2017 KEEP Equine Industry Conference  
October 15-16, 2017  
Embassy Suites, Lexington, KY

Sunday, October 15, 2017

12:00 pm - 5:00 pm  Registration Open  
Location: Coldstream Ballroom Entrance

1:00 pm - 2:00 pm  KY Equine Organizations Communications Workshop  
Explore the power of embracing the Internet to strengthen communication. Social media is a free and powerful tool for equine associations to gain exposure and participants. We don’t just talk about it - we’ll also set your organization up on Twitter, Facebook and Instagram in this hands-on session.  
Location: Bourbon Rom

2:00 pm - 4:00 pm  Kentucky Horse Council  
Annual Board and membership meeting  
Location: Coldstream Ballroom V

3:00 pm - 4:30 pm  KEEP Board Meeting  
KEEP Board Members only  
Location: Clark Room

3:00 pm - 7:00 pm  Equine Corral  
Sponsor: Jackson Kelly  
Enjoy browsing displays by providers of equine goods and services at your convenience.  
Location: Lobby of Coldstream Ballroom

4:30 pm - 7:00 pm  Networking and Legislative Reception  
Sponsors: Exacta Systems and Kentucky Downs  
All conference attendees are invited to join us for refreshments and light hors d’oeuvres while networking with fellow equine industry leaders and members of the Kentucky state legislature.  
Location: Lobby of Coldstream Ballroom

Monday, October 16, 2017

8:00 am  Registration Opens  
Location: Coldstream Ballroom Entrance

8:00 am - 9:00am  Breakfast  
Sponsor: Kentucky Horse Council  
Kick off the day with a healthy continental breakfast.  
Location: Coldstream Ballroom
8:00 am  **Equine Corral**  
Sponsor: Jackson Kelly  
*Enjoy browsing displays by providers of horse-related goods and services at your convenience.*  
Location: Lobby of Coldstream Ballroom

9:00 am  **Welcome Remarks**  
Speakers:  
Joe Clabes, KEEP  
Fred Sarver, KEEP Foundation  
Alan Balch, KEEP Conference Moderator  
Location: Coldstream Ballroom

9:15 am - 10:00 am  **Session 1: The Impact of Kentucky’s Horse Economy**  
Sponsors: Equine Equipment and Jockey’s Guild  
*Horses have a significant impact on Kentucky’s economy. From contributions in the form of employment, agricultural exports and promoting tourism, horses work for Kentucky!*  
Speakers:  
Ryan Quarles, Kentucky Commissioner of Agriculture  
Kristen Branscum, Kentucky Tourism Commissioner  
Jamie Eads, Deputy Executive Director, KY Horse Racing Commission

10:10 am - 10:50 am  **Session 2: The Success of Historical Horse Racing in Kentucky**  
Sponsors: Exacta Systems and Kentucky Downs  
*Innovative pari-mutuel technology has led to increased purses, significant contributions to the KBIF for all breeds and the revitalization of Kentucky’s year-around racing circuit.*  
Speakers:  
Craig Bandoroff, Denali Stud  
Corey Johnsen, Kentucky Downs  
Frank Kling, Chairman, KY Horse Racing Commission  
Katherine Paisley, Exacta Systems

10:30 am  **Coffee Break Service**  
Sponsor: Red Mile

11:00 am - 11:45 am  **Session 3: Kentucky Equine Taxation and Legislative Update**  
Sponsors: Jackson Kelly and Cornerstone Farm  
*A review of Kentucky equine tax and accounting laws and regulation, implications of the livestock designation for horses and issues related to potential tax reform proposals.*  
Speakers:  
Louis Fister, Fister, Williams & Oberlander, PLLC  
Jay Ingle, Jackson Kelly, PLLC  
Frank Penn, Pennbrook Farm
11:45 am - 12:00 pm Break
   Take an opportunity to visit with sponsors and vendors in the Equine Corral

12:00 pm - 1:30 pm KEEP Industry Vision Awards Luncheon
   Sponsors: U of L Equine Industry Program and Kentucky Proud
   Celebrate the recipients of the KEEP Industry Vision Awards, recognizing distinguished service to Kentucky’s Equine Industry.

1:30 pm - 2:00 pm Session 4: Federal Legislative and Regulatory Update
   Sponsors: KY Harness Horsemen’s Association and Regard Law Group
   The American Horse Council, which represents the equine industry in Washington DC, provides a review of legislative and regulatory issues impacting the horse industry.
   Speaker:
   Bryan Brendle, Director of Policy & Legislative Affairs, American Horse Council

2:00 pm - 3:00 pm Session 5: Equine Industry Education and Workforce Development Programs
   Sponsors: Kentucky HBPA and KY Saddlebred Owners and Breeders Association
   What do Kentucky's colleges and universities have to offer the next generation of leaders? With many parts of the state in need of employment options, how could the horse industry be a part of the solution?
   Speakers:
   Anne Stewart DeMott, Locust Trace AgriScience Center
   Remi Bellocq, National Riding Academy
   Mick Peterson, UK Equine Program
   Terri Burch, Uof L Equine Industry Program

3:00 pm - 3:30 pm Closing Remarks