbia, Island Horse Council, Manitoba Horse Council, New Brunswick Equestrian Federation, Newfoundland Equestrian Association, Nova Scotia Equestrian Federation, Ontario Equestrian Federation and Saskatchewan Horse Federation.

Partners will be distributing 55,000 workbooks to kids aged 10-12 years, available through: EquiMania! (Cam-Am and The Royal), federation exhibits at shows and events, industry retail locations, classrooms (in Alberta) and federation mailings.

This project was made possible by a significant funding contribution from CASA, a national non-profit organization dedicated to promoting health and safety on Canadian farms and ranches. "CASA is pleased to support an initiative within this unique agricultural industry, one that is uniting to create a strong partnership to keep its kids safe," says Marcel Haezlet, executive director of CASA.

For more information on how to obtain a *Danger Detective on the Horse Farm* Activity Workbook, please contact your provincial/territorial equine federation.

-By: Henrietta Coole



Photo by Gary Brown

Partners of Equine Guelph's safety initiative "Play Safe. It's HorseSense!" gather and have some fun modeling horse hats that bear a safety message for kids. Back row (l-r): Jackie Bellamy, Equine Guelph; John Aird, Workplace Safety Prevention Services; Gayle Eckar, Equine Guelph; Catherine Garraway, Ontario Equestrian Federation; Susan Raymond, Equine Guelph; Ed James, SSG Gloves; Brenda Snape, SSG Gloves. Front row (l-r): Henrietta Coole, Equine Guelph; Dwayne Job, System Fencing and Tack; John Gilliland, Kubota Canada; Tammie Karsten, Workplace Safety Prevention Services.

INSIDE	Volume 8, Number 1
Gene Genie.....	2
Let Food be Thy Medicine.....	3
A Year to Remember for Equine Guelph.....	4
Where Research Dollars are Coming From.....	5
Do Spring Cleaning for Your Horse's Health.....	6



Two issues of the colour printed newsletter was distributed in Fall/10 and Spring/11. The fall newsletter was 8-pages; our largest newsletter to date with a research focus and was partially supported by the research program. The spring newsletter was 6-pages with a special 2 page research feature, again partially supported by the research program. Both newsletters were distributed to over 30,000 members of the horse industry and are available in printable PDF format on the website. Distribution of the newsletter has been supported by the Ontario Equestrian Federation (Whoa!). The newsletter has also been distributed to members of the Harness Horse Industry by inclusion with The Canadian Sportsman and to members of the Thoroughbred industry by inclusion with Canadian Thoroughbred.

E-news

Our bimonthly e-news and e-bulletin is used to highlight upcoming events, sponsors and new program developments. Our current subscription membership has grown to over 5,000 people. The features have been used for publication both in print and electronic form by equine industry associations and media.

Website

Equine Guelph's website continues to grow at a rapid rate with the goal of providing resources to the horse industry including; research advances, diagnosis capabilities, educational investments and giving opportunities in a fresh way. New website initiatives included the new online, interactive educational tool, Journey through the Joints, sponsored by Pfizer and an upgraded BioSecurity Calculator sponsored by Vetoquinol. In the past year, Equine Guelph's website received over 79,106 unique visits (an increase of 30% compared to last year) with the most popular pages, not including the home page, being JobTrack, Sponsors and Education. Pageviews are calculated at 610,253; an increase of 164% from 2009! This represents the fact that visitors are now spending time exploring the whole site rather than coming for one specific thing and then leaving. For a complete website report, please see Appendix 13.

Media, Seminars and Presentations, Association Targeted Communication

For a complete list of seminars and presentations given by Equine Guelph staff, please see Appendix 8. Releases are communicated on a regular basis to both equine industry media and associations to facilitate publication in print or electronic form. At least 343 articles have been written about the programs of Equine Guelph in the industry media (see Appendix 12), demonstrating the interest of the industry media in the programs of Equine Guelph and the efforts of the staff and Communication and Marketing Committee members.

The positive response to Equine Guelph articles continues with a broad range of the industry publications providing enhanced coverage of the programs. Regular monitoring of industry magazines, newsletters and websites continues for Equine Guelph presence and these are included in a media scrapbook. Over the past year, the programs of Equine Guelph have received coverage in the general press including; Guelph Mercury Guelph etcetera, The Wellington Advertiser, The Guelph Tribune, The King Township Sentinel, The Portico, At Guelph, OVC's News Bulletin and Canadian Vet. Equine Guelph continues to receive coverage from many Ontario-based horse industry publications such as; Trot, Trot 4 Kids, The Rider, Horse Care, Harness Edge, and Whoa!. Features were also printed in Canadian horse industry publications such as; Racing Quarterly, Canadian Thoroughbred, The Canadian Horse Journal, Horse-Canada, Horse Care, The Canadian Sportsman, Gait Post, Rein Magazine, Alberta Bits, Equine Wellness and Equine International. In addition, Equine Guelph received coverage from international horse industry websites such as; HarnessLink.com, TheHorse.com, StandardbredCanada.com, HorseTalk.co.nz, Horse-Canada.com, AtlanticFarmer.com, TheRider.com, WesternHorseReview.com, Equiman.com, Olds College.ca, OVC Crest, Topix.com, Agrimarketing.com, EquineChronicle.com, CanAmEquine.ca, KY Horsepark.com and GetReadyKentucky.com. There has been an increase in links posted from Veterinarians web sites, blogs from social media sites ie. Barn Mice, and information sites ie EquineEducation.ca, OttawaKiosk.com, Wellspring Equine.ca, Intercityinsurance.com... directing the public to Equine Guelph's online courses and horse owner tools.

The Ontario Equestrian Federation (OEF) continues their support of Equine Guelph with their e-broadcast program to OEF members highlighting new educational opportunities and special events. This helps build the student enrollment numbers and these efforts have increased OEF member awareness of Equine Guelph’s education programs. OEF also supports the programs of Equine Guelph by providing direct links from their homepage to Equine Guelph’s online education tools.

Information Inquiries

During 2010/11, Equine Guelph continued to address the needs of the horse industry on an individual basis through experiencing a significant increase in the number of emails, phone calls, information packages, walk-ins and letters. With the reported significant 16.7% growth in the horse population in Ontario, this is an important area that needs to be developed in order to meet the future demands of the industry. By the nature of the questions, there appears to be a growth in the new horseowner sector. Equine Guelph can be the unique “portal” for the industry to help fill that on-going and increasing need for a respected information source for the industry. Without an extension program for the horse industry through OMAFRA, Equine Guelph is seen as the “go to” place for information.

Development

A. Equine Guelph ‘Helping Horses for Life’ Development Campaign:

In addition to Equine Guelph’s industry granting partners and corporate sponsorship, the following information reflects fundraising initiatives and private donations over the past fiscal year:

	\$ Raised	# Donors	Median Gift
Area of Greatest Need	\$23,087	242	\$40
Education	\$18,057	134	\$20
Research	\$13,330	31	\$50
Equine Sports Medicine & Reproduction Centre	\$ 2,025	9	\$50
Brigadier Memorial Fund	\$ 55	1	\$55
TOTAL	\$59,554.40	417	\$52

TABLE 1 – Funds raised from private donations to Equine Guelph accounts during FY10-11, including the number of unique donors and the size of the median gift for each account.

1. Annual Appeal: Equine Guelph has traditionally mailed a special fundraising appeal in November.

As a more cost effective alternative, we decided to include donation cards with our newsletters beginning with our spring edition. This strategy is proving to be prudent with approximately \$4,915 raised to date versus \$3,082 raised in our last traditional campaign in November 2009.

In addition to the insertion in our newsletter, three publications generously inserted 21,000 donation cards at no charge: Canadian Thoroughbred, WHOA! and Canadian Sportsman. This helped us to get our appeal out to the industry with essentially no increased cost.

We plan to include the donation form again in our fall newsletter and will closely monitor the results. As a result of this change, we expect to increase our fundraising return while reducing our fundraising costs.

2. Ontario Equestrian Federation Annual Membership Mailing Fundraising Program: Each year the Ontario Equestrian Federation (OEF), through its annual membership renewal form, gives members an opportunity to donate to a cause (Equine Guelph is one on a list of choices). Last year, \$5,522 was donated to Equine Guelph by OEF members through their membership mailing. The OEF continues to contribute significant in-kind contributions by printing the Equine Guelph newsletter into Whoa twice per year with space provided in two other issues per year, along with sending the e-news to their members to great expand the reach of the communications program.

3. Pet Trust Program: In this past fiscal year, \$10,232 was raised for Equine Guelph through OVC's Pet Trust fundraising initiatives. This reflects the situation where a prospect responds to a Pet Trust appeal but specifies that they prefer their donation to be directed to Equine Guelph. Given that people often own both pets and horses, this is not surprising.

4. Online Giving: During FY10-11, \$5,310 was raised from website donations. This amount has doubled from the previous year – which is an encouraging trend as Equine Guelph continually works on taking its website to new levels. Because Equine Guelph has not done an e-solicitation, this represents donors who have been prompted to make website donations through other promotional materials or while browsing the current website. Because online gifts tend to be, on average, larger than other modes of giving we will be focusing on an improved online donation process for 2011-12.

B. Equine Guelph Corporate Sponsorship Program:

The 2010/11 sponsorship program raised \$84,350 (\$73,350 plus one-time additional funding of \$11,000 for the 2010 Alltech FEI World Equestrian Games).

1. Colorado State University – Biosecurity Calculator online tool
2. Grand River Ag Society – 4-H learning objects
3. Intercity Insurance – Hoofprints memorial/tribute program
4. Intervet Canada – Vaccination Equi-Planner online tool
5. Kubota Canada – EquiMania! safety initiative + Danger Detective workbook
6. Ontario Equestrian Federation – EquiMania! safety initiative (in-kind)
7. SSG Gloves – EquiMania! safety initiative
8. Shur-Gain – EquiMania! nutrition display
9. Pfizer – Journey through the Joints online tool + EquiMania! parasite display
10. Standardbred Canada – EquiMania! Standardbred display (in-kind)
11. System Fencing & Tack – EquiMania! safety initiative (in-kind) + Danger Detective youth safety workbook
12. UK Healthcare – Danger Detective youth safety workbook (original funding plus sponsorship of re-print of an English only version for the U.S.)
13. Vétoquinol – Biosecurity Calculator online tool
14. Workplace Safety & Prevention Services (formerly Farm Safety) – EquiMania! safety initiative + horse hats

A special sponsorship initiative supported the presentation of EquiMania! at the 2010 Alltech FEI World Equestrian Games. Sponsors included:

1. Alltech – EquiMania! parasite display
2. Pegasus Helmets – EquiMania! helmet safety initiative
3. Safe Kids – EquiMania! helmet safety initiative
4. Triple Crown Nutrition – EquiMania! nutrition display
5. UK Healthcare/Kentucky Children’s Hospital – EquiMania! helmet initiative

C. Equine Guelph Grants:

Equine Guelph secured a grant for **\$23,325** from the Canadian Agricultural Safety Association (CASA) for the Danger Detective youth safety workbook. 55,000 workbooks were produced and distributed this past winter to sponsors and all equine federations across Canada.

Financial Report

The Year End Financial Report is included in the Appendices. Quarterly reports are produced for the Equine Guelph Advisory Council. Financial reports include forecasting of revenue and expenditure for each of the program areas, and year-to-date statements.

Equine Guelph started the year with a planned carry forward of \$86,509 for research projects, \$157,387 in the Education budget (the OHHA contribution came late in the fiscal year and tuition/EquiMania! revenue was saved for the following year) and \$6,926 for communications and marketing and \$11,624 for development. To ensure that EG operated within its available funds, many planned expenditures were decreased including reducing work time of some employees.

Revenue totaled \$683,803 for this fiscal year with funding provided by our funding partners, donations, tuition, University contributions and sponsorship. Program expenditures totaled \$757,859 (\$952,095 for last fiscal year) with \$337,465 allocated for distribution for research projects, \$8,062 for research support, \$243,782 spent on Education which included program development and exhibits, \$128,658 on Communications and Marketing, \$3,754 on Development and \$36,137 on sponsorship projects which included new educational displays and initiatives for the World Equestrian Games, now in use in local exhibits and future projects. The online education program returned \$117,000, as a result of the efforts to increase course offerings and new courses.

Consistent funding was identified as an important priority by the Council members at the Visioning session and commitments were made to that goal. Expenditures within the education and communications program were streamlined again and funds are used as effectively as possible. Staff worked hard at identifying other sources of income and were successful in creating unique partnerships and additional funding to continue the development of programs like the safety initiatives. Innovative sponsorship ideas helped to increase funding, such as the EquiMania! sponsored displays, educational tools, and increased paid appearances by the EquiMania! traveling exhibit. Developing a plan to ensure sustainable investment by the industry into the programs that benefit the equine industry is the continued goal of the Equine Guelph Council members.

Highlights and Special Events

EquiMania! Wows Kentucky and All Attending Nations at the Alltech FEI World Equestrian Games

"Wonderful education for all ages. Thank you for coming to Kentucky!!" - Somerset, KY

EquiMania! ventured into new territory crossing into the United States to be part of North American history. This is the first ever World Equestrian Games to be hosted on this continent. For 16 days (Sept 25- Oct 10 2010), Lexington's Kentucky Horse Park hosted 507,022 spectators and a good percentage of them are now Equimaniacs!



EquiMania! was honoured by the invitation to act as anchor of the youth education initiative in the Equine Village and even more pleased by the response from the attendees at WEG. Hospitable local residents, international visitors, competitors and thousands of school kids marched into EquiMania! The Kentucky Herald reports 63,000 of these student admissions were paid by Alltech's business partners,

under the Give Kids A Chance program. Many commented they had never seen an equine display of this magnitude before. The consensus upon departure was resounding approval for how EquiMania! made learning about equestrian safety fun! **Equine Guelph's display was touted as "the most hands-on exhibit at the park"** by many a participant.

Seeing the excited reaction from first time viewers was extremely rewarding! "Kids are hungry for equine knowledge" proclaims Gayle Ecker. "No one left the EquiMania! display without learning something new about horses and their care and safety." Equine Guelph spoke with residents of more than 50 countries.

Excerpts from the EquiMania! guestbook gauge public reaction:

"Best display I have seen all day. Very informative for all ages." Morehead, KY

"Fantastic, Pony Club Heaven!" Toronto, ON

"Thank you for coming to Kentucky. Wonderful education for all ages!!" Somerset, KY

"What a wonderful exhibit for our kids- A FAVORITE" Columbus, Ohio

"Great hands on experience. Thanks." Georgetown, KY

"Well done- best exhibit at the park." Georgetown KY

"Excellent hands-on education for all ages!!" Louisville, KY
 "This is awesome! Really the only hands on here and good safety info made FUN!"
 Lexington, KY
 "You have gone above and beyond with your display." Paris, KY
 "Incredible! Please come to Arizona and Texas." Cochise, AZ
 "This is a wonderful display. Wish it could stay here." Georgetown, KY

Another extremely popular draw at the EquiMania! exhibit was the Helmet Fitting Demonstration sponsored by Equine Guelph, UK Healthcare, Safe Kids (Fayette County) and Pegasus Helmets. Young and young at heart were measured and shown how to choose the best fitting riding helmet to optimize safety.

Equine Guelph thanks all the sponsors who made the presence of EquiMania! at WEG a reality: Alltech, UK HealthCare, Kentucky Children's Hospital, Pegasus, Saddle Up Safely, Safe Kids Fayette County, SSG Gloves, Triple Crown and the Kentucky Horse Park.

Equine Guelph's E-news data base has doubled since receiving exposure at WEG and we have received the most visitation inquiries ever from equestrian organizations all over the world as a result of our presence at the Kentucky Horse Park. EquiMania! has a record-breaking 9 appearances scheduled so far for 2011! This feat could not have been achieved without excellent sponsors and superb volunteers.



Equine Guelph + 20 Partners Support Youth Safety Workbook

Equine Guelph, with the support of 20 industry partners from Canada and the United States, launched a 20-page bilingual interactive workbook titled Danger Detective on the Horse Farm, which teaches equine safety to youth through fun, engaging activities.

The way to keep our children safe is through education, and Equine Guelph has rallied with the industry to present this significant project. Major partners include: Canadian Agricultural Safety Association (CASA), Equine Guelph, Kubota Canada, SSG Gloves, Saddle Up SAFELY, System Fencing and Tack, University of Kentucky College of Agriculture (The Equine Initiative), University of Kentucky HealthCare and Workplace Safety Prevention Services. All equine federations are on-board, including: Alberta Equestrian Federation, Alberta Farm Safety Centre, Equine Association of Yukon, Fédération équestre du Québec, Horse Council British Columbia, Island Horse Council, Manitoba Horse Council, New Brunswick



Equestrian Federation, Newfoundland Equestrian Association, Nova Scotia Equestrian Federation Ontario Equestrian Federation and Saskatchewan Horse Federation.

Partners are distributing 55,000 workbooks to kids aged 10-12 years, available through: EquiMania! (Can-Am and The Royal), federation exhibits at shows and events, industry retail locations, classrooms (in Alberta) and federation mailings.

This project was made possible by a significant funding contribution from CASA, a national non-profit organization dedicated to promoting health and safety on Canadian farms and ranches. *"CASA is pleased to support an initiative within this unique agricultural industry; one that is uniting to create a strong partnership to keep its kids safe,"* says Marcel Hacault, executive director of CASA.

Saddle Up Safely and the University of Kentucky HealthCare have subsequently ordered another 20,000 copies of the workbook in an English only version for distribution in the USA amongst over 40 partner organizations in the equine and health care industries.

EquiMania's! 2010 travelling tour

As well as making return visits to Can-am and the Royal Agricultural Winter Fair, Toronto Horse Day; Equimania made new appearances at Fort Erie Racetrace and at the inaugural Canada's Outdoor Equine Expo and of course the World Equestrian Games.

Play Safe.
It's HorseSense!

Gala Fundraiser

Canada's Outdoor Equine Expo was also the location for Equine Guelph's Gala Fundraiser. June 4, 2010 - The horse industry came together for an evening of great conversation, live entertainment, and the highlight, both a live and silent auction – all supporting Equine Guelph's education programs. Dignitaries, including; Liz Sandals, MPP – Guelph Wellington and Karen Chan, Assistant Deputy Minister - OMAFRA opened the Gala at the Equine Expo admiring Carson's 6-horse hitch. Guests were welcomed by Dr. Elizabeth Stone, dean, Ontario Veterinary College, Gayle Ecker, director, Equine Guelph and Cindy Schickedanz, Alltech Canada, the evening's major sponsor. It was standing room only with over 200 horse enthusiasts enjoying wine from Palatine Hills Winery in Niagara-on-the-Lake accompanied by local food delights served from the "There's No Taste Like HOME" catering transport trailer operated by Ontario Corn Fed Beef and the Ontario Cattle Feeders' Association, while listening to Rockwood's Full Turnout Band. Famed auctioneer, David Carson



encouraged the crowd to give generously while bidding on a range of items, everything from a Blackberry to riding lessons; from a special night at Mohawk Raceway to portraits of a favourite pet; to a BBQ unit. Over 80 items were generously donated with approximately \$8500 being raised in support of Equine Guelph's education programs.

NEW! Advanced Equine Functional Anatomy
(First Offering by Equine Guelph, May 2011)

Recently acclaimed by Horse Sport as "leading the way in online equine education", Equine Guelph continues to add to the award winning line up of courses on offer to horse owners to increase their knowledge while balancing busy schedules.



The latest addition, **Advanced Equine Functional Anatomy**, builds on horse experience and learnings from Functional Anatomy to improve human interaction with horses and enhance ability to locate and use reliable information on equine anatomy.

In this course students can research and explore areas of anatomy they are interested in whether it is the hoof, gut, skin, nervous system or any of the other systems based on research and evidence. *"Are you a motivated, independent learner, interested in taking your knowledge of equine biology to the next level, with anatomy as the foundation? Then this course is for you,"* states instructor Dr. Jeff Thomason.

Readers Choice Awards:

Horse Journal's 2010 Equine Consumer Guide Announces Reader's Choice Awards

Equine Guelph has been awarded as the reader's choice in 2 categories in the 2010 Equine Consumer Guide.

1) THE GREEN HORSE AWARD

Winner - Equine Guelph's Stewardship of the Equine Environment Course

Winners of the Green Horse Award are Canadian equine businesses that outperform in promoting and advancing environmental sustainability in products and services for Canada's horse community.



The Stewardship of the Equine Environment (SEE) course offered by the University of Guelph has been teaching equestrians how to reduce their environmental hoofprints since its introduction in September, 2009. Developed by Dr. Susan Raymond of Equine Guelph and Dr. Bronwynne Wilton of the Centre for Land and Water Stewardship, the course explores the importance of properly managing natural and man-made environments to ensure the health of horses and to reduce a farm's impact on the overall landscape. Through online instruction, students learn where improvements can be made to their facilities in order to help the environment, and are encouraged to take a role in improving the environment no matter where they live in Canada. In addition to teaching students how to be more environmentally friendly, SEE reduces its environment hoofprint by using 100 percent post-consumer recycled fibre materials.

"SEE catapults you from what you think you know about being 'green' to knowing what you can do to preserve your property and improve the health of your horses." – Reader's choice submission

2) EXCEPTIONAL EQUESTRIAN

Canada's exceptional equestrians are those who have made an exceptional contribution to Canada's horse community in any activity, breed, or discipline.

Winner - Gayle Ecker



Gayle Ecker, director of Equine Guelph, Ontario has made substantial contributions to Canada's horse industry through her work developing Equine Guelph at the University of Guelph. Ecker has created many equine programs and courses based on science, research, and evidence, and brought together industry professionals to introduce the first online equine educational program, the Equine Science Certificate. This program has grown to include 15 online courses and two additional certificate programs: the Diploma in Equine Studies and the Certificate in Equine Business Management. These courses are taken by students in Canada and in over 20 countries around the world, giving them access to a university education in equine studies. Ecker also contributes to the Canadian equine community by working with 4-H, community groups, and organizing workshops. The success of Ecker's programs is a great testimonial to her vision that education can provide students with meaningful insights and tools for their *horses and themselves*.

"Gayle is not only passionate about her mission but inspirational in her total commitment to making the equine industry a great place to be." – Reader's choice submission

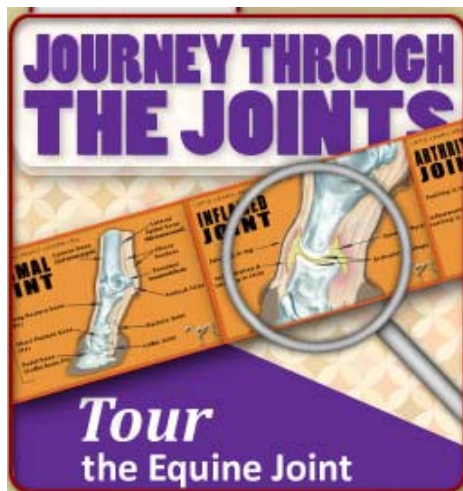
Equine Guelph Online Survey – Working towards the Future

Equine Guelph would like to thank over 2000 cohorts who visited www.EquineGuelph.ca to participate in our industry survey between Feb 1st and Mar 31st 2011. Equine Guelph marches ahead into their 8th year of service - continuing to develop award-winning programs and responding to industry needs. Knowledge gained from the survey results will allow Equine Guelph to continue to identify areas of research that are of highest priority to the horse industry, improve and develop equine education programs, enhance communication of horse-related information to the horse industry and identify trends among different equine industry groups.



Journey Through the Joints

Equine Guelph launched Journey through the Joints in October of 2010. This online tool sponsored by Pfizer Animal Health is designed to take horse people on an interactive journey from a healthy joint to an inflamed, arthritic joint.



One of the biggest health challenges facing both horses and humans is arthritis. We all know it hurts but we often fail to really understand what is happening in the joints.

It has been discovered that a staggering 60% of lameness problems in horses are caused by osteoarthritis.

The goal of this Journey through the Joints tool is to educate caretakers about the different stages of joint degeneration, explain the definition of arthritis and provide information pertaining to prevention and care. The interactive tool also challenges

participants' knowledge with user-friendly activities on the anatomy of a joint. It is possible to view a 360 degree tour of an actual horse joint!

"We think it's really important to teach horse people about the basics on joints," says Dr. Cathy Rae, manager of equine technical services for Pfizer Animal Health. "It is critical to have a basic knowledge of joints before grasping an understanding of causes and care of lameness."

Grand River Agricultural Society Donates \$15,000 toward Youth Program

Equine Guelph is partnering with 4-H Ontario to develop an **online learning community** for youth.

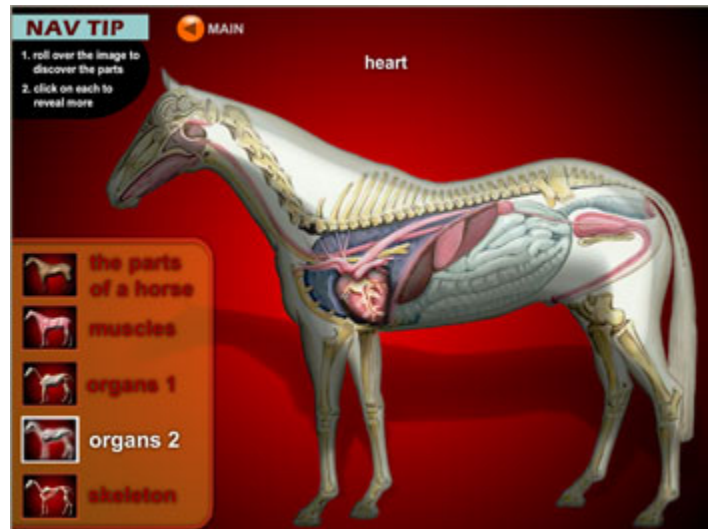
New interactive learning tools will stress safety, health, welfare and careers in the horse industry. Some of the topics youth will be able to discover online include: caring for horses and functional anatomy.

Grand River's manager, Ted Clarke comments, "*The Grand River Agricultural Society has supported*

Equine Guelph and local 4-H for several years. Both have unique strengths and this combined initiative should make each program stronger while providing a great opportunity for both rural and urban youth to learn more about horses."

Gayle Ecker, Director of Equine Guelph thanks Grand River Agricultural Society for enabling this program to get off the ground,

"This is the start of a long term program that we believe will have a major impact on youth who are interested in educational opportunities and a future working with horses."



SSG GLOVES JOINS EQUINE GUELPH INITIATIVE

SSG Gloves has joined as an industry partner of Equine Guelph's youth educational initiative, "Play Safe. It's HorseSense!" – an interactive safety activity for kids within Equine Guelph's travelling education centre – EquiMania!

"Safety around horses and on the farm is mostly common sense," says Ed James, Founder of SSG Gloves. "If we can teach kids 'how to use their heads' when

they're young, it will stick with them. We are pleased to play a role in this important – potentially life-saving – initiative and we hope to contribute some expertise in educating kids about the importance of protecting their hands when handling horses.”

Equine Foundation of Canada Gives a New Dimension to Research

Thanks to the generous donation from the Equine Foundation of Canada, the Ontario Veterinary College will be upgrading their ultrasound equipment enabling 3-Dimensional imaging.

Images generated by this unique equipment can be viewed and manipulated interactively. Measurements of anatomic and pathologic structures will be easier to obtain and more precise. This technology will be of great assistance advancing Dr. Heather Chalmer’s work on upper airway disease funded through Equine Guelph.

Dr. Chalmer’s work is a joint venture with the Ontario Veterinary College Health Sciences Centre and the Robarts Imaging Institute, who are matching the donation in kind. Future projects involving tendon imaging are also anticipated with potential for expanding the understanding of muscle degeneration, fine structures in tendons and their healing.



“On behalf of our research team, I would like to extend my sincere thanks to the Equine Foundation of Canada for their generous donation,” says Dr. Chalmers, OVC radiology.

Joe Jr’s Gesture Benefits Equine Guelph Education February 2011

Joe Muscara Jr. believes in giving back to the grass roots of the horse industry. For a 2nd



year, Joe has donated a Mr. Big breeding to help raise funds for Equine Guelph’s education programs. These are the same programs that have helped Joe evaluate what works and what does not, on his successful journey into the Horse Racing Hall of Fame.

Joe comments on his recent experience seeing Equine Guelph's introductory pathway to equine education, *"I was fortunate to have spent a couple of hours at EquiMania! at the World Equestrian Games in Lexington, Kentucky."*

"I saw hundreds of kids come through and watched their eyes get bigger! They love horses and learning about horses."

"Equine Guelph does a wonderful job giving children a chance to enjoy horses and all that they can do and I am glad that we could help out in some way."

Congratulations to Cliff & Kathy Coonfer in Olds, Alberta who won the breeding to Mr. Big with a winning bid of \$5,700 in the stallion auction run by The Ontario Standardbred Adoption Society. OSAS who raises money to assist in the placement of retired Standardbreds in the province, kindly included the breeding in their auction. In return Equine Guelph provided an online course to be auctioned off at an upcoming OSAS golf tournament, continuing to sow the seeds of lifelong learning.

Summary

It has been a year of steady growth for Equine Guelph. The peer-reviewed process for research funding is working well and quality research programs based on industry priorities are providing a return on the industry investment. The 8 new and 6 ongoing research programs will provide important information to the equine industry in years to come – results that will have a practical and positive impact on the horse industry and the health and well-being of horses. Wide-spread distribution of research results to the industry continues to grow.

Enrollment in our educational programs continues to increase and accolades for the educational program continue to gather. Media attention has increased by a phenomenal 63% as our internet reach continues to broaden. More people are visiting Equine Guelph's website than ever before with a 30% increase in unique visitors this year! Pageviews are calculated at 610,253; an increase of 164% from 2009! This represents the fact that visitors are now spending time exploring the whole site rather than coming for one specific thing and then leaving.

EquiMania!'s presence at the Alltech World Equestrian Games in Kentucky has opened up new opportunities for Equine Guelph, resulting in additional sponsorship and interest in our programs including the newly launched "Danger Detective" youth safety workbook. The honour and opportunity of being named "Youth Education Partner" at the World Equestrian Games has built on the international attention already being received for research development and education.

The horse population of Ontario continues to rise as does the need for education and services for the owners. Equine Guelph will work hard with its partners, the Horsemen's Benevolent and Protective Association of Ontario, the Ontario Equestrian Federation, the Ontario Harness Horse Association, the Ontario Ministry of Agriculture and Food, the Ontario Racing Commission, the Quarter Racing Owners of Ontario, Inc. and the University of Guelph, to offer programs and services that will strengthen the equine industry moving forward.

Sincere thanks are due to the partners, the sponsors, the dedicated individuals who are working on committees and the support from donors and corporate sponsors. Their support is critical to the ongoing development.

In summary, it has been a year of some exciting highs but also of some lows due to the challenges of stable financial funding.

Appendix 1 : Current Equine Guelph Advisory Council Members for 2010-2011

Moira Gunn, Co-Chair

Paradox Farms

Caledon East Stn, PO Box 130
Caledon, ON L7C 3L8
Tel: (905) 584-2293
Fax: (905)584-1388
Cell: (416) 407-7717
moira.gunn@sympatico.ca

Elizabeth Stone, Co-Chair

University of Guelph

50 Stone Road
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 54417
Fax: (519) 837-3230
estone@ovc.uoguelph.ca

Don Amos/Ken Hardy

Ontario Harness Horse Association

44 Crawford Crescent
Campbellville, ON L0P 1B0
Tel: (705) 361-1479
Fax: (905) 858-1680

Al Paterson

Equine Canada

2685 Queensview Drive, Suite 100
Ottawa, ON K2B 8K2
Tel: (905)545-5139
Fax: (905) 545-5137 qtfarm@allstream.net

Allan Ehrlick

Ontario Equestrian Federation

8259 Walkers Line, RR 2
Campbellville, ON L0P 1B0
Tel: (905)854-0762
Fax: (905)854-1386
aoc@milestoneac.ca

Susan Raymond

Chair Communications Committee

Equine Guelph

50 McGilvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 54230
Fax: (519) 767-1081
slraymon@uoguelph.ca

Wendy Hoogeveen

Ontario Racing Commission

10 Carlson Court, Suite 400
Toronto, ON M9W 6L2
Tel: (416) 213-0520
Fax: (416) 213-7827
Wendy.hoogeveen@ontarioracingcommission.ca

Ted Smith/John Gallinger

Standardbred Canada

2150 Meadowvale Blvd.
Mississauga, ON L5N 6R6
Tel: (905) 858-3060 X 259
Fax: (905) 858-3111
tsmith@standardbredcanada.ca

Renee Hunderup

Quarter Horse Racing Owners of Ontario, Inc.

11 Harwood Avenue South, Suite # 202
Ajax, ON L1S 2B9
Telephone: (905) 426-7050
Fax: (905) 426-7093
Email: qrooiheadoffice@gmail.com

Jeff Thomason

Ontario Veterinary College

50 Stone Road
Guelph, ON N1G 2W1
Tel: (519) 824-4120 ext. 54934
jthomaso@ovc.uoguelph.ca

Sue Leslie

Horsemen's Benevolent and Protective Association of Ontario

135 Queens Plate Drive, Suite 370
Toronto, ON M9W 6V1
Tel: (416) 747-5252 X 31
Fax: (416) 747-9606
sue.leslie@hbpa.on.ca

Brian Tropea (Alternate)

Ontario Harness Horse Association

44 Crawford Crescent
Campbellville, ON L0P 1B0
Tel: (905) 854-6442 X 223
Fax: (905) 858-1680
brian@ohha.ca

Gayle Ecker, Ex-officio

Equine Guelph

50 McGilvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 56678

Committee Chairs

1) Communications & Marketing

Susan Raymond, Acting Chair

University of Guelph

50 McGilvray St

Guelph, ON N1G 2W1

Tel: (519) 824-4120 X 54230

slraymon@uoguelph.ca

2) Education, Co-chair

open

Gayle Ecker, Co-chair

University of Guelph

50 McGilvray Street

Guelph, ON N1G 2W1

Tel: (519) 824-4120 X 56678

Fax: (519) 767-1081

gecker@uoguelph.ca

3) Research

Jeff Thomason, University co-Chair

University Of Guelph

50 Stone Road

Guelph, ON N1G 2W1

Tel: (519) 824-4120 X 54934

jthomaso@ovc.uoguelph.ca

Industry co-Chair, Open

4) Development

Open

Equine Guelph's Education Committee (2010-2011)

Open, Co-chair

Gayle Ecker, Co-chair

Equine Guelph
50 McGilvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 56678
Fax: (519) 767-1081
gecker@uoguelph.ca

Catherine Barker

Ontario Equestrian Federation
9120 Leslie Street, Suite 203
Richmond Hill, ON L4B 3J9
Phone: (905) 709-6545 X 19
Fax: (905) 709-1867
opmgr@horse.on.ca

Doug Nash

Independent
80 Newman Drive
Cambridge, ON N1S 5A8
Tel: (519) 267-0532
Fax: (519) 267-0560
Cell: (519) 573-5804

Stephanie Clarke

U of G Equestrian Club
SFOAC, Johnston Hall, University of Guelph
Guelph, ON N1G 2W1
sclark08@uoguelph.ca

Diane Simpson

Ontario Racing Commission
10 Carlson Court, Suite 400
Toronto, ON M9W 6L
Tel: (416) 213-0520
Fax: (416) 213-7827
diane.simpson@ontarioracingcommission.ca

Marjory Gaouette

Office of Open Learning
160 Johnston Hall, University of Guelph
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 53862
mgaouett@open.uoguelph.ca

Kathy Wade Vlaar

Standardbred Canada
2150 Meadowvale Blvd.
Mississauga, ON L5N 6R6
Phone: (905) 858-3060 X 207
Fax: (905) 858-3111
kwvlaar@standardbredcanada.ca

Equine Guelph's Communications & Marketing Committee (2010-2011)

Susan Raymond, Chair

University of Guelph
50 McGilvray St
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 54230
Fax: (519) 767-1081
slraymon@uoguelph.ca

Gayle Ecker

University of Guelph
50 McGilvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 56678
Fax: (519) 767-1081
gecker@uoguelph.ca

Catherine Bianco

Ontario Veterinary College
OVC Rm:2638B
University of Guelph
Guelph, ON N1G 2W1
519-824-4120 x53306
cbianco@uoguelph.ca

Brian Tropea

Ontario Harness Horse Association
44 Crawford Crescent, PO Box 429
Campbellville, ON L0P 1B0
Phone: (905) 854-6442 X 223
Fax (905) 858-1680
brian@ohha.ca

Henrietta Coole

University of Guelph
50 McGilvray St
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 56727
Fax: (519) 767-1081
eginfo@uoguelph.ca

Kathy Wade Vlaar

Standardbred Canada
2150 Meadowvale Blvd.
Mississauga, ON L5N 6R6
Phone: (905) 858-3060 X 207
Fax: (905) 858-3111
kwvlaar@standardbredcanada.ca

Sue Leslie

**Horsemen's Benevolent and
Protective Association of Ontario**
135 Queens Plate Drive, Suite 370
Toronto, ON M9W 6V1
Tel: (416) 747-5252
Fax: (416) 747-9606
Sue.leslie@hbpa.on.ca

Robert Wright

Ontario Ministry of Agriculture and Food
Wellington Place, R.R. #1,
Fergus, ON N1M 2W3
Tel: (519) 846-3412
Fax: (519) 846-8101
robert.wright@omaf.gov.on.ca

Melissa Mondaro

Ontario Equestrian Federation
9120 Leslie Street, Suite 203
Richmond Hill, ON L4B 3J9
Tel: (905) 709-6545 X 12
marketing@horse.on.ca

Equine Guelph's Research Committee (2010-2011)

Jeff Thomason, Co-Chair
University of Guelph
50 Stone Road
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 54934
jthomaso@ovc.uoguelph.ca

Open, Co-chair

Darryl Bonder, DVM
**Horsemen's Benevolent and
Protective Association of Ontario**
6345 Northwest Drive
Mississauga, ON L4V 1P6
Tel: (905) 405-9500

John Hayes, DVM
Ontario Racing Commission
Horse Improvement Program - Standardbred
4999 Cherry Avenue
Beamsville, ON L0R 1B0

John Brown, DVM
Ontario Racing Commission
Horse Improvement Program - Thoroughbred
10 Carlson Court, Suite 400
Toronto, ON M9W 6L2
Tel: (416) 213-0520
Fax: (416) 213-7827

Gordon Kirby, Ex-officio
University of Guelph
50 Stone Rd
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 54796
gkirby@uoguelph.ca

Bruce Duncan, DVM
Ontario Racing Commission
10 Carlson Court, Suite 400
Toronto, ON M9W 6L2
Tel: (416) 213-0520
Fax: (416) 213-7827

Gayle Sommer, DVM
Quarter Horse Racing
Industry Development Program
10 Carlson Court, Suite 400
Toronto, ON M9W 6L2
Tel: (416) 213-0520
Fax: (416) 213-7827

Gayle Ecker, Ex-officio
Equine Guelph
50 McGilvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 56678
Fax: (519) 767-1081
gecker@uoguelph.ca

Equine Guelph's Development Committee (2010-2011)

Open

Equine Guelph Finance Committee (2010-2011)

Moira Gunn, Chair

Paradox Farm Inc.

Caledon East Stn., PO Box 130

Caledon, ON L7C 3L8

Tel: (905) 584-2293

Fax: (905) 584-1388

Cell: (416) 407-7717

moira.gunn@sympatico.ca

Gayle Ecker

Equine Guelph

50 McGilvray Street

Guelph, ON N1G 2W1

Tel: (519) 824-4120 X 56678

Fax: (519) 767-1081

gecker@uoguelph.ca

E.P Taylor Equine Research Fund



 Ontario
**Ontario Ministry of
Agriculture and Food**

**Ontario Racing
Commission**



Appendix 3: Equine Guelph Staff

Gayle Ecker

Director

50 McGillvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 56678
Fax: (519) 767-1081
gecker@uoguelph.ca



Susan Raymond

Communications & Program Officer

50 McGillvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 54230
Fax: (519) 767-1081
slraymon@uoguelph.ca



Diane Gibbard

Event Coordinator & Finances

50 McGillvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 53457
Fax: (519) 767-1081
horses@uoguelph.ca



Henrietta Coole

Corporate Sponsorship & Citizenship

50 McGillvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 56727
Fax: (519) 767-1081
eginfo@uoguelph.ca



David Finlay

Multimedia Design

50 McGillvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 53772
Fax: (519) 767-1081
finlayd@uoguelph.ca



Jackie Bellamy

Media Manager & Administrative Assistant

50 McGillvray Street
Guelph, ON N1G 2W1
Tel: (519) 824-4120 X 54205
Fax: (519) 767-1081
jbellamy@uoguelph.ca

Appendix 4: Research Projects for 2010-2011

New Projects: (\$ 268, 218)

Does Type A *Clostridium perfringens* cause acute typhlocolitis in horses?

Investigator: *Dr. John F. Prescott*

Is blood doping detectable with hemoglobin assays?

Investigator: *Dr. Dorothee Bienzle*

Evaluation of anatomic, inter-horse and geographic variation in the equine gastrointestinal microflora.

Investigator: *Dr. J. Scott Weese*

Histopathological lesions in actively racing horses submitted for post-mortem examination in the Ontario Death Registry.

Investigator: *Dr. Laurent Viel*

Molecular mechanisms of prostaglandin-induced embryonic loss in mares.

Investigator: *Dr. Keith Betteridge*

Intravascular assessment of pulmonary artery.

Investigator: *Dr. John Runciman*

CD117 positive eCB-MSCs.

Investigator: *Dr. Dorothee Bienzle*

Arrhythmia and Sudden Death in Thoroughbred Racehorses.

Investigator: *Dr. Peter W. Physick-Sheard*

Continuing Projects: (\$ 69,847)

Evaluation of Two Sedation/Analgesia Protocols to Assist Ventilatory Support of Critically Ill Equine neonate.

Investigator: *Dr. C. Kerr*

Arrhythmia involvement in poor performance.

Investigator: *Dr. P. Physick Sheard*

Laryngeal Ultrasound as Novel Diagnostic Technique for Recurrent Laryngeal Neuropathy ("Roaring")

Investigator: *Dr. H. Chalmers*

Effect of local anesthetic deposition into structures of the foot on subsequent magnetic resonance images.

Investigator: *Dr. N. Cribb*

The use of intravenous lidocaine with field anaesthesia and analgesia practices for castration in horses.

Investigator: *Dr. .M Sinclair*

The effect of racetrack characteristics on the horse-hoof-track interaction in Standardbred horses.

Investigator: *Dr. .J Thomason*

TOTAL FUNDED PROJECTS: = \$ 338,065



CD117 positive equine cord blood-derived cells – a fountain of cells suitable for equine cell-based therapies such as cartilage repair?

Dorothee Bienzle, Department of Pathobiology, OVC.

The novel isolation of mesenchymal stem cells from equine cord blood reported by Koch and colleagues in 2007 from the Ontario Veterinary College has initiated a whole new area of equine veterinary research which is now being pursued at multiple institutions worldwide. The long-term goal of this proposal is identification of cells suitable for novel cell-based therapies in the horse. The objective of the proposal is to isolate cells from equine cord blood, which are superior for improving repair of focal cartilage injuries in the horse. Equine cord blood contains cells with potential to produce cartilage in a laboratory setting. However, differences in cartilage potential were noted between different cell cultures. There is, therefore, a need to establish cell lines with a consistent and reproducible cartilage potential before these cells can be introduced into mainstream equine clinical practice. The hypothesis of this proposal is that cord blood contains few, but very potent cells, which can be identified on a molecular level, and possess high proliferative and chondrogenic potential. The availability of well-characterized cell lines is the first prerequisite for pursuing commercialization of cell-based therapies.

Does Type A *Clostridium perfringens* cause acute typhlocolitis in horses?

John F. Prescott, Pathobiology

Because of their large colon and caecum, horses are particularly susceptible to acute, severe and sometimes fatal diarrheal illness. Considerable progress has been made in the last decade in understanding what used to be called "colitis X". In particular, a bacterium called *Clostridium difficile*, that has recently become very prominent as a serious problem in Canadian hospitals in older human patients treated with antibiotics, has also been shown to be a common cause of fatal colitis in horses. However, perhaps 60% of cases of fatal colitis in horses have no known cause.

We think that another clostridial bacterium, *Clostridium perfringens*, may be involved in fatal colitis in both adult horses and in foals, and want to find out whether this is correct. We are especially interested in strains of *C. perfringens* that are called type A and that have the potential to produce a newly described toxin, called Beta2 toxin, and a another toxin associated with food poisoning in people, called enterotoxin.

Our study will examine faeces from foals or adult horses with acute diarrhea (typhlocolitis) for known causes of acute colitis (*Salmonella*, *C. difficile*) as well as for *C. perfringens*. We will identify these agents by culture and by the presence of toxins (*C. difficile* toxin, *C. perfringens* enterotoxin), as well as for Beta2 toxin using an ELISA we are developing for this purpose in other animal species. We will also count the number of *C. perfringens* per gram of faeces and also examine them for the genes encoding enterotoxin and Beta2 toxin. Finally, we will sequence the genome of an isolate from fatal colitis in a foal, and try to identify any novel toxin that could affect horses. These results will be compared to faeces from age matched but healthy foals and adult horses. In this way we hope to show the association of *C. perfringens* with acute colitis in horses.

Evaluation of anatomic, inter-horse and geographic variation in the equine gastrointestinal microflora

J Scott Weese, Pathobiology

The bacterial population of the intestinal tract plays a key role in health, nutrition and disease in horses. Disruption of this population can cause diarrhea while enhancement (i.e. through administration of probiotics) could represent an effective way to prevent or treat disease. Our ability to diagnose, prevent and treat disease is severely hampered by our superficial understanding of this complex environment. Bacterial culture has typically been used to assess intestinal bacterial populations however it is widely accepted that we only know the identity of a minority of bacterial species and cannot culture a large percentage of those. Additionally, we have relied on fecal samples but we do not know whether these are a good indicator of what is happening in the areas where disease is actually occurring. Poor understanding of the important protective components (*Lactobacillus* spp) of the intestinal tract has hampered development of effective probiotics. There are clear and rather remarkable deficiencies in our basic understanding of the intestinal bacterial population in horses, something that compromises various research efforts.

This study will compare the bacteria of different parts of the intestinal tract, and in the same locations between horses. It will investigate variations over the course of a year to determine whether seasonal variation needs to be considered. It will characterize the presence or absence of selected bacterial groups between horses, within horses and over time. This study will provide critical information for interpretation of older studies, design of future studies, identification of new causes of disease and development of effective probiotics.

Histopathological pulmonary lesions in actively racing horses submitted for Post-Mortem examination in the Ontario Death Registry; an investigation into Inflammatory Airway Disease prevalence

Dr. Laurent Viel

Inflammatory Airway Disease (IAD) in horses results from an inflammatory response of the lungs to an unknown stimuli, although it is commonly referred to as an allergic airway disorder. Many studies document the exaggerated response to inhaled particulate, including dust and mold spores from feed and bedding as a major component of IAD. IAD has been recognised as a different condition from heaves or Recurrent Airway Obstruction, since it primarily affects young athletic horses in training and racing. At the present time, it is speculated in both the scientific literature and lay press that IAD may contribute to as much as 50-60% of coughing horses and subsequently poor athletic performance. The Ontario Racing Commission Death Registry program examines between 110-125 horses per year which have been euthanized based upon humane grounds or which have died suddenly. Hence, this study proposes to examine a total of 150-200 horses for the prevalence of airway pathology and to describe semi-quantitatively the observed pathology lesions. The study results should provide a relatively accurate indication of the disease prevalence as well as the severity of the lesions associated with IAD. This knowledge may contribute to future recommendations and regulatory changes for treatment options for airway disease in racing horses.

Molecular mechanisms of prostaglandin-induced embryonic loss in mares

Keith J. Betteridge, Biomedical Sciences

We study how the horse embryo attaches to the endometrium (lining of the uterus) during the critical third week of pregnancy. At this stage the embryo is still enclosed in a 'capsule' and is known as a conceptus. We collect conceptuses of defined ages and small pieces of the uterine lining (endometrium) through the cervix from normal pregnancies, and also from pregnancies that have been 'compromised' by injection of the mare with a hormone to induce pregnancy failure. We then characterize important changes in proteins, steroid hormones and other molecules that change in the conceptus and uterus to identify those that best explain success and failure of pregnancy. We have already found several molecules that help us understand how the embryo exchanges signals with the mare and becomes attached. Recent availability of the horse genome and various new discovery tools such as gene expression arrays mean that we can now examine these events in a more comprehensive manner. Having developed methods for sampling tissues and fluids in both the conceptus and its uterine environment, we can now analyze them for the presence and absence of our target molecules in normal and failing pregnancies and assess the significance of differences that are recognized. The work will help explain conceptus interaction with the endometrium that is essential to pregnancy maintenance and which, when disrupted, results in pregnancy failure. This will be key to the development of diagnostic tests of reproductive health and, possibly, to new treatments for infertility.

Intravascular Assessment of the Pulmonary Artery Hemodynamics: A pilot study.

R John Runciman, School of Engineering and Luis Arroyo, Clinical Studies

Approximately 80% of racehorses can be expected to develop Exercise-Induced Pulmonary Haemorrhage (EIPH) during their career. The management and treatment of EIPH have a substantial economic impact to the equine industry, with the cost of treating EIPH estimated to exceed \$100 million annually in the United States alone.

There is currently a poor understanding regarding the cause of EIPH and potential mechanisms include capillary stress failure, pulmonary fibrosis, and small airway disease. Currently, the most accepted cause for EIPH is exercise-induced pulmonary hypertension, resulting in pulmonary capillary rupture.

Recently we observed the presence of calcification and fibrosis of the pulmonary artery wall in a large proportion of racehorses. Such lesions are known to interfere with elasticity that the vessel needs in order to accommodate the cardiovascular pumping action of the heart during strenuous exercise. Indeed, arterial calcification is the most important cause of vascular stiffness in humans and is considered a predictive factor for cardiovascular mortality, coronary morbidity and fatal stroke.

Similarly, we suspect that the compliance of the pulmonary arterial wall of horses with artery calcification is affected. This impaired compliance will directly affect the capacity of the vessel to deal with large fluctuations in blood pressure, which may in turn cause the downstream microvasculature damage seen with EIPH.

We hypothesize that the pulmonary artery compliance of horses with calcified arteries is impaired. This study will establish a protocol on how to catheterize the pulmonary artery and measure the relative stiffness of the pulmonary arterial tree.

Arrhythmia and Sudden Death in Thoroughbred Racehorses

Peter W. Physick-Sheard, Population Medicine and Kim. J. McGurrin, Clinical Studies

Sudden death in a racehorse is distressing for everyone involved in racing. It raises animal welfare, economic, and safety concerns, and represents horrendous public relations for the industry. As for human athletes, neither circumstances surrounding the episode nor findings at post-mortem necessarily provide information on cause of death, when the term "sudden cardiac death" (SCD) is applied. It is assumed, whatever underlying problems may be present, that the primary cause is serious disturbance in heart rhythm, but evidence is lacking because affected animals are not wearing an ECG at the time of death. In an attempt to better understand the causes, we recently performed a study in Standardbred racehorses in which heart rhythm was followed from harnessing until the end of the race during normal competition. We identified disturbances in rhythm immediately after the race that would be entirely capable of causing a fatal outcome, but there were no fatalities, and we saw clear indications of strategies that might reduce the risk of a fatal outcome. SCD associated with racing occurs more commonly in the Thoroughbred than in the Standardbred, and there is

every possibility that similar events are taking place. To resolve this question we plan to monitor heart rate and rhythm during normal competition in Thoroughbred horses, from saddling to unsaddling and beyond, to see if similar disturbances are taking place. The objective would be to characterise the range of usual rhythm variations and provide guidance as we develop strategies to minimise risk.

Is blood doping detectable with hemoglobin assays?

D. Bienzle, Pathobiology

Erythropoietin (EPO) is a small glycoprotein hormone produced by specialized cells in the kidney. The hormone stimulates production of red blood cells (RBC) in the bone marrow, which in turn increases the number of RBC and the amount of hemoglobin in blood. A higher concentration of hemoglobin correlates to greater ability to transport oxygen, and therefore enhanced performance in human, equine and other athletes.

Synthetic human EPO (rEPO) is available in various formulations, and if given to horses increases hemoglobin production. All forms of rEPO are difficult and expensive to detect since only small amounts are administered and they remain in circulation only very briefly. An alternative to direct measurement of rEPO is to evaluate the effect on hemoglobin concentration. This approach has been successfully instituted in many human sports jurisdictions, and typically comprises multiple measurements of hemoglobin in human athletes before, during and after competition. Through this proposal funds are sought to establish "normal" hemoglobin concentrations in horses before and after race performance, with the intent to use this information to establish limits for permissible racing.

Appendix 6: Research Publications

Dr Keith Betteridge

- Raeside JI, Christie HL, Waelchli RO, Betteridge KJ (2009) Estrogen metabolism by the equine embryo proper during the fourth week of pregnancy. *Reproduction* 138(6):953-60.
- Betteridge KJ (2010) editorial assistance for the textbook “Essentials of Domestic Animal Embryology”, Hyttel P, Sinowatz F, Vejlsted M. Saunders Elsevier, ISBN 978-0-7020-2899-1.
- Betteridge KJ (2010) Chapter 225 “Embryo morphology, growth and development” in “Equine Reproduction” Second edition edited by McKinnon AO, Squires EL, Vaala WE and Varner DD, pp. 2167-2186.
- Betteridge, KJ (2010) “So what has research done for the horsebreeder recently?” *Equine Guelph Update*, Spring 2010, pp 2-3.
- Lillie BN, Traficante E, Walker ME, Quinn BA, Arroyo L, Waelchli RO, Betteridge KJ, Hayes MA (2010) Endometrial expression of capsule-associated proteins and cytokines during the third week of pregnancy in mares. *Anim Reprod Sci* 121S:S254-S256.
- Betteridge KJ, Waelchli RO, Christie HL, Raeside JI, Quinn BA, Hayes MA (2010) Relationship between the timing of prostaglandin-induced luteolysis and effects on the conceptus during early pregnancy in mares. *Anim Reprod Sci* 121S:S231-S233.

Dr. Dean H. Betts

- Thomas G. Koch, Preben D. Thomsen, Dean H. Betts (2009). Improved isolation protocol for equine cord blood-derived MSCs. *Cytotherapy* 11(4):443-447.
- Lise C. Berg, Thomas G. Koch, Tammy Heerkens, Kirill Besonov, Preben D. Thomsen, Dean H. Betts, (2009). Chondrogenic potential of mesenchymal stromal cells derived from equine bone marrow and umbilical cord blood. *Veterinary and Comparative Orthopaedics and Traumatology* 22(5):363-370.
- Figueroa RJ, Koch, TG and Betts DH (2010). Stem Cells and Animal Therapies, “Comprehensive Biotechnologies, Vol 4: Agricultural and Related Biotechnologies, Section 2: Animal Systems”, Ed by WA King, Elsevier, Accepted Sept 2010 for publication.
- Ryan Figueroa, Robert Cruz, Thomas G. Koch, Dean H. Betts (2011). Osteogenic differentiation of equine cord blood MSCs within coralline hydroxyapatite scaffolds in vitro. Submitted to *Veterinary and Comparative Orthopaedics and Traumatology* (currently being revised to address the peer-reviewer comments).

Dr Heather Chalmers

- A New Dimension to Research, Trot, Standardbred Canada’s national publication. Feb 2011 <http://www.standardbredcanada.ca/news/2-18-11/new-dimension-research.html>

Dr. Robert Cruz

- Labelling of Equine Umbilical Cord Blood-Derived MSCs with SPIO Contrast Medium and In Vivo Detection with MRI. R. Cruz – Arambulo, P. Foster, D.H Betts, T.G. Koch, ACVR Scientific Meeting (August 15-19 2010, North Carolina, US).

Dr. Judith Koenig

- Using Shockwaves for Tissue Regeneration, Equine Guelph Newsletter, Fall 2009
- Shock Wave of the Future, Canadian Thoroughbred Magazine, March 2011

Dr. Jeff Thomason

- 2009 Thomason, JJ. Review of Some Past, Present and Possible Future Directions in Biomechanics of the Equine Hoof. Proceedings of the AAEP (available online through IVIS).
- 2009 Salo, Z; Runciman, RJ; Thomason, JJ. A dynamic model of a horse hoof at first contact. Biosystems Engineering 103:364-373.
- Dr. Thomason's track related work was featured in the research issue of the EG newsletter in Fall 2009 & 2010.

Dr Peter Physick-Sheard

- Cardiac Arrhythmias And Performance In the Horse – Are All Bets Off Or Is There Too Much Hype? North American Veterinary Conference, January 2009.
- The Cardiovascular System And Poor Equine Performance – Guilty or Innocent? ? North American Veterinary Conference, January 2009.
- Clues about Cardiac Arrest in Horses. The Horse.com, July 26, 2010
- Physick-Sheard PW, McGurrin MK. Ventricular arrhythmias during race recovery in Standardbred Racehorses and associations with autonomic activity. J Vet InternMed. 2010 Sep-Oct;24(5):1158-66.
- This research has been featured in an article to be published in the Globe and Mail Newspaper (2011), Sports Section.
- The study has also been featured on The Score's "Bet Night Live" TV Show, and several websites including The Horse.com and the CTHS's website.

Dr. Melissa Sinclair

- Using Systemic Lidocaine in the Field , Equine Guelph Update, Vol 6. No 2 Fall 2009, pgs 6-7.

Dr. Laurent Viel

- Diaz-Mendez A, Viel L, Hewson J, Doig P, Carman S, Chambers T, Tiwari A and Dewey C. Surveillance of equine respiratory viruses in Ontario. CJVR 2010; 74 (4):271-27.

Appendix 7: Research Presentations

Dr. Keith Betteridge

- 2010 Betteridge, Hayes and Raeside presented papers at the Xth International Symposium on Equine Reproduction which was held in Lexington, Kentucky in July 2010.
- 2011 Ontario Association of Equine Practitioners' Research Day in February 2011

Dr. Dean H. Betts

- 2009 Dean H. Betts, "Equine cord blood stem cells – from farm to point of care", Seventh Annual Research Symposium, Animal Molecular and Cellular Biology Graduate Program, University of Florida, Plantation Golf Resort and Spa, Crystal River, FL, April 17-18, 2009.
- 2010 Figueroa RJ, Koch TG, Betts DH (2010). Bone constructs of equine cord blood MSCs and coralline scaffolds for bone-gap repair. Nordic Orthopaedic Federation (NOF) 55th Congress, 5-7 May, Aarhus, Denmark, 2010. Poster presentation by Ryan J. Figueroa.

Dr Dorothee Bienzle

- Oct. 2010: Presentation to the veterinary contingent of the King of Malaysia visiting the University of Guelph
- Feb. 2011: Presentation to the Ontario Equine Practitioner's Association

Dr. Tracey Chenier

- 2010 Gonzalez, L. Kingma, S., Schlaf, M., Chenier, T. Diffusion of the Common Cryoprotectants Glycerol and Ethylene Glycol into day 9-11 Equine Embryos. Annual Graduate Students Research Symposium, Ontario Veterinary College, University of Guelph, November 17, 2010.

Dr. Nicola Crib

- 2009 Effect of local anesthetic deposition into structures of the foot on subsequent magnetic resonance images. Equine Guelph Research Newsletter Sept 2009

Dr. Peter Physick-Sheard

- 2009 Presentation for Standardbred horsemen and women, Mohawk Racetrack, August 31, 2009.
- 2010 Heart rate and rhythm in the racehorse – Analysis of heart rate variability and stability in performance horses. Canada's Outdoor Equine Expo, June 7, 2010.
- 2010 Cardiac Rhythm Responses To Maximal Effort In the Horse. Trainer's Meeting Veterinary Seminar, Woodbine Sales Pavilion, October 4, 2010.

Dr. John Prescott

- 2010 Equine Guelph Fall 2010: Researchers look to discover unknown forms of bacteria causing colitis.
- 2011 Hazlett, M.J., J. Kircanski, D. Slavic, J. F. Prescott. 2011. Beta-2 toxigenic Clostridium perfringens type A colitis in a 3-day-old foal. J. Vet. Diag. Invest. (in press).

Dr. Melissa Sinclair

- 2011 Training Modules Student Seminar – Equine Field Anesthesia. New and Old Techniques – Jan 25, 2011.

Dr Jeff Thomason

2009. Thomason JJ. Review of Some Past, Present and Possible Future Directions in Biomechanics of the Equine Hoof, Presented at the Focus on the Foot meeting of the American Association of Equine Practitioners, Columbus Ohio, July 2009.
2009. Ontario Farriers Association – Invited presentation on hoof anatomy and mechanics at Annual Convention, Woodbine, March 2009
2009. REACH, Clinton – Invited presentation on hoof and limb mechanics and anatomy, Clinton, Oct 2009
2009. The Laminitis Institute – Invited presentation on hoof mechanics in relation to laminitis, New Bolton Equine Center, University of Pennsylvania, Nov 2009
2009. Thomason JJ. Biomechanics of the healthy and laminitic hoof. Presented at the Laminitis Institute, New Bolton Center, U. Pennsylvania Veterinary School, Nov 2009 (no publication)
2009. Nov 25th-27th, Invited presentation at the workshop on The analysis of directional data with applications to biomechanics and biomedical imaging, Centre de Recherches mathematiques, University of Montreal, on a novel method for the statistical analysis of biomechanical data from horses
- 2010 Thomason, J.J., and Back W. The role of shoes in performance and injury prevention. Conference on Equine Sports Medicine and Science (CESMAS), Sigtuna, Sweden, June 2010.
2010. Feb 24th. Invited Seminar in the Integrated Biology Seminar Series, U of G, on adaptations in the horse's leg.
- 2010 Thomason JJ. Anatomy, function and biomechanics of the hoof and leg: why they are important to every clinician. Invited presentation at Annual AAEP meeting, Baltimore, Dec 2010.
- 2010 Thomason JJ. Four sessions (3 lectures, 1 workshop) presented at the International Hoof Care summit organized by the American Farriers Journal, Cincinnati
- 2010 Thomason JJ, Biomechanics of the equine foot, Invited presentation at the AAEP focus meeting at the World Equestrian Games, Lexington, Kentucky.

Dr. Scott Weese

- 2010 Ohio State University MRSA Symposium (March 2010)
- 2010 World Small Animal Veterinary Association Conference (June 2010)
- 2010 Golden Triangle Veterinary Association (Sept 2010)

2010 Havemeyer Symposium on Equine Infection Control (Sept 2010)
2010 3rd International Clostridium difficile symposium, Slovenia, Sept 2010.

Appendix 8: Presentation and Talks Given by Equine Guelph

Presentations & Talks by Gayle Ecker

“Educational pathways to the equine industry”, Canada’s Outdoor Equine Expo, Arkel, Ontario, *June 6, 2010*

“Progress in the Youth Online Learning Community”, Grand River Agricultural Society Board, Elora, Ontario, *October 21, 2010*

“The Horse Health Check”, Horse Owners Series, REACH, Clinton, Ontario, *October 26, 2010*

“Presentation on Equine Guelph to SRA Committee”, HBPA offices, Woodbine Racetrack, Rexdale, Ontario, *December 3, 2010*

“The Industry Programs of Equine Guelph”, presentation to Donkey Sanctuary, Guelph, Ontario, *January 12, 2011.*

“The Industry Programs of Equine Guelph”, presentation and participation in Roundtable discussion on the Equine Industry, OVMA offices, Mississauga, Ontario, *January 19, 2011*

“TheEquiMania! Safety Initiative”, Wellington County Farm Safety Association, Alma, Ontario, *January 25, 2011*

“Finding your Career in the Equine Industry”, “The Horse Health Check”, “The Industry Programs of Equine Guelph”, 10000 Island Mall Equine Days, Brockville, Ontario, *February 19-20, 2011*

“Natural or Not?” Panel Discussion, Women’s Horse Industry Association, Toronto, Ontario, *March 4-5, 2011*

“Me, You, and Horses-Digestion”, “The Horse Health Check” (x2), and “Me, You, and Horses-Skeletal System”, Can-Am All Breeds Expo, London, Ontario, *March 18-20, 2011*

“The Horse Health Check”, “Air Quality and Hygiene”, and “The Educational Programs of Equine Guelph”, Groom One Orientation Session, Ajax, Ontario, *March 25-26, 2011*

“An Educational Pathway to your Career in the Horse Industry”, “Using Heart Rate Monitors for Equine Conditioning Programs”, OVC Tour for Ridgetown students, *April 4, 2011*

Presentations & Talks by Susan Raymond

“Environmental Stewardship”, Canada’s Outdoor Equine Expo, Arkel, Ontario, *June 6, 2010*

Appendix 9: Educational Offerings by Equine Guelph in 2010-2011

Educational Courses offered by Equine Guelph and Office of Open Learning

Summer 2010

Equine Nutrition (Instructor: *Dr. Kathleen Cavanagh*)
Equine Event Management (Instructor: *Marjory Gaouette, MA*)
Exercise Physiology (Instructor: *Gayle Ecker, MSc & Amanda Waller, PhD*)
Health & Disease Prevention (Instructor: *Dr. Ev Post*)
Management of the Equine Environment (Instructor: *Dr. Susan Raymond*)
Groom One (Instructor: *Gayle Ecker, MSc*)

Fall 2010

Equine Journalism (Instructor: *Barbara Sheridan*)
Equine Behaviour (Instructor: *Dr. Sid Gustafson*)
Growth & Development (Instructor: *Doug Nash*)
Equine Genetics (Instructor: *Dianne Winkelman-Sim, PhD*)
Equine Business Management (Instructor: *Gwen Boyles, MBA & Christine Polhkamp*)
Stewardship of the Equine Environment (Instructor: *Dr. Bronwynne Wilton, PhD*)
Management of the Equine Environment (Instructors: *Kate Morrow & Kathy Fremes*)
Functional Anatomy (Instructor: *Dr. Wendy Brett & Dr. Jeff Thomason*)

Winter, 2011

Equine Nutrition (Instructor: *Dr. Kathleen Cavanagh*)
The Equine Industry (Instructor: *Gayle Ecker, MSc*)
Health & Disease Prevention (Instructor: *Dr. Ev Post*)
Functional Anatomy (Instructor: *Dr. Wendy Brett, DVM & Dr. Jeff Thomason*)
Marketing & Communications (Instructor: *Heather Gentles*)
Management of the Equine Environment (Instructors: *Kate Morrow & Kathy Fremes*)

Appendix 10: Summary of the Equine Studies program

Equine Science Certificate

In 2010 - 2011 28 students were awarded Equine Science Certificates. This brings our total to 210 students who have graduated from the Equine Science Certificate program since we awarded the first certificate in June 2004.

Diploma in Equine Studies

The diploma in equine studies requires 6 core courses and 4 electives. In May 2009 changes were implemented to the Diploma program to provide students with the flexibility in choosing business management courses to complete the diploma program. These changes were fully integrated by January 2010.

Program Requirements:

Management of the Equine Environment	Core
Health & Disease Prevention	Core
Equine Nutrition	Core
Functional Anatomy	Core
Equine Behaviour	Core
Stewardship of the Equine Environment	Core

Students can continue with the Equine Science Specialty

Growth & Development	Elective
Exercise Physiology	Elective
Equine Genetics	Elective

and/or combine Equine Business Management courses

Equine Business Management	Elective
Marketing & Communications in the Equine Industry	Elective
Finance & Risk Management	Elective
The Equine Industry	Elective
Equine Journalism	Elective
Equine Event Management	Elective

In 2009 we awarded our first Diploma in Equine Studies. 2010 boasted 20 new diploma recipients.

Certificate in Equine Business Management

The Certificate in Equine Business Management requires 5 core courses and 2 electives. Development of the courses in this certificate were completed in January 2010. Allowing our first certificate to be awarded in April 2010.

Program Requirements:

Management of the Equine Environment	Core
Equine Business Management	Core
Marketing & Communications in the Equine Industry	Core
Finance & Risk Management	Core
The Equine Industry	Core
Equine Journalism	Elective
Equine Event Management	Elective
Stewardship of the Equine Environment	Elective

Groom One Certificates

In 2010 we awarded 14 Groom One Certificates.

2010 - 2011 Student Registration Profile

During 2010-2011 we had 524 individual students up slightly from 503 individual students in 2009-2010. Total registration this year was 987. Since 2002, the first year of the Equine Science Certificate 1915 individual students have participated in at least 1 equine online course. In 2010-2011 we issued 28 Equine Science Certificates, 17 Diploma in Equine Studies. We also graduated our first Certificate in Equine Business Management student.

Registrations by Program

Enrolment Registrations 2010 - 2011

Equine Nutrition	S10	62
Equine Event Management	S10	35
Exercise Physiology	S10	44
Health & Disease Prevention	S10	60
Management of the Equine Environment	S10	61
Equine Journalism	F10	20
Equine Behaviour	F10	61
Growth & Development	F10	40
Equine Genetics	F10	40
Equine Business Management	F10	58
Stewardship of the Equine Environment	F10	52
Management of the Equine Environment	F10	54
Functional Anatomy	F10	62
Equine Nutrition	W11	64
The Equine Industry	W11	47
Health & Disease Prevention	W11	64

Functional Anatomy	W11	64
Marketing & Communications	W11	36
Management of the Equine Environment	W11	63
Total		987

Groom One Online - Phase Three

Course	Session	Enrollment
Groom One Online	S10	14
Total		14

Anatomy Wet Lab

Course	Session	Enrollment
A Guided Tour of Equine Anatomy	W11	13
Advanced Equine Anatomy	W11	0
Total		13

2010 - 2011 Statistical Profile Equine Studies

Where are our students coming from?

Canadian Students

Student numbers	
AB	39
BC	47
MB	10
NB	4
NF	2
NS	11
NU	0
NT	0
ON	338
PI	0
PQ	19
SK	10
YT	2
TOTAL	482

US Students

USA	
1	AR
2	CA
1	CO
2	FL
1	IN
2	ME
1	MT
2	NC
1	NH
1	NU
1	NY
2	OH
1	OK
2	PA
1	RI
2	TX
1	VA
3	WA
27	TOTAL

International Students

International	
2	AUE
1	CAY
1	ITA
1	MEX
1	NET
1	DK
2	IND
1	SWI
1	BEL
1	HUN
1	UK
1	AUS
1	JAM
15	TOTAL

Year to Year Comparison by student geographic location

	2008	2009	2010
CAN	340	457	482
US	27	32	27
INT	13	14	15
	380	503	524

Year by Year Comparison of the geographic location of Canadian Students

	2008/09	2009/10	2010/11
AB	37	47	39
BC	33	38	47
MB	7	7	10
NB	2	5	4
NF	1	2	2
NS	6	5	11
NU	2	0	0
NT	0	1	0
ON	238	313	338
PI	0	2	0
PQ	10	27	19
SK	2	5	10
YT	2	5	2
	340	457	482

Year	Courses
2002 - 2003	4
2003 - 2004	6
2004 - 2005	8
2005 - 2006	9
2006 - 2007	13
2007 - 2008	10
2008 - 2009	12
2009 - 2010	16
2010 - 2011	19

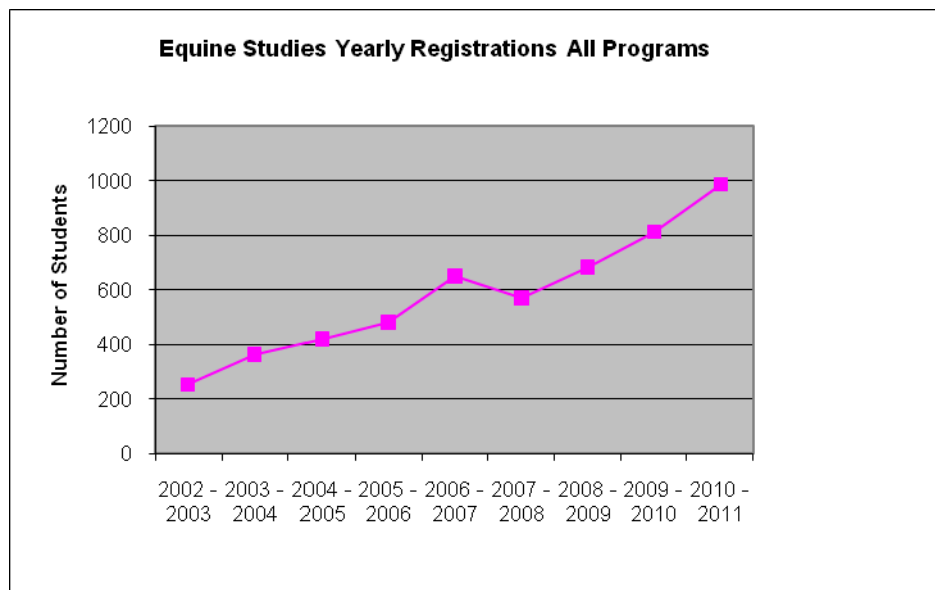
Year	Courses
2002 - 2003	3
2003 - 2004	4
2004 - 2005	6
2005 - 2006	7
2006 - 2007	8
2007 - 2008	7
2008 - 2009	11
2009 - 2010	14
2010 - 2011	15

2010 - 2011 Statistical Profile Equine Studies Programs

Yearly Student Registration All Programs

Year	# of reg	Projections	%
2002 - 2003	256	180	142.2
2003 - 2004	365	360	101.3
2004 - 2005	422	480	87.9
2005 - 2006	483	540	89.4
2006 - 2007	653	760	85.9
2007 - 2008	572	600	95.3
2008 - 2009	684	710	96.5
2009 - 2010	814	888	91.6
2010 - 2011	987	1009	97.8

2010 - 2011 was the first complete year all of the 15 developed equine courses were offered. This completed the development of the Certificate in Equine Business Management and complete the extension of offerings in the Diploma in Equine Studies. Registration achieved 97.8 % of our target market. Our highly skilled elective courses, Equine Genetics and Equine Physiology had slightly lower enrolments then projected.



Appendix 11: Equine Guelph's Promotional Events

Displays for Equine Guelph programs

Horse Week in Canada, May 29 –June 06, 2010

Canada's Outdoor Equine Expo (EquiMania!), June 4 – 7, 2010

Canada's Outdoor Equine Expo (Equine Guelph Gala Fundraiser), June 4, 2010

Toronto Horse Day (EquiMania!), June 12, 2010

Healthy Lands for Healthy Horses Workshop, Terra Cotta, ON August, 21, 2010

EQUI-CHALLENGE FUNDRAISER , August 26, 2010

Healthy Lands for Healthy Horses Workshop, Orangeville, ON September, 17, 2010

World Equestrian Games (EquiMania!), September 25 – October 10, 2010

Healthy Lands for Healthy Horses Workshop, Port Perry, ON, October 16, 2010

Battle of the Breeds, Fort Erie Race Track (EquiMania!), October 23 – 24, 2010

The Horse Health Check, Reach Huron, Clinton, ON, October 26

Royal Agricultural Winter Fair (EquiMania!), November 05 – 14, 2010

Equine Ari Ex (U of G Speakers & Gayle Ecker, Equine Guelph), Brockville, ON, Feb 19, 20, 2011

Can-Am All Breeds Equine Emporium (EquiMania!), London ON, March 18 – 20, 2011

Horses 101, Erin, ON, Wednesday nights March 24 – April 14, 2011

Groom One Orientation Workshop, Goodwood, ON, March 25 – 26, 2011

A Guided Tour of Equine Anatomy Wet Lab, April 30, 2011

Appendix 12: Media Coverage Summary

Topic	Articles (May 1,2009- April 31,2010)
EquiMania!	58
Research	62
Education	99
General	124

Coverage of Special Events

Equine Guelph Industry Survey	32
EquiMania! at the World Equestrian Games	16
Equine Guelph Gala Fundraiser	18
Healthy Lands for Healthy Horses	19
New Online Journey through the Joints Tool	8
Bio-Security Calculator	14

Special magazine editions featuring EquiMania! and Equine Guelph

Equine Consumers Guide 2010	The Green Horse Award & Exceptional Equestrian Award
Trot 4 Kids	Special EquiMania! Edition (15 pgs)
EquiMania! Danger Detective on the Horse Farm	Safety Workbook (17 pgs)
Horse Sport- April 2011	Online Courses for Horse People

Total Features: 343

Media coverage has increased by 63% in the last year! There continues to be an increase in Equine Guelph mentions in social media sites such as: Twitter, Facebook, various blogs, as well as links to education websites and veterinary pages. EquiMania! appeared before over 507,000 spectators at the World Equestrian Games. It was the hands down favorite stop for school groups in the Equine Village. The popularity of EquiMania! at WEG has had a huge impact on requests for future event appearances and has raised the profile of Equine Guelph globally. Our media profile has never been higher. When the Equine Guelph Industry Survey launched in February- the reach of coverage reflects this statement. Our loyal supporters plus many new fans in the United States have joined in distributing Equine Guelph information. Equine Guelph's online reach is now over 6 million!

Media Coverage List

Date	Magazine or Website	Article Title
10-May	The Rider	U of G Researchers First to Identify a Family of Intersex Horses
10-May	Guelph Mercury.com	Horses unite rural and urban interests (Outdoor Equine Expo)
10-May	southhuronpanthers.typepad.com	Love Horses? Visit U of G (Groom One)
10-May	At Guelph.uoguelph.ca	Equine Guelph Plans Gala, Hosts Outdoor Exp
10-May	cthsont.com (Canadian TB HS)	Canada's Outdoor Equine Expo Update
10-May	OVC.uoguelph.ca/bulletin	Horse Lovers Invited to Equine Expo & Gala
10-May	Equine Chronicle Online	Equine Guelph Gala Fundraiser at Inaugural Outdoor Equine Expo
10-May	Harness Link.com	Equine Guelph Gala Fundraiser Opening Night
10-May	The Horse Channel.com	Canada's Outdoor Equine Expo
10-May	Atlantic Farmer.com	Equine Studies at Guelph
10-May	Alberta Bits Magazine	Knowledge is Power- Horsepower
10-May	The Rider	Can Am Gives Donation to Equine Guelph
10-May	The Rider	EquiMania! Draws Rising Stars and TV Stars
10-May	Rein Magazine	You Learn- Horses Benefit- (Equine Guelph Full page Ad)
10-May	Horse Canada Magazine	Planting Trees for Healthy Horses
10-May	Standardbredcanada.ca	SSG Gloves Joins Equine Guelph Initiative
10-May	Harnesslink.com	Play Safe. It's HorseSense!- SSG Gloves Join initiative
10-May	Kentuckyhorse.org	Get your Grounds Pass-(EquiMania! Mention)
10-May	Get Ready KY.com	Activities for Kids Featured at 2010 Alltech FEI WEG (EquiMania!...)
10-May	Harness Link.com	Guide Announces Readers Choice Awards
10-Jun	Canadian Vet	Equine Guelph: Helping horses for Life (Education Programs)
10-Jun	Equine Consumers Guide 2010	2010 Readers Choice Award Winners- Gayle Ecker & Green Horse...
10-Jun	Equine Niagara News	Equine Consumers Guide 2010 Readers Choice Awards
10-Jun	Horse Canada Magazine	New Equine Expo Launches in June (EquiMania! Mention)
10-Jun	Guelph Tribune	University hosts Equine Event Starting Friday
10-Jun	Guelph Tribune.ca	University hosts Equine Event Starting Friday
10-Jun	Farms.com	Guelph Expo a First in Equine Sector
10-Jun	Guelph Mercury	Equine Expo in Arkell Trots out the horse-business sense
10-Jun	Horse-Canada	1/3 page ad Equine Guelph courses
10-Jun	Guelph Mercury.com	Equine Expo in Arkell Trots out the horse-business sense
10-Jun	Guelph Mercury.com	Guelph Expo a first in Equine Sector
10-Jun	Harness Link.com	Equine Guelph's Gala at the Equine Expo
10-Jun	Standardbred Canada.ca	Racing Booth at Arkell This Weekend

10-Jun	Horse.on.ca (OEF)	Toronto Horse Day (EquiMania!)
10-Jun	Newswire.ca	Toronto Saddles Up for 2 nd Annual Horse Day (EquiMania!)
10-Jun	Canada Events Calender.ca	2 nd Annual Horse Day (EquiMania!)
10-Jun	Blogto.com	2 nd Annual Toronto Horse Day (EquiMania!)
10-Jun	Horse-Canada.com	200 Ontario Racehorses to be Tested in Hemoglobin Research Study
10-Jun	The Canadian Sportsman	Ontario to Study Hemoglobin
10-Jun	Harnesslink.com	200 Racehorses in Hemoglobin Research Study
10-Jun	Horse Sport	Atrial Fibrillation (Kim McGurrin mentioned)
10-Jun	Modern Arabian Horse	University of Guelph- Equine Guelph Courses
10-Jun	Horse Sport	Equi-Challenge (OVC)
10-Jun	The Canadian Sportsman	Equi-Challenge (OVC)
10-Jun	The Rider	Industry Partnership Grows for Kids Safety (EquiMania!)
10-Jun	eklmnhost.com/horses/activities	Activities for Kids at Alltech FEI WEG (EquiMania!)
10-Jun	Equine Chronicle.com	Share your Riding Safety Tips...(EquiMania!)
10-Jun	Horsetalk.co.nz	Horses Heat up 10 times faster than people- study
10-Jul	Wellington Advertiser	When the rider becomes hot, the horse has become even hotter
10-Jul	The King Township Sentinel	When the rider is hot, the horse is a lot hotter
10-Jul	The Horse.com	Summer Riding: When the Rider is Hot, the Horse is Hotter
10-Jul	The Rider	When the Rider is Hot, the Horse is Hotter
10-Jul	Mustang Alley.org	Summer Riding: When the Rider is Hot, the Horse is Hotter
10-Jul	Blaze Magazine	SOG is big on Safety (partnering with EquiMania!)
10-Jul	Racing Quarterly	200 Ontario Racehorses to be tested in Hemoglobin Research Study
10-Jul	Racing Quarterly	Groom One Orientation
10-Jul	OVC Crest	When Horses Run Wild
10-Jul	OVC Crest	Equine Pilot Project Launched
10-Jul	OVC Crest	Saddle up for Equi-Challenge 2010
10-Jul	The Rider	Leaders & Legends of the Riding World Trade Hats at Equi-Challenge
10-Jul	Wellington Advertiser	Steps to take for reducing environmental hoof-print...
10-Jul	Harnesslink.com	Equine Guelph offers horse owners online tool
10-Jul	Equine Chronicle.com	Is Your Ranch a Biosecurity Risk?
10-Jul	Standardbred Canada.ca	Calculate Your Farm's Biosecurity Risk
10-Jul	Horse Journals	Equine Guelph Offers Horse Owners Online Tool...
10-Jul	Horse Talk.co.nz	Good Horse Pastures Contribute to Waterway Health
10-Jul	The Horse.com	Researchers Discover... Clues About Cardiac Arrest in Racehorses
10-Jul	Standardbred Canada.ca	Horse Industry Participation Survey
10-Jul	Harness Link.com	US Sponsors Rally For Equine Guelph (EquiMania!)
10-Jul	Standardbred Canada.ca	US Support for EquiMania!

10-Jul	Wellington Advertiser	EquiMania! Official centre for World Games
10-Jul	Wellington Advertiser	Horse industry partnership grows... Kids Safety (EquiMania!)
10-Jul	Horse Sport	Bob Jadavjia Appointed CEO RAWF (EquiMania!)
10-Aug	Wellington Advertiser	Equine Guelph now offers biosecurity calculator
10-Aug	The Rider	Equi-Challenge
10-Aug	The Rider	Groom One Program Serves up Success!
10-Aug	The Rider	Is Your Horse Farm at Risk? Equine Guelph Biosecurity
10-Aug	Equine Chronicle Online	Is Your Farm at Risk? (Biosecurity)
10-Aug	UoGuelph.ca/news	Riders, OVC Gearing up for Equi-Challenge
10-Aug	Horse Sport	Equine Guelph Gala at the Equine Expo
10-Aug	The Rider	What Do Healthy Horses and Healthy Fish Have in Common?
10-Aug	The Rider	Welcome to Hop Hill Stable
10-Aug	Trot	Mister Big (Equine Guelph Courses)
10-Aug	Canadian Vet	Equine Guelph's Play Safe. It's HorseSense!
10-Aug	Standardbred Canada.ca	Equine Guelph Program Gets Support (Hoofprints)
10-Aug	College News	U of G receives \$2 million from E.P. Taylor Equine Research Fund
10-Aug	The Rider	EquiMania! Gets Support South of the Boarder
10-Aug	Governor.ky.gov/media/	About Kentucky- WEG (EquiMania! Mention)
10-Sep	Horse Care Magazine	Fishing For Horse Health (HLHH)
10-Sep	Racing Quarterly	First Class to Begin...REACH (Horse Handler Cert.)
10-Sep	The Portico	Blog Sets the Record Straight on Zoonotic Diseases (EquIDblog)
10-Sep	The Portico	Horses Test a new Treatment for Arthritis
10-Sep	The Canadian Sportsman	Goal! (Equi-Challenge)
10-Sep	Orangeville.com	Local Equestrians Rise to Equi-Challenge
10-Sep	King Sentinel.com	EquiChallenge Riders Change Hats for Good Time
10-Sep	The Rider	Equi-Challenge Riders Change Hats...
10-Sep	The Rider	Intercity Insurance honours the Memory of Horses- Equine Guelph...
10-Sep	The Rider	Healthy Horses and How to Protect Water Resources...
10-Sep	The Rider	U of G receives \$2 Million From E.P. Taylor Equine Research Fund
10-Sep	OVC Bulletin	EquiMania! Road trip from Lexington to Toronto
10-Sep	Polomgmtsrvs.wordpress.com	Polo-management-helps raise over 500000 at Equi-Challenge
10-Sep	Standardbred Canada.com	Equine Program Gets Industry Support (Hoofprints- Intercity)
10-Oct	Sunset Cove Farm.com	Journey Through the Joints
10-Oct	Equine Chronicle.com	Take a Virtual Journey Through the Joints
10-Oct	Standardbred Canada.com	Take a Journey Through Your Horse's Joints
10-Oct	Horsetalk.co.nz	Online Tool About Horse Joints Launched
10-Oct	Farms.com	Take a Journey Through Your Horse's Joints

10-Oct	The Rider	Take a Journey Through Your Horse's Joints
10-Oct	Reach Huron.ca	Horse Health Check
10-Oct	Western Horse Review	Biosecurity: How Safe is your Farm (EG's tool mentioned)
10-Oct	Horse Canada Mag.	Horses Drinking After Exercise (Dr. Lindinger)
10-Oct	Western Horse Review	Extracorporeal Shock Wave (U of G study mentioned)
10-Oct	Horse Canada Mag.	Probiotics and Prebiotics (Dr. Weese)
10-Oct	The Rider	Environmental Stewardship Hop Hill 2(EG- Healthy Lands article)
10-Oct	The Rider	Equi-Challenge mentioned
10-Oct	Equine Wellness	Canada's Outdoor Farm Show
10-Oct	Horse Sport	Taking Aim at MRSA (Dr. Maureen Anderson)
10-Oct	Owning a Horse.net	Equine Guelph courses mentioned
10-Oct	Horse Journals.com	Equine Guelph Promotes Equine Welfare...
10-Oct	Alumni.uoguelph.ca	E.P. Taylor Equine Research Fund Invests in Future...
10-Oct	Inside Wellington	EquiMania! Gets Support South of the Boarder
10-Oct	Troxel Helmets.com	Helmet Safety Highlighted at World Equestrian Games
10-Oct	Equid Blog.com	How Long Should I Isolate New Horses?
10-Oct	Barn Mice.com	The Horse Health Check
10-Oct	Trot Magazine	The Royal- Things to see- EquiMania!
10-Oct	Canadian Sportsman	An Online Look at Horse Joints
10-Oct	Equine Health	Alternative Fuel Sources for Equine Muscles (Amanda Waller Uof G)
10-Oct	The Horse.com	Piroplasmiosis (Dr. Weese blog)
10-Oct	Horsetalk.co.nz	Helmet Safety Highlighted at World Equestrian Games
10-Oct	Equine Chronicle.com	EquiMania! Wows Kentucky...
10-Oct	Harness Link.com	EquiMania! Wows Kentucky...
10-Oct	The Rider	EquiMania! Wows Kentucky...
10-Nov	Sid Gustafson Blog Spot.com	Equine Behaviour and Horseracing
10-Nov	The Royal Teacher's Guide	Visit EquiMania!
10-Nov	The Royal Official Brochure	Promotes EquiMania!
10-Nov	UoGuelph.ca	U of G Participates in Royal Winter Fair (EquiMania!...)
10-Nov	Canadaviews.ca	U of G Participates in Royal Winter Fair (EquiMania!...)
10-Nov	Harnesslink.com	Amanda Marshal Calendars at EquiMania!
10-Nov	Western Horse Review.com	Royal Ramblings (EquiMania!)
10-Nov	Topix.com	EquiMania! Makes its Last Stop of 2010
10-Nov	Harnesslink.com	EquiMania! Makes its Last Stop of 2010
10-Nov	Canadian Parents.com	The Royal Agricultural Winter Fair Toronto- Learning & Fun
10-Nov	TTKN.com (world news)	AAEP Distributes \$262,000 to Improving Lives of Horses (Bio-security)
10-Nov	Amandamacf.wordpress.com	EquiMania! mention

10-Nov	Wellspring Equine.ca	Equine Studies U of G mention
10-Nov	Barn Mice.com	Equine Science Cert. Equine Guelph mention
10-Nov	Marketwire.com	Theralase Launches Laser Sales Team... (Doug Nash EG instructor)
10-Nov	Horse Sport	University of Guelph Receives \$2 Million Grant- OVC Sports Med Centre
10-Nov	Horse Sport	Intercity Insurance Supports Equine Guelph
10-Nov	Canadian Thoroughbred	Intercity Insurance Sponsors Equine Guelph's Hoofprints program
10-Nov	Canadian Thoroughbred	University of Guelph is recipient of \$2 Million from E.P. Taylor Fund
10-Nov	OVC Bulletin	Research is Important... (Dr. Chenier- Embryo Research)
10-Nov	Equisearch.com	Horse Health Headlines (Reprinted from Equid Blog- Dr. Weese)
10-Nov	Equus Magazine	Does Paper Make Safe Bedding? (Dr. Raymond)
10-Nov	Trot Magazine	Going Green (Equine Guelph- Healthy Lands page listed)
10-Nov	Trot 4 Kids	Special EquiMania! Edition
10-Nov	Horse Care Magazine	MRSA- New Super Bug (Dr. Anderson U of G)
10-Nov	Kijiji.com	A Guided Tour of Equine Anatomy- Equine Guelph
10-Dec	Show Trail	Intercity Honours the Memory of Horses- Equine Guelph Hoofprints
10-Dec	Horse Canada Mag.	Online Vaccination Planner
10-Dec	Horse Canada Mag.	Equine Guelph Hoofprints program mentioned
10-Dec	Winter 2010 Research	Stem Cells to the Rescue
10-Dec	Gaitpost Magazine	AAEP Distributes \$262,000 to Improve the Lives of Horses (Bio-security)
10-Dec	DRF.com Daily Racing Form	OCV student receives CTHS MD Scholarship
10-Dec	Harness Link.com	Survey Launch (Equine Guelph)
10-Dec	Olds College.ca	Western Recreational Rider Certificate (EG courses)
10-Dec	Guelph Etcetera - Mercury	U of G Dressage Rider Performance at Royal
10-Dec	Trot	Super Mint (Dr. Pearson)
10-Dec	Horsetalk.co.nz	Scientists to probe Shivers in Horses (Dr. Baird, OVC mentioned)
10-Dec	The Rider	Royal Ramblings- EquiMania!
10-Dec	The Rider	Active Animal Welfare
10-Dec	Chaff Chat (HRC AV)	When the Rider is Hot, The Horse is Hotter...(Dr. Lindinger)
10-Dec	Standardbred Canada	Lasix Effective in Treating Racehorses? (Dr. Viel)
10-Dec	The Rider	Lauren Cuts a Path to Success (U of G student)
10-Dec	Horse Care Magazine	It Takes 2 to do the Tubby Tango (Dr. Kenny quoted)
10-Dec	Horse Sport	E.P. Research Fund- Equine Sports Medicine Centre- U of G
11-Jan	Canadian Thoroughbred	You Gotta Have Heart (Dr. Physick-Sheard)
11-Jan	Canadian Horse Annual	½ page ad Equine Guelph Courses
11-Jan	The Horse.com	The Hardy Horse (Dr. Kenny quoted)
11-Jan	Equine Wellness	What's Your Biosecurity Risk? (Equine Guelph tool)

11-Jan	CanAmEquine.ca	Featured Speaker: Gayle Ecker
11-Jan	Western Horse Review.com	Equine Guelph Industry Course Speakers
11-Jan	VetsWeb.com	Gastric Ulcers (sourced Dr. Kenney & Dr. Wright)
11-Jan	Trot Magazine	Magnetic Resonance Imaging (Dr. Chalmers)
11-Jan	WisBusiness.com	10 th Annual Animal Welfare Contest (U of G students)
11-Jan	HorseTalk.co.nz	Equine Experts Join Online Course (Equine Guelph)
11-Jan	Harness Link.com	Tips for Dealing With the End Product (Equine Guelph- Healthy Lands)
11-Jan	Harness Link.com	Planting Trees for a Healthy Horse (Equine Guelph- Healthy Lands)
11-Jan	The Rider	Planting Trees for a Healthy Horse (Equine Guelph- Healthy Lands)
11-Jan	The Rider	Top-Notch Speakers for Online Studies at Equine Guelph
11-Jan	The Rider	Can Am Announces 2011 Clinicians- EquiMania! U
11-Jan	The Rider	Groom One Program
11-Jan	Olds College Program Guide	Western Recreational Rider Cert. (with EG online courses)
11-Jan	Start Your Horse Business.com	The Cleaning Business (EG Bio-security tool linked)
11-Jan	The Portico	E.P. Taylor Gift Ensures Win for Racehorses
11-Jan	The Rider	Environmental Stewardship Hop Hill 3 (EG- Healthy Lands article)
11-Jan	Horse Capital Digest (Florida)	AAEP Distributes \$262,000 to Improve the Lives of Horses (EG Tool)
11-Jan	At Guelph	New OVC prof is Equine Specialist
11-Jan	Standardbred Canada.ca	Questions- Dr. Viel Lasix study referenced
11-Jan	Hdl.handle.net	Equine Osteoarthritis Model
11-Feb	The Horse.com	Equine Guelph Seekks Respondents for 2011 Equine Industry Survey
11-Feb	The Canadian Horsetrader	Can-Am Speakers on front cover (Gayle Ecker)
11-Feb	The Wellington Advertiser	Planting Trees for a Healthy Horse (Equine Guelph- Healthy Lands)
11-Feb	The Wellington Advertiser	Equine Guelph doing Online Survey...
11-Feb	The Wellington Advertiser	Speakers offered with Online Studies at Equine Guelph
11-Feb	The Wellington Advertiser	Groom One 1/8 th page advertisement
11-Feb	OMAFRA Feb Issue	Equine Industry Survey Now Online
11-Feb	OVC Bulletin	OVC Researchers Share Expertise With Equine Practitioners
11-Feb	The Rider	Can-Am Insert- 1/8 th pg EquiMania!
11-Feb	The Rider	Can-Am Speakers- Gayle Ecker
11-Feb	The Rider	Groom One 1/3 page Ad
11-Feb	Harness Link.com	Mister Big Gives Big Returns to Equine Guelph
11-Feb	HorseTalk.co.nz	Racing Star to Help Equine Guelph
11-Feb	Standardbred Canada.ca	Mister Big Service Added To OSAS Auction
11-Feb	Equestrian.Oref.com	Racing Star to Help Equine Guelph
11-Feb	OSAS.ca	Mister Big Gives Big Returns to Equine Guelph for a Second Year

11-Feb	The Harness Edge.com	Mister Big Service Added to OSAS Stallion Auction
11-Feb	The Rider	2011 Equine Industry Survey Now Online
11-Feb	EquineScienceUpdate.blogspot	Equine Guelph Survey Research
11-Feb	Standardbred Canada.ca	Take Equine Guelph's Horse Industry Survey
11-Feb	Equine Chronicle.com	2011 Equine Industry Survey Now Online
11-Feb	The Horse.com	Equine Guelph Seeks Respondents for 2011 Equine Industry Survey
11-Feb	Horse.on.ca (OEF)	Equine Guelph Industry Survey
11-Feb	NorthernHorse.com	2011 Equine Industry Survey
11-Feb	BloodHorse.com	Equine Guelph Seeks Respondents for 2011 Equine Industry Survey
11-Feb	OFA.On.ca	The 2011 Equine Industry Survey
11-Feb	CTHSont.com	Take Part in the Equine Guelph Survey
11-Feb	QROOI.com (Quarter Horse Race)	Equine Guelph Industry Survey
11-Feb	KER.com (Kentucky Research)	Equine Industry Survey
11-Feb	Equineews.com	Equine Industry Survey
11-Feb	EquineEducation.ca	Can-Am Award Winning EquiMania!
11-Feb	OttawaKiosk.com	Equine Studies Listings- Equine Guelph
11-Feb	Standardbred Canada.ca	A New Dimension To Research
11-Feb	HorseTalk.co.nz	3D Imaging Gear Will help Equine Research
11-Feb	Equine Wellness Mag- Facebook	3 D Imaging Equipment donated to Equine Guelph
11-Feb	Harness Link.com	Agreement between Olds College and Equine Guelph
11-Feb	OldsCollege.ca	Olds College and Equine Guelph Partner...
11-Feb	OldsAlbertan.ca	News Briefs- Olds College and Equine Guelph Partner
11-Feb	Congoo.com	Olds College and Equine Guelph Partner...
11-Feb	Twitter bit.ly/eikrFT	Olds College and Equine Guelph Partner...
11-Feb	Equidblog.com	Canadian Reportable Equine Diseases, 2010
11-Feb	Veths.no (Norway)	Clinical Advances in Equine Surgery (Dr Chalmers mentioned)
11-Feb	Invisionfree.com	Healthy Lands Workshop
11-Feb	The Horse.com	AAEP Farrier Session (Dr. Thomason Biomechanical Research speaker)
11-Feb	Blood Horse.com	AAEP Farrier Session (Dr. Thomason Biomechanical Research speaker)
11-Feb	Equine Erin.com	Horse Course Level 2- Dr. Henderson speaking for EG
11-Feb	Farmer.com	Rural Ontario Has a Hidden Horse Sector
11-Feb	BrockNews.ca	3 rd Annual Equine Agri Ex (Gayle Ecker speaking)
11-Feb	Recorder.ca	Equine Agri Ex returning to 1000 Islands Mall (Gayle Ecker speaking)
11-Feb	1000islandsmall.com	3 rd Annual Equine Agri Ex (Gayle Ecker speaking)
11-Feb	AVMA.org	Stem Cells in Theory & Practice (Dr. Koch's research mentioned)
11-Feb	Horseall.com	Year's Accomplishments (EG Journalism course mention)

11-Feb	Equid Blog	Rabies From Vampire Bats
11-Feb	Equid Blog	Vaccination And Infection Control Are Non Synonymous
11-Feb	Equid Blog	Strangles In PEI
11-Feb	Equid Blog	Beulah Park Herpes Quarantine Lifted... But What Have We Learned?
11-Feb	Equid Blog	Canadian Reportable Equine Diseases, 2010
11-Feb	Equid Blog	Equine Herpesvirus Review
11-Feb	Equid Blog	Tea Tree Oil in Horses
11-Feb	The Rider	Women's Horse Industry Association Gears Up for Conference (EG Speaker)
11-Feb	Horseownertoday.com	Mr. Big Gives Big Returns to Equine Guelph for a Second Year
11-Mar	Equid Blog	How Did My Horse Get Lice?
11-Mar	CAEVS.ca Colquhoun Vet Services	Links- Equine Guelph
11-Mar	Canadian Thoroughbred	OVC Expansion - Equine Sports Medicine & Reproduction Centre
11-Mar	Canadian Thoroughbred	Sudden Death in RaceHorses (Dr. Physick-Sheard)
11-Mar	Canadian Thoroughbred	Shock Wave of the Future (Dr. Koenig)
11-Mar	Mhco.ca	EquiMania! at Brigden Fair
11-Mar	OntarioRacingCommission.ca	Groom One Hosted by Equine Guelph
11-Mar	Horse Sport	Manure Success Stories – Healthy Lands-Equine Guelph
11-Mar	Horse Canada	Calculate your Bio-security Risk- Equine Guelph's tool
11-Mar	Trot Magazine	From the MailBox- EquiMania! at Can-Am
11-Mar	The Rider	Equine Guelph Responding to the Needs of the Horse Industry-Survey
11-Mar	HBPA of Ontario	Equine Industry Survey
11-Mar	Ontario Harness Horse Association	Equine Industry Survey
11-Mar	Equine Canada (Twitter)	Equine Industry Survey
11-Mar	Barn Mice (Blog)	Equine Industry Survey
11-Mar	Equine Science Update.com (Facebook too)	Equine Industry Survey
11-Mar	EquineNiagaraNews.com	Equine Industry Survey
11-Mar	Equestrian Clinics.com	Equine Industry Survey
11-Mar	Equiman.com (EMG)	Equine Industry Survey
11-Mar	Sportingquest.com	Equine Industry Survey
11-Mar	Issuu.com (California Thoroughbred)	Equine Industry Survey
11-Mar	Cowboyheaven.com (blog)	Equine Industry Survey
11-Mar	InvisionFree.com (The Muck Bucket)	Equine Industry Survey
11-Mar	The Harness Edge.com	Equine Guelph Horse Survey
11-Mar	Equiman.com (EMG)	Healthy Lands Workshop
11-Mar	Standardbred Canada.ca	Grand River Ag Society Donates \$15,000 (EG & 4-H)
11-Mar	The Rider	Industry Unites on International Safety Initiative (Workbook)
11-Mar	Harness Link.com	Danger Detective on the Horse Farm (Workbook)

11-Mar	IslandHorseCouncil.ca	Danger Detective on the Horse Farm (Workbook)
11-Mar	Standardbred Canada.ca	Industry Unites on Safety Initiative (Workbook)
11-Mar	The Rider	Wage Subsidies Available for QH Breeders- Pathway Students (Groom)
11-Mar	The Rider	Opportunities in QH Industry (Groom One)
11-Mar	Guelph Mercury.com	Thousands visit the farm in the City- OVC College Royal
11-Mar	WalkertonEquine.com	Vet's site with Link to Equine Guelph
11-Mar	Equine Wellness Mag.- Facebook	Joe Jr. Gives to Equine Guelph
11-Mar	Harness Link.com	Muscara Jr's Gesture benefits Equine Guelph
11-Mar	AlbertaLocalNews.com	Recreational Equestrian Program Established- Olds & EG
11-Mar	Barn Mice.com	Equines in Education- Equine Guelph Courses
11-Mar	EquineResearch.net	Link to Equine Guelph Courses
11-Mar	UxbridgeHorsemen.com	Everything Equine- EquiMania!
11-Mar	Lindsayex.com	All About Horses- EquiMania!
11-Mar	EquineErin.com	Hay Horse Lover's- Win a Free EG course
11-Mar	Barn Mice.com	Development of a Healthy Foal (EG Diploma in Equine Studies)
11-Mar	Standardbred Canada.ca	EquiMania! Something to Talk About Again
11-Mar	Standardbred Canada.ca	Trot 4 Kids at Can-Am- EquiMania!
11-Mar	Equid Blog.com	Antibiotic-Associated Diarrhea In Horses
11-Mar	Harness Link.com	Online Learning community for Youth (4-H Grand River project)
11-Mar	EquineErin.com	Hey Horse Lovers (Eqine Erin Seminars- Dr. Henderson)
11-Mar	avmajournals.avma.org American Journal Vet Research	Changes in Hoof Surface (Dr. Thomason)
11-Mar	nwhorsesource.com	New Advanced Equine Guelph Courses
11-Mar	Harness Link.com	A Crowd of Nearly 20,000 at EquiMania!
11-Mar	Horse Course Level 2	Postcard Advertisement (Erin Workshops)
11-Apr	Horse Sport	Online Courses for Horse People (2 out of 3 pgs=Equine Guelph)
11-Apr	Horse Canada	Become A Career Groom (EG Groom One referenced)
11-Apr	Horse Canada	How Can Planting Trees Benefit My Horse? Healthy Lands- Equine Guelph
11-Apr	Horse Canada	Vaccinate or Not (Dr. Weese Equid Blog sourced)
11-Apr	Equid Blog	Cornell EHV-1 Outbreak
11-Apr	Equid Blog	Voluntary Quarantine at Cornell Equine Hospital
11-Apr	ukhealthcare.uky.edu	New Partners -Saddle up Safely
11-Apr	Wellington Advertiser	Equine Guelph, 20 Partners Support Youth Safety Workbook
11-Apr	Wellington Advertiser	Muscara's Nice Gesture Benefits Horse Education Program
11-Apr	Wellington Advertiser	Grand River Agricultural Society Donated \$15,000 Toward New Program to Partner with Equine Guelph and 4-H Ontario
11-Apr	Wellington Advertiser	EquiMania!: Something to Talk About at Can-Am
11-Apr	Wellington Advertiser	Groom One Program Designed for Newcomers Seeking Horse Jobs

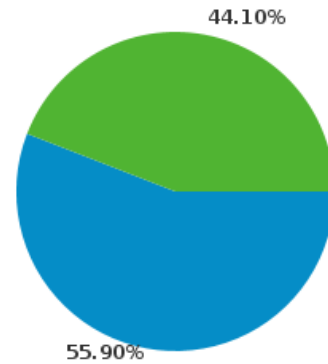
11-Apr	Wellington Advertiser	Equine Foundation Gives New Dimension to Research
11-Apr	equineerin.com	Final Night Equine Erin Seminars
11-Apr	Harnesslink.com	Leading the Way in Equine Education
11-Apr	horsesall.com	Workbook Promotes Youth Safety Around Horse Farms
11-Apr	Web.me.com (Equine Radiography)	Equine Radiography Facts (Thanks OVC Dr. Chalmers)
11-Apr	Horse.on.ca (OEF)	Equine Guelph Integrative Therapies Eventing
11-Apr	Equid Blog	Possible Outbreak in Kentucky Being Investigated
11-Apr	Equid Blog	Equine Flu Risks
11-Apr	Equid Blog	Strangles Outbreak in Ontario...Old News
11-Apr	Equid Blog	More on Vets and MRSA
11-Apr	Equid Blog	Another EHV Quarantine
11-Apr	Equid Blog	Rabies In Texas Horse
11-Apr	Whoa! (OEF magazine)	Equine Guelph's Spring Newsletter insert
11-Apr	Horseownertoday.com	Welcome to Equine Guelph's First Integrative Therapies Night
11-Apr	Horseownertoday.com	Grand River Agricultural Society Donated \$15,000 Toward New Program to Partner with Equine Guelph and 4-H Ontario
11-Apr	Horseownertoday.com	Performance Handlers Visit OVC
11-Apr	Horseownertoday.com	New Advanced Equine Guelph Functional Anatomy
11-Apr	OVC Bulletin	Seminar Explores Integrative Therapies

Appendix 13: Web Site Report

TOTAL VISITS	79,106 (+40.76%)
PAGEVIEWS	610,253 (+163.85%)
AVERAGE TIME ON SITE	00:03:20 (+4.20%)

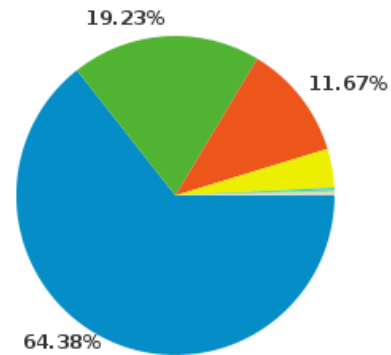
New vs. Returning Visitors - 79,106 visits from 2 visitor types

New	44.10% (up)
Returning	55.90% (up)



Browser - 79,106 visits used 32 browsers

1. Internet Explorer	64.38% (down)
2. Firefox	19.23% (up)
3. Safari	11.67% (up)
4. Chrome	3.94% (up)
5. Opera	0.21% (up)
6. Mozilla	0.14% (down)
7. SeaMonkey	0.09% (up)
8. BlackBerry9700	0.07% (up)
9. Mozilla Compatible Agent	0.06% (up)
10. BlackBerry9300	0.05% (up)



Connection Speed (%new visits)– 79,106 visits used 7 connection speeds

1. Cable (high speed)	53.18% (down)
2. Optical Cable3	51.97% (up)
3. ISDN	48.28% (up)
4. Cable (normal)	43.94% (down)
5. DSL	42.00% (down)
6. T1	39.06% (up)
7. Dial-up	35.51% (down)

Traffic Overview - All traffic sources sent a total of 79,106 visits

- Direct Traffic 28.27% (+3.60%)
- Referring Sites (link) 23.27% (-21.03%)
- Search Engines 48.46% (+12.09%)

Top Traffic Sources-All traffic sources sent 79,106 visits via 1,004 sources and medium

1. Google 33,255 (+61.66%)
2. Direct-none 22,366 (+45.83%)
3. Hbpa.on.ca (referral) 3,275 (+4.57%)
4. Bing search engine 2,601 (+184.88%)
5. Ovc.uoguelph.ca 2,238 (-7.29%)
6. Yahoo search engine 1,876 (+31.83%)
7. Equineguelph.ca (ref) 1,754 (+241.91%)
8. Uoguelph.ca (referral) 1,444 (+88.02%)
9. Standardbredcanada.ca 1,125 (+119.30%)
10. www2.ovc.uoguelph.ca 420 (+108.96%)

Top Landing Pages- 79,106 visits entered the site through 1,000 pages

1. index (home page) 23,175 (up)
2. jobtrack/jobs 18,708 (up)
3. jobtrack/index 9,407 (up)
4. about us/sponsors 1,198 (up)
5. donations/gala2010 880 (up)
6. education/skills (Groom) 866 (up)
7. education/workshops 743 (down)
8. healthylands 691 (up)
9. education/biosecurity 659 (up)
10. education/equiplanner 630 (up)

Top Exit Pages- 79,106 visits exited from 1,724 pages

Exits 79,106	Previous 49,968 (-58.31%)
Pageviews 603,370	Previous 191,195 (+215.58%)
%Exit 13.11%	Previous 26.13% (-49.83%)

Search Keywords- Search sent 38,331 total visits via 18,020 keywords

1. equine Guelph	6,276	(+57.93%)
2. horse jobs Ontario	1,290	(+290.91%)
3. equine Guelph job track	1,219	(+115.37%)
4. Guelph equine	770	(+110.96%)
5. Jobtrack	615	(-3.76%)
6. Job track	556	(+217.71%)
7. Equine job track	534	(+480.43%)
8. Jobtrack Guelph	499	(+113.25%)
9. Horse jobs	391	(+100.00%)
10. Horse jobs in Ontario	328	(+66.50%)

Appendix 14: Sponsors

Equine Guelph would like to thank the following sponsors for their contributions and support of Equine Guelph's programs.

Major Sponsors



EquiMania! Exhibit



EquiMania! Exhibit



*EquiMania!
Youth Safety Initiative*



*EquiMania!
Youth Safety Initiative*



*EquiMania!
Agricultural Careers Display*



*EquiMania!
Youth Safety Initiative*



*EquiMania!
Youth Safety Initiative*



*Website Joint Anatomy Tool
& EquiMania! Parasite Display*



EquiMania! Exhibit



*Website Vaccination
Equi-Planner*



*EquiMania!
Nutrition Display*



*EquiMania!
Youth Safety Initiative*



*EquiMania!
Youth Industry Display*



*EquiMania!
Youth Safety Initiative*

*Website Equine
Biosecurity Risk Calculator*

*Hoofprints Memorial
Program
Sponsored by Intercity
Insurance*

**Sponsors of EquiMania!
at the Alltech FEI World Equestrian Games**



*EquiMania!
Parasite Display*

*EquiMania!
Youth Safety Initiative*

*EquiMania!
Youth Safety Initiative*

*EquiMania!
Youth Safety Initiative*



*EquiMania!
Youth Safety
Initiative*

*EquiMania!
Nutrition Display*

*EquiMania!
Youth Education
Partner*

*EquiMania!
Youth Safety Initiative*

Equine Guelph Financial Report/ 2010-2011
As at April 30th, 2011

	Holding Accounts					Overhead	Programs					Total Equine Guelph
	E. P. Taylor	ORC	OHHA	HBPA	General Research		Education	Communi-cations	Develop-ment	Research Support	Sponsors hip	
	710655 ³	045878	046069	046071	046960	046073	046077	046079	046851	048865	048864	
REVENUE												
Funds Received from Funding Agencies	150,509 ⁴	-	-	100,000	-	-	-	-	-	-	-	250,509
HIP Funds	-	59,500 ¹	-	-	-	-	-	-	-	-	-	59,500
Quarter Horse Program	-	9,917 ²	-	-	-	-	-	-	-	-	-	9,917
Donations	-	-	-	-	5,187	-	6,800	25,000	5,000	-	-	41,987
Tuition & Workshops (S10,F10, W11)	-	-	-	-	-	-	130,388	-	-	-	-	130,388
Other University Contributions	-	-	-	-	-	-	-	-	-	-	-	-
External Contributions	-	-	-	-	-	-	82,118	18,925	-	-	90,458	191,501
TOTAL REVENUE	150,509	69,417	-	100,000	5,187	-	219,307	43,925	5,000	-	90,458	683,803
INTERNAL TRANSFERS between accounts:												
From Agency Fund to Overhead	-	(13,883)	-	(20,000)	-	33,883	-	-	-	-	-	-
From Agency Fund to Program	-	-	-	-	-	-	-	-	-	-	-	-
From Overhead to Program	-	-	-	-	-	(33,883)	-	22,702	-	11,182	-	-
Transfer between other Funds	-	-	-	-	-	-	-	36,157	-	(36,157)	-	-
Transfer from Education to Communication	-	-	-	-	-	-	-	-	-	-	-	-
Transfer from Sponsorship	-	-	-	-	-	-	57,000	5,000	-	-	(62,000)	-
TOTAL TRANSFERS	-	(13,883)	-	(20,000)	-	-	57,000	63,859	-	(24,976)	(62,000)	-
PROGRAM EXPENDITURES												
Research Projects	(64,000)	(194,065)	-	(80,000)	-	-	-	-	-	600 ⁵	-	(337,465)
Research Support	-	-	-	-	-	-	-	-	-	(8,062)	-	(8,062)
Education	-	-	-	-	-	-	(243,782)	-	-	-	-	(243,782)
Communications	-	-	-	-	-	-	-	(128,658)	-	-	-	(128,658)
Development	-	-	-	-	-	-	-	-	(3,754)	-	-	(3,754)
Sponsorship	-	-	-	-	-	-	-	-	-	-	(36,137)	(36,137)
TOTAL PROGRAM EXPENDITURES	(64,000)	(194,065)	-	(80,000)	-	-	(243,782)	(128,658)	(3,754)	(7,462)	(36,137)	(757,859)
TOTAL EXPENDITURES	(64,000)	(207,948)	-	(100,000)	-	-	(186,782)	(64,800)	(3,754)	(32,438)	(98,137)	(757,859)
NET CHANGE IN FUND BALANCE	86,509	(138,532)	-	-	5,187	-	32,525	(20,875)	1,246	(32,438)	(7,679)	(74,056)
FUND BALANCE, Previous Year-end	-	(15,212)	-	-	1,953	-	157,387	6,926	11,624	64,943	31,567	259,187
FUND BALANCE as at April 30th, 2011	86,509	(153,744)	-	-	7,140	-	189,912	(13,949)	12,869	32,505	23,888	185,131

1 - First installment of 2010-2011 HIP Funding . 2009-2010 15% holdback & remaining 2010-2011 funds received in May 2011. To be shown in the first quarter of 2011-2012.

2- First installment of 2010-2011 QH Funding. 2009-2010 15% holdback & remaining 2010-2011 funds received in May 2011. To be shown in the first quarter of 2011-2012.

3 - New reporting account for the E.P Taylor endowment fund. Previous holding account (046075) closed.

4 - Includes 2010-2011 funding (\$80,000) and 2011-2012 Funding (\$70,509.33)

5 - Includes reimbursement of \$3500 from 2009-2010 research project contribution + \$2900 contribution towards 2010-2011 research project