



Hoof-Hub.org

Hoof Hub Initiative

Previously called - Project: “It’s a Good Thing”

Equine Assisted Service (EAS) Supply Chain Support

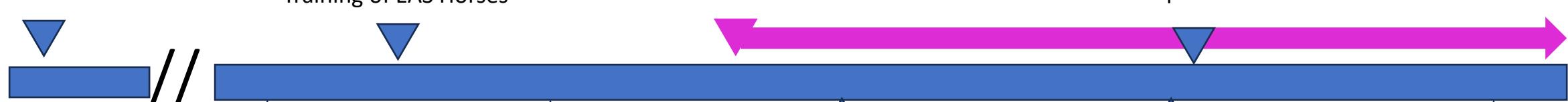
*This slide deck is evolving and is updated as needed.
Last update: 24 Nov 2025.*

Discussion Topics

- Recent History
- Vision / Mission / Outcome
- Objectives – Near Term
- Working Group Formation
- Objectives – Long Term
- What is Success?
- Forward Planning
- Your Organization Needs
- Comments/Questions

Recent History / Getting Started

October 2019
Balance Ranch
Donation to
Windrush Farm



March 2025 AQHA/PATH
Horse of the Year Award
Ceremony & Initial
Conversations

August 2025
Windrush Farm
Visit & More
Detailed
Discussion of EAS
Needs

September 2025
Domain Name
Registration

Media Plan Development
Kicked Off

October 2025
Advertising at SHTX
World

December 2025
Working Group
Kick-Off

First Outside Horse
Offered for Donation

What is the “Hoof Hub Initiative”

- **Vision:**

- Ensure every EAS provider has seamless access to pre-qualified horses, maintaining program integrity and animal welfare nationwide.
- Support the career development of youth as professional trainers through equine-assisted horse training programs.

What is the “Hoof Hub Initiative

- **Mission:** Establish a standardized, end-to-end supply chain to enhance the acquisition of horses for EAS providers nationwide.
 - Ensure all horses are:
 - Pre-screened for temperament, health, and suitability.
 - Vetted and evaluated against Use Case criteria, including disposition, size, and training level.
 - Trained and tested in simulated operational environments, integrating youth development programs for hands-on experience and career support.
 - Responsibly transported to their designated facilities with minimal disruption.

What is the “Hoof Hub Initiative”



- **Outcomes:** Reduce uncertainty and operational risk by vetting and qualifying horses to enter EAS programs.
 - Program integrity and animal welfare are maintained by redirecting horses that do not meet criteria to suitable alternative placements.
 - The initiative also cultivates a new generation of skilled professional trainers, providing youth with valuable hands-on training and career development opportunities

Near Term Objectives (1 of 3)

- Primary:
 - Identify and Form a Working Group to guide “Hoof-Hub”
 - Identify resources for Equine Evaluation & Training:
 - Data Call for Evaluation Documentation – 3 November 2025
 - Identify the “Evaluation and Training Team” – Draft Complete
 - Need to confirm participation
 - Identify locations for the Training Team Fact Finding #1 North East
 - First Cut Complete
 - Evaluation and Training Program Development
 - Train the Trainer Courseware

Near Term Objectives (2 of 3)

- Secondary:
 - Create Financial Model
 - Location travel for evaluation and training development
 - Train the Trainer Courseware for evaluation and training
 - Facilities visits/requirements for fitness assessment and train-the-trainer
 - Horse acquisition and transportation to training
 - Horse transportation to User Facilities
 - Horse Cost Recapture from EAS Users
 - Apprenticeship Program Requirements

Near Term Objectives (3 of 3)

- Other Near-Term Objectives
 - Identify/evaluate organizations for fitness to receive the “train-the-trainer” instruction
 - Facilities/Personnel: Staging, Holding, Training
 - EAS Facilities Survey (Texas to Start) – TAMU Equine Sciences (10 OCT 2025)
 - Spectrum for Horses Use (survey, assess, and define)
 - Develop Media Items – Discussions Started 22 Sept 2025
 - Nurture Working Relationships with EAS certification organizations

Working Group – On-Board (order of contact)

Name/Organization	Information/Organization
Jay & Cathy Clements	Balance Ranch
Josselyn Shaughnessy et al	Windrush Farm Chief Operating Officer (and team)
Aaron Enget	AQHA Strategic Development
Patti Colbert	Equine Industry Visionary
Melissa Kitchen	Equine Network Foundation
Jody Enget	Mustard Seed Ranch Executive Program Director, (CO & CA)
Craig Huffines	Texas A&M University Director, Institute for Equine Sciences
Liz Haney	Texas A&M University Professor of Practice – Equine [Training]
Mike Major	Mike Major Horsemanship AQHA Professional Horseman
Jerry Black	Texas Tech University Equestrian Center Executive Director

Name/Organization	Information/Organization
Marci Bender	Training Director, High Hopes
Dallas Rico et al	Director of Partnership Outreach, Fletcher Street Urban Riding Club (and team)
Adam Daurio	Colorado State University Director, Temple Grandin Equine Center
Cary Wiseman	Texas Department of Corrections – Equine Training Program, Retired
Tammi Gainer	Executive Director, Certified Horseman Association
Jill Dunkel	Stock Horse of Texas Executive Director
Janet VanBebber	AQHA Chief Racing Officer
Kathy Alm et al	PATH International (and team)
Julie Broadway	American Horse Council

Working Group & Sub-Groups – potentials

Name/Organization	Information/Organization	Contacted / Discussed / Interested / Funding
Dennis Sigler	Former TAMU AgiLife	Scheduled 11/26
Christie Schulte-Kappert	Right Horse Initiative – ASPCA	Scheduled 12/9
Dr. Nancy O'Meara Krenek	Ride On Center for Kids Founder and Chief Executive Officer	Follow-Up 10/18
Bret Cortright et al	War Horses for Veterans // Taylor Gillespie Performance Horses	Scheduled 11/25
Marlies White Hat	Sinte Gleska University	
Terry Stuart Forst	Stuart Ranch	
Jerry Bob & Eugenie Daniel	Circle Bar Ranch	
Jeremy Svejcar	Charlie 5	
Jim Jennings	AHQA - American Quarter Horse Hall of Fame in 2019	
Cal Poly		
University of Maryland		
Becky Hadfield	Equine-Assisted Therapy, Inc. President	
Jennifer Fridley	Director & Veterinarian Clinical Assistant Professor, TAMU	

Working Group – Interested Parties – Sub-Working Groups



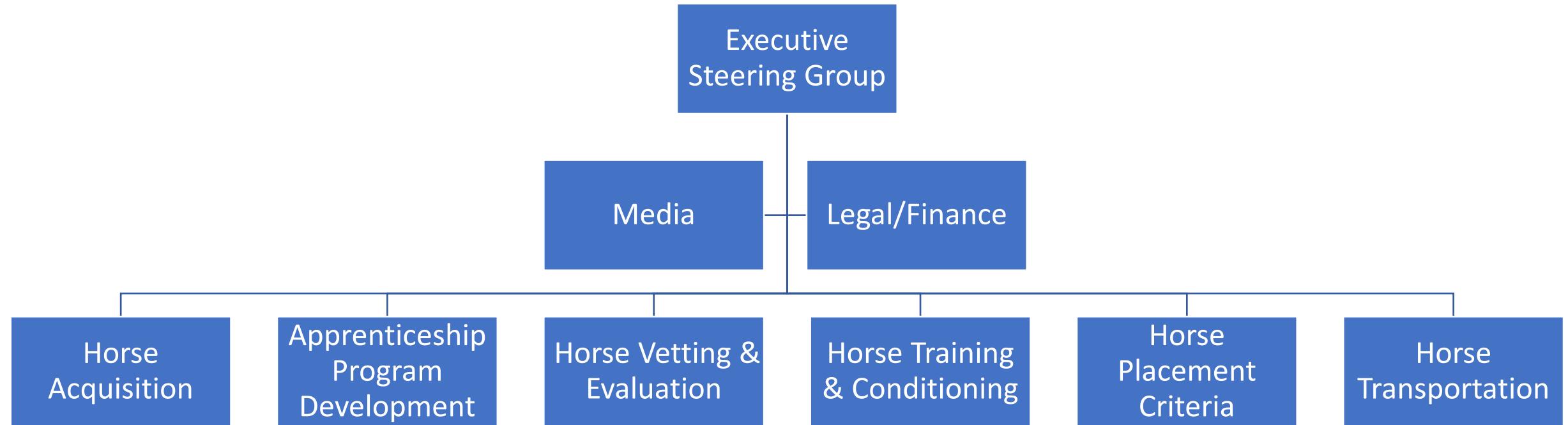
Name/Organization	Information/Organization
Chuck Box	Bristol Equestrian Center Owner
Paige Linne	Texas A&M University TAMU Department of Animal Science
Emma Thrasher	TAMU, Former Ranch Horse Team member
Amanda Baxter	University of Arkansas Ranch Horse Team Coach
Lee Schneider	thevideozoo.com
James George	Texas A&M University Site Manager, Parson Mounted Cavalry
Merrill, Jansen	Texas A&M University TAMU Foundation

Getting to a Kick-Off (Target Mid-December 2025)



- 19 Nov: Finish contacting personnel on current list
- 10 Nov: Develop draft Media Plan
- 22 Nov: Develop a structure and organization for the Working Group
(first cut shown; Updated 10/29)
- 31 Dec: Initial 501(c)(3) administration

Working Group Structure *(for Working Group discussion)*



Long Term Objective *(for Working Group discussion)*

- **Develop a self-sustaining equine assisted service supply chain**
 - Define and codify pre-qualification standards for temperament, health, size, and training.
 - Validate vetting and evaluation protocols in real-world settings.
 - Develop means to evaluate horses for further training quickly (less than 3 days)
 - Forge strategic partnerships with veterinarians, trainers, transporters, and EAS centers.
 - Provide professional development for young adults wishing to enter the equine training “lifestyle”
 - Optimize transport logistics

What is 'Success'? *(for Working Group discussion)*

- Number of pre-qualified horses placed vs. applications received.
- Average time from horse qualification to delivery.
- Number of youth successfully transitioning to becoming professional trainers
- EAS Provider satisfaction scores on horse suitability and welfare.
- Horse providers' (owners, rescue orgs, etc.) satisfaction with process.
- Reduction in program dropout or horse attrition rates – data from EAS Providers.
- Financial breakeven point for operating the pipeline.

Forward Planning *(for Working Group discussion)*

- Develop initial list of User Communities (All flavors of EAS, Veteran Programs, Urban Youth Equine Programs, At-Risk Youth Programs, etc.)
- User Community Survey with associated horse screening requirements
- Define initial approach for sourcing horses (e.g., rescue, direct donation, etc.)
- Develop Community-specific ‘use case scenarios’ and associated training requirements
- Initiate development of ‘train-the-trainer’ information
 - Investigate/Document requirements for training across the communities

Comments? / Questions?

- **Process flow for evaluation (Visio)**
- **Network schedule for budget (MS-Project)**

Your Organization Needs

- What is your organization's mission?
- What keeps you up at night worrying?
- How do you currently acquire, evaluate and train your horses?
- What do you with horses that don't fit your program?