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P.O. Box 33150, Denver, CO 80233 | Phone: (800) 369-7433 | Fax: (303) 252-4610 | PathIntl@PathIntl.org | www.PathIntl.org



Professional Association of Therapeutic Horsemanship International[®]



Path Intl. Mission

The Professional Association of Therapeutic Horsemanship International (PATH Intl.) promotes safety and optimal outcomes in equine-assisted activities and therapies for individuals with special needs.

Path Intl. Vision

The Professional Association of Therapeutic Horsemanship International (PATH Intl.) Is a global auhority, resource and advocate for equine-assisted activities and therapies and the equines in this work that inspire and enrich the human spirit.

Core values

Access and Inclusion – promoting diversity and opportunity in equine-assisted activities and therapies

Compassion and Caring – providing a culture of safety, understanding and ethical treatment of humans and horses engaged in equine-assisted activities and therapies

Cooperation and Collaboration – connecting and partnering with those who share the PATH Intl. Vision in a mutually beneficial manner

Education – sharing valued knowledge with our constituents to facilitate their success

Excellence – promoting quality in all undertakings

Innovation – encouraging and supporting creativity, inquiry and cutting-edge research **Integrity and Accountability** – ensuring that all business is based on ethical principles and conducted with transparency

Professionalism – enhancing the value and credibility of the industry

Service – providing effective and responsive information and programs to our constituents **Holism** – promoting an awareness of body, mind and spirit in equine-assisted activities and therapies





PATH INTL. OFFICERS President Julie Broadway, Shelburne, VT

President-elect Ross Braun, New Haven, MO

Secretary Patti Coyle, Fairfield, CT

Treasurer Susan Becklenberg, Centralia, MO

Past President Jim Harlan, Franktown, CO

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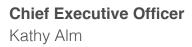
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Allyn Mann, Director, Strategic Partnerships, Luitpold Animal Health

Larry Pence, CSM (Ret.), U.S. Army



staff LIST



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Accounting Assistant Shari Devries

Certification Assistant Amanda Walters

Receptionist Brittney Holdman





Dear PATH Intl. Members, Supporters and Friends,

Credentialing, guality assurance, continuing education and knowledge management, capacity building, brand awareness and center sustainability. These are terms you likely recognize as they are communicated consistently and frequently. They represent the association's strategic plan objectives and therefore inform the approach, projects and accomplishments of the association on behalf of its members. The PATH Intl. Staff. Board of Trustees and committee volunteers are dedicated to further professionalizing the industry and delivering meaningful benefits to its members while always mindfully aligning opportunities and resources with those objectives.

To illuminate these organizational strategies on behalf of the members, please join me in celebrating the year's activities and achievements highlighted in the following pages of this annual report. As we reflect on the progress made, we keep our eyes laser-focused on the future and all the good works to come.

We want you to come along for the ride! What does that mean? It means participating by sharing your needs and opinions in a survey, perhaps joining a committee, linking to the association through social media or earning CEUs at a virtual conference. It means casting a vote in elections and attending state and region conferences. Whatever your level of engagement, PATH Intl. is a membership association and it's your voice that helps lead us down the trail.

If you'd like to dig deeper into any of the reported topics, you may also visit the 2017 annual meeting presentation for additional information (*view handouts here*); a strategic plan update report (*view report here*) was also distributed at the annual meeting; and as always the approved 990 (*view 990 here*) and audit (*view audit here*) may be accessed online. Other great sources of ongoing developments include *PATH Intl. eNews*, the Trek to Accrediting the PATH Intl. *Registered Therapeutic Riding Instructor Certification* and the quarterly publication *In the Field.*

If you are interested in industry-specific statistics not included in this annual report, such as number of participants at PATH Intl. Member Centers, disabilities served, center budget sizes, etc., please refer to the 2016 fact sheet (*view here*).

Thank you for being part of this community as together we strive to promote safety and optimal outcomes in equine-assisted activities and therapies for individuals with special needs.

Kind regards,

Kathy Alm

Kath∮Alm Chief Executive Officer Professional Association of Therapeutic Horsemanship International



PATH Intl. Center Accreditation

Started in 1975, the center accreditation process provides the opportunity to demonstrate excellence in providing EAAT and encourages PATH Intl. Center Members to strive for the highest level of safety and organizational proficiency. Achieving the credential of PATH Intl. Premier Accredited Center ensures quality for prospective donors, volunteers, participants and their families. In 2016-2017, PATH Intl. accredited 53 centers; 47 centers were reaccredited and 6 centers became newly accredited. This is a steady growth from previous years.

United States Department of Veterans Affairs Grant

For the third year in a row, PATH Intl. was honored to be a recipient of funding from the United States Department of Veterans Affairs to support veterans with disabilities in adaptive sports. This grant, which was awarded in the amount of \$275,000, was an increase from previous years and allowed PATH Intl. to continue to administer an EAAT scholarship program to more than 500 veterans participating at more than 60 PATH Intl. Premier Accredited Centers. Centers were also able to apply for funds to purchase equipment for veteran programs, such as obstacle course materials, helmets, saddles and other tack or equipment. The funds also provided 25 therapeutic riding instructors the opportunity to receive training specific to working with the veteran population in EAAT and was applied to updating and increasing the availability of veteran-specific training nationwide.

Certification

- 77 PATH Intl. Registered Therapeutic Riding Instructor workshops attended by 649 candidates
- 8 PATH Intl. Advanced Therapeutic Riding Instructor certifications attended by 31 certified instructors
- 18 PATH Intl. Equine Specialist in Mental Health and Learning workshops attended by 268 candidates
- 2 PATH Intl. Driving Instructor workshops attended by 32 candidates
- 2 PATH Intl. Vaulting Instructor workshops attended by 13 candidates
- 4 PATH Intl. Mentor Training workshops yielded 39 new mentors





Certification (cont.)

2016-2017 Achievements

- A workgroup of eight PATH Intl. members:
 - 1. Finalized the credentialing council charter
 - 2. Developed nomination processes and forms for credentialing council candidates
 - 3. Identified key skills and qualifications for credentialing council candidates
 - 4. Created a nomination review task force responsible for verifying the qualifications and eligibility of nominees before they are accepted as credentialing council candidates
 - 5. Established a scoring rubric for the nomination review task force to use in determining candidates qualified to be included on the election ballot
- The riding, driving and interactive vaulting subcommittees updated instructor criteria to ensure candidate competency in the areas of emergency procedures/response and lesson planning.

- A workgroup of registered therapeutic riding instructor workshop faculty reviewed the registered therapeutic riding instructor workshop materials and identified areas to be updated. Further development is ongoing.
- Educational videos and webinars for multiple certifications for the purpose of educating potential certification candidates and new members were made available on the PATH Intl. website.
- In pursuit of continued improvements to all workshops and certification processes, the certification subcommittees collected and considered feedback from PATH Intl. members. Thank you to all the members who participated.
- The trek continues toward applying for accreditation of the PATH Intl.
 Registered Therapeutic Riding Instructor Certification by the National Commission for Certifying Agencies (NCCA). The association has continued a focused effort on aligning all testing to NCCA guidelines and procedures in accordance with the previously conducted needs assessment.





The PATH Intl. Education department steadily introduced new educational opportunities for members during the 2016-2017 fiscal year. There was an increase in the offerings of webinars, recordings of sessions from the 2016 PATH Intl. Conference, new online courses and inperson workshops. The department also offered the association's inaugural two-day, interactive, live virtual conference.

Ten webinars were delivered and viewed by 422 EAAT professionals, an increase of 226 unique views from the previous year. This interest indicates a growing need for this type of educational delivery.

Forty-six sessions were recorded at the international conference in Williamsburg, VA, an increase of 15 from the previous year. These conference recordings are available to all members and were viewed by 1,267 individuals in 2016-2017. Thank you to all the wonderful presenters who are willing to share their content in person and electronically with PATH Intl. members to elevate the entire profession!

Instructor training made possible by funding from the United States Department of Veterans Affairs grant continued its successful run with 30 individuals attending the in-person Instructor Training for PATH International Equine Services for Heroes[®] Advanced Workshop.

More than 200 PATH Intl. members participated in online courses. A variety of course subjects were offered including spinal cord injuries, trauma, paralysis, mentoring and the PATH Intl. standards.

VIRTUAL CONFERENCE

In May 2017 PATH Intl. hosted its first virtual conference. This two-day conference was designed as an electronic education and networking opportunity for members unable to regularly attend in-person conferences. It was an outstanding opportunity for members to earn PATH Intl. approved continuing education credits in a new wayfrom their homes, work or any place they could connect. This interactive conference included presenters who were available for chat dialogue during their presentations and during live phone Q & A time following the presentations. This element made the conference a truly interactive experience for participants. The 225 PATH Intl. Virtual Conference attendees were welcomed to the event by PATH Intl. CEO Kathy Alm.





2017 PATH Intl. Committees

Accreditation

Marci Bender, Chair Breeana Boberski Jen Donahue Maggee Harrison Ace Raymond

Certification Oversight

Amy Causey, Chair Liz Adams Tina Bennett Joelle Devlin Jody Enget

Driving Subcommittee

Tina Bennett, Chair Teresa Bron Sarah Carlson Michelle LaFleur George Paffendorf Anita Sepko Melissa Yarbrough

Equine Specialist in Mental Health and Learning Subcommittee

Jody Enget, Chair Antoinette DeGruccio Susanne Haseman Beth Long Memree Stuart

Equine Welfare

Marcie Ehrman, Co-chair Jo Anne Miller, Co-Chair Trish Broersma Bonnie Cunningham Jenny Nell Hartung Jessica Normand

Ashley Phelps Christina Russel Horn Molly Sweeney

Faculty Development Task Force Pat McCowan, Chair

Mary Gwinner Lindsey Jameson Lynn Petr Ace Raymond

Health and Education Advisory

Dr. Beth Lanning, Chair Sarah Bronson Catherine Claybrook Dr. Joahn Hall Dr. Terry Chase Dr. William Knack

Interactive Vaulting Subcommittee

Liz Adams, Chair Marla Bowman Naomi Heller Star Hughes Sherri Moore Ashley Smith Ragans

PATH International Equine Services for Heroes®

Michelle Weed, Chair Pamela Dance Michele Kane Twuana Raupp Matthew Valente Bob Woelk

Programs and Standards Oversight

Kristin Sanders, Chair Marci Bender Amy Causey Marcie Ehrman Beth Lanning Susan Lutz Pat McCowan Jo Anne Miller Michelle Weed

Riding Subcommittee

Joelle Devlin, Chair Bonnie Bruns Anthony Busacca Lauren Fitzgerald Ainslie Kraeck Marny Mansfield Kate Robbins









SURVEYS

PATH Intl. is committed to assessing the needs and overall satisfaction of its members. As the association continues working toward the goals set by the PATH Intl. Strategic Plan, surveys are one of the best ways to reach the over 8,000 members and for the members to provide feedback to the association.

In June 2016, PATH Intl. implemented a customer satisfaction survey to better understand where the association is excelling and where improvements can be made. In the first year, overall member satisfaction with PATH Intl. customer service for individual members had a benchmark of 77.5% and for member centers a benchmark of 72.4%. We learned the top three reasons individual members contacted the PATH Intl. office were for certification/ instructor renewal, membership-individual and pre-certification (application, instructor-intraining). For member centers, membership-center, instructor renewal for an employee and certification event including on-site workshops.

NEW ENTERPRISE DATABASE

In early 2015, PATH Intl. staff submitted to the board of trustees a report on the challenges faced with our current association management system (AMS). With board approval, in mid-2016 PATH Intl. staff worked with consultants at Ellipsis Partners, LLC, through the AMS selection process. After demonstrations of eight systems, the field was narrowed down to the top three. A review panel of staff and members was convened to attend demonstrations of these three systems. With input from the review panel, Fonteva/MemberNation rose to the top of the selection process.

In spring 2017, the BOT approved the recommended AMS and staff started the implementation process. The targeted launch of the new AMS to the membership is spring of 2018.

OUALITY ASSURANCE

In late 2015, the PATH Intl. Quality Assurance Task Force updated the grievance process. They formalized the process in that grievances are submitted to the grievance review panel for review and action. In 2016/2017, the association saw the new process in action. The panel reviewed six grievances, one more than in the 2015/2016 fiscal year. Since the inception of the updated grievance process, the majority of grievances have been concerning equine welfare, with others addressing standards violations and business/employee practices.

membership DIVISION

MEMBERSHIP

PATH Intl. membership remained steady with no significant growth or loss in 2016/2017. The number of certified members grew by 3% and the number of premier accredited centers increased by 4%.

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Individuals	6,437	6,395	6,162	6,353	7,095	7,479	7,609	7,704	7,919	8,217	8,186
Instructors	3,286	3,486	3,488	3,637	3,923	4,158	4,247	4,550	4,753	4,808	4,943

Center Membership	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Premier Accredited Centers	225	230	232	230	226	227	234	246	257	262	272
Centers	498	543	550	535	566	570	586	589	593	583	575
Non- compliant Centers	17	8	0	3	_	12	0	0	0	0	0
Total	740	781	787	768	792	809	820	835	850	845	847

Community Connections

The PATH Intl. social network, Community Connections, continues to be a benefit for PATH Intl. individual members as a place to share resources and ideas. This contributes toward the fulfilment of the strategic plan goal of promoting resources for members. Throughout 2016/2017, 407 members joined one or more of the 23 member groups. The two most active groups, the administration group and instructor group gained 50 and 49 new members, respectively. Members continue to download a variety of resources available on the site; in the past year members downloaded resources shared in Community Connections more than 500 times.















Volunteers

PATH Intl. volunteers continue to be a valuable resource and asset contributing to the success of the organization's goals. The association appreciates and thanks them all for their time and dedication.

Membership Oversight Committee Region Representatives

Outreach Reporting Information

One hundred percent of the regions reported their outreach efforts from the past year. This represents a 36.45% increase over the 2015/16 numbers. Fifty percent of the region leadership team members (state/area chairs, communication chairs, treasurers, and region taskforce chairs) reported. The following information, with the exception of social networking, reflects the activity of only those who reported.

The region leadership teams personally reached out to 476 PATH Intl. Member Centers. This is a 10% decrease from the previous year. On the other hand the teams reached out to 95 non-PATH Intl. centers/programs. This shows a 42% increase in outreach to educate non-members about the benefits provided by PATH Intl.

The region conferences, which are managed by the leadership teams, were attended by 989 people. State meetings or education events were attended by 415 PATH Intl. members and 98 non-members, again indicating a trend among the region leadership teams to more actively engage in reaching out to non-PATH Intl. members and centers.

The region leadership teams represented or facilitated representation of PATH Intl., its centers and professionals with booths at 23 equine or disability events, trade shows, resource fairs, colleges and universities, and professional conferences. The combined attendance provided outreach to more than 41,140 people. The teams also promoted the association and members through 29 speaking engagements or by providing articles in local newspapers. This outreach was to more than 172,400 people.

All 11 regions have Facebook pages and as of June 2017 had a total 3,025 followers.









Membership Oversight Committee Region Representatives, Leadership Teams and State Chairs

REGION 1

Leanne Hatch, region representative, Vermont

State Chairs

Marie Aparo, Connecticut Mario Pascarelli, Maine Sarah Norris, Massachusetts Lorna Young, New Hampshire Liz Capalbo, Rhode Island

Sue Miller, Vermont

REGION 2

Elizabeth Carlson, region representative, Illinois

Karen Garland, communications chair, Delaware

State Chairs

Georgia Truitt, Delaware Marya Pecukonis, Maryland Dina Parrello, New Jersey Alicia Kershaw, New York Lin Podolinsky, Pennsylvania

REGION 3

Carol Petitto, region representative, West Virginia

State Chairs

Liz Dulski, North Carolina Denise Bishop, South Carolina Donna Wilson, Virginia

REGION 4

Amanda Bubb, region representative, Indiana

Kathy Glew, treasurer,Michigan Christine Pirot, conference chair, Ohio

State Chairs

Amanda Bocik, Indiana Beth Long, Kentucky Jessica Moore, Michigan Linda Hauck, Ohio

REGION 5

Audrey Adamson, MOC representative, Alabama

State Chairs

Joy O'Neal, Alabama Melissa Yarbrough, Florida (North) Kim Minarich, Florida (South) Peggi Lyn Noon, Georgia Cassie Brunson, Mississippi Carlos Mendez, Puerto Rico Jenna McNair, Tennessee

REGION 6

Dena Duncan, region representative Marsha Anderson, communications chair, Indiana

State Chairs

Kristen Schwarz, Minnesota Kristi Schaefer, North Dakota Lanay Jung, South Dakota Katie Harmelink-Roth, Wisconsin









REGION 7

Erin Bevington, region representative, Nebraska

State Chairs

Julie Gavin, Illinois Dani Koski, Iowa Joy Miller, Kansas Shelby Winnail, Nebraska

REGION 8

Shannon Middleton, region representative, Texas

Kimberly Haley, treasurer, Arkansas

Sue Suddith, conference host site chair, Arkansas

Jen Donahue, region conference task force,Texas

Calle Hayes, communications chair, Texas

State Chairs

Merilee Hicks, Arkansas Larry McCaleb, Louisiana Cathryn Christensen, Oklahoma Natalie Watkins, Oklahoma

REGION 9

Annie Mabry, region representative, Idaho

Carrie Drury, communications chair, Alaska

Lindsey Jameson, conference chair,Idaho

Maggee Harrison, treasurer, Montana

State Chairs

Karen Tanchak, B.C./Alberta/Provincial Polly Cohen, Oregon Teresa Bron, Washington

REGION 10

Ronda Ward, region representative, New Mexico Saebra Pipoly, communications chair, Arizona

State Chairs

Greg Goodman, Arizona

Hannah LaPointe, Colorado (East) Beth Godbey, Colorado (West) Donna Tolbert, New Mexico Marci Bender, Utah Karol Santisevan, Wyoming

REGION 11

Alicia Roe, region representative, California Sandy Webster,

conference chair, California

State Chairs

Brie Wilson, California (Central) Mari Parino, California (North) Kaitlyn Siewart, California (South) Sonja Bigalke-Bannan, Hawaii

regional CONFERENCES med







In the 2016-2017 fiscal year, PATH Intl. Regional Conferences hosted 989 attendees. The regional conferences provide an excellent point of connection for members to earn continuing education hours and give feedback to PATH Intl. Region Representatives and State Chairs through standards hearings, interactive PATH Intl. updates and state meetings. Attendance was up by two attendees from 987 the previous year; conferences received very positive feedback from attendees. A PATH Intl. staff member attended every regional conference and CEO Kathy Alm attended and presented at regions 7, 8, 9, 10 and 11. All conference attendees were brought up to speed on accrediting the PATH Intl. Registered Therapeutic Riding Instructor Certification and received at least 13 hours of continuing education.

A number of organizations saw the value of exhibiting at a regional conference. Thank you to the following:

American Hippotherapy Association Behavioral Innovations Carlisle Academy Integrative Equine Therapy & Sports Chariot Innovations Colby's Army Equine Experiential Education Medical Transportation Management New England Sports and Recreation Windridge Therapeutic Equestrian Center of East TX





Marketing & Communications Division

The marketing and communications department focuses on activities to increase awareness and communicate the value of PATH Intl. credentialed professionals, member centers and equine-assisted activities and therapies. A large percentage of the annual goals and objectives focus on internal communications by which association services and offerings are marketed and association activities are communicated to members—an example would be the addition of the Trek to Accrediting the PATH Intl. Registered Therapeutic Riding publication. The department is also the guardian and messenger of the PATH Intl. brand.

Branding

This year the department led the PATH Intl. staff through a multi-month branding framework exercise, training and discussion. Staff examined all areas of the association and articulated where the brand was really well represented and, perhaps more importantly, where it was falling short of expectation. Methods for improvement were strategized. All elements of the brand framework were examined and included brand identity, brand strategy, brand management and brand experience. The staff left the exercise with new information, understanding the importance of being brand ambassadors and a refreshed vigor for carrying the ideals and core values of the association throughout all facets of the organization by imbuing those principles through the members and ultimately to the public.

Special Educators Campaign

Prior research and strategy informed the launch of a campaign in 2016-2017 for special education teachers to heighten awareness of EAAT and the crucial role PATH Intl. Member Centers and professionals play in the industry. Through education, the objective was to facilitate connections between special education teachers and their local centers and professionals to have them consider EAAT a viable activity for their students. The campaign included exhibiting at the Council for Exceptional Children Convention, gaining face-to-face exposure to 6,000 special educators. Contact lists were built from the event and have been used with other external lists for distribution of press releases pertinent to campaign developments.

A special educators' resources webpage was established with links to relevant articles and other information including,





"Tips for Connecting With Your Local Special Education Community," a fact sheet that was created with input from a workgroup made up of PATH Intl. members who are also special educators, and a fact sheet for special educators that was produced for distribution at the CEC Convention and in centers' communities.

International Conference

With fife, drums and the history of Williamsburg, VA, filling the air, the 2017 PATH Intl. Conference and Annual Meeting welcomed 877 attendees, including 643 full registrants, 14 workshop-only registrants, 45 sponsors and exhibitors, 75 guests and award recipients, and 122 staff/board members/on-site volunteers. Nearly 200 people were attending for the first time. From the United States, 45 states were represented, and people from Canada, Chile, Denmark, Japan and South Korea traveled to Williamsburg for this premier event. PATH Intl. was pleased to offer 50 high-quality educational sessions, selected by the PATH Intl. Health and Education Advisory.

Highlights of the conference included:

• A new feature this year was the PATH Intl. conference app, where attendees could chat with each other, find rooms and submit evaluations, and the staff could easily push out notifications to the attendees.

- A Jeffersonian Dinner for the PATH Intl. Society of Visionaries was held at the Williamsburg Winery. The topic of discussion focused on challenges to center sustainability and ways in which PATH Intl. can contribute to the long-term success of its member centers. Once again, the dinner was hosted by Martha Jefferson (aka PATH Intl. Board of Trustees President Julie Broadway), with the addition of her step-sisters Elizabeth and Anne (Holly Schmitt Fox, DVM, PATH Intl. Board Member; and Linda Moran, PATH Intl. Society of Visionaries member, respectively).
- At the annual meeting a vote was held to change the PATH Intl. bylaws to allow for the establishment of an autonomous credentialing council. This motion passed overwhelmingly. The mission of the credentialing council will be to oversee all PATH Intl. certifications. The establishment of this council also fulfills a critical NCCA standard for the establishment of such a body.
- The amazing team at PATH Intl. Premier Accredited Center Dream Catchers at the Cori Sikich Riding Center in Toano,

marketing & communications DIVISION



VA, hosted the PATH Intl. Horse Expo. The day was sponsored by the Virginia Horse Industry Board and was attended by more than 500 people.

 Good attendance, reduced expenses overall resulted in an actual net that was 32% higher over budget and a 61% increase over the 2015 net.

2016 PATH Intl. Conference and Annual Meeting Exhibitors

Al-Marah Equine School American Hippotherapy Association (AHA) **Balance Rider** Carlisle Academy CastleBranch Certified Horsemanship Association (CHA) Equi-Force Equine Experiential Education Association Freedom Rider High Hopes Therapeutic Riding, Inc. Home Horse Horse Sense of the Carolinas Horses on a Mission Horses & Humans Research Foundation (HHRF) Life Data Labs

Lorrie Renker Markel Insurance Mending Fences RIDE TV SmartPak Strides to Success SureHands Lift & Care Systems The Foal Project Virginia Horse Industry Board Windridge Therapeutic Riding Center

Public Relations and Media

PATH Intl. sends press releases monthly to American Horse Publications. These releases are seen throughout the equine industry and are often picked up for publication. This creates an awareness of PATH Intl. beyond EAAT. Photos are often requested to go with these stories as well as other uses. The photos sent by the association have been vetted by its technical editor and, therefore, illustrate PATH Intl. safety standards in action. forty-nine releases were distributed to approximately 150 media outlets for the purpose of publicizing the accreditation or reaccreditation of premier accredited centers and celebrating the accomplishments of the 2017 award winners.

The PATH Intl. YouTube channel now has 267 subscribers. Along with fun conference





videos and videos from sponsors (such as Purina and in-kind donor SmartPak), YouTube has also been used to communicate with members. Videos such as "2017 Field Test Standards." "PATH Intl. Compliance" and "CEU Guidelines 2017" helped members understand issues more in-depth in a visual manner. The YouTube channel also privately hosts all the webinars and conference session recordings. The "PATH Intl. Overview" has logged more than 9,800 views; "Become a PATH Intl. Certified Professional" has had more than 4.600 views. Plans are in the works to upload webinars for the special education teachers outreach campaign at no cost to viewers.

Website

An organization's website is frequently the most popular means for connecting its mission to association members and the public, and the PATH Intl. website is no different. Analytics show the certification page and its affiliated pages (therapeutic riding, Equine Specialist in Mental Health and Learning, interactive vaulting and driving) rank highest. Find a Center is close behind. The Job Center is a well-visited page, and PATH Intl. Education is ranking higher with the addition of more education product offerings.

Electronic Broadcasts

PATH Intl. sent out 302 electronic broadcasts, including national and regional conference invitations, surveys, 12 education eNews, 24 *PATH Intl. eNews*, quarterly CEO updates and general updates. In August 2016, the *Accrediting the PATH Intl. Therapeutic Riding Instructor Certification* newsletter was launched. This new communication was meant to keep the membership apprised of the process, completed tasks and next steps toward NCCA accreditation.

Industry standards show most nonprofit organizations have an open rate of 21%. PATH Intl. communications regularly have much higher rates, generally between 30-35%. "In the Field," the quarterly update from Kathy Alm, had between 35-38%. Many of the targeted eblasts (state specific or region newsletters, which have a smaller target audience) had open rates in the 40% range.

Social Media

PATH Intl. has a presence on Facebook, Twitter, LinkedIn, YouTube (see above) and Pinterest. Continuing from previous years, Facebook has the highest engagement of the social media channels. The fiscal year ended with 12,646 Facebook likes, an increase of 14%. Two posts about

DIVISION



marketing & Communications by World Down Syndrome Day had the highest engagement and reach. Videos on the PATH Intl. Facebook page receive the most engagement, with links and then photos next. The PATH International Equine Services for Heroes® Facebook page ended the fiscal year with 2,124 page likes.

> Twitter ended the fiscal year with 1,657 followers. Most tweets are push-throughs from the Facebook account and from Constant Contact. October 2016 was the highest tweet impressions (people who see the tweets), and the top tweet was about the upcoming conference in Williamsburg. The second highest was a tweet about Giving

Tuesday. This demonstrates that posts that do not succeed as well on Facebook might get a better audience on Twitter.

LinkedIn ended the fiscal year with 973 followers. While LinkedIn is also used for push-throughs from Constant Contact (PATH Intl. eNews, Education eNews and In the Field), PATH Intl. has used this channel to recruit board members and connect with those not necessarily in the industry, broadening the awareness of PATH Intl. and FAAT.

Analytics for Pinterest differs from other social media channels in that impressions and saves are ranked, but followers of a certain board are not. The average monthly views for Pinterest is 2,300.

Sponsors

Title Sponsor and Official Feed of PATH Intl.: Purina

Platinum:

Virginia Horse Industry Board

Gold:

Markel Insurance

Silver:

Adequan Equisure, Inc. Strides to Success

Bronze:

EQUUS Foundation

Pewter:

Brever Schneiders Saddlery WESA

Copper:

CastleBranch Cavallo Horse & Rider SureHands Lift& Care Systems

Media Partners:

Equine Network **RIDE TV**

In-Kind Donors:

Equicizer Kentucky Performance Products SmartPak



Financial Position Assets & Liabilities

A	SSETS	Audited 6-30-2017
<u>ن</u>	Cash & Cash Equivalents	\$1,178,451
Current Assets	Receivables	\$36,517
t À.	Promise to Give	\$77,163
en l	Inventories	\$10,951
, nri	Other Current Assets	\$119,186
0	Total Current Assets	\$1,422,269
Fixed	Assets, net	\$11,788
er ts	Intangible Assets	\$93,025
Other ssets	Deposits	\$4,486
ΡŔ	Total Other Assets	\$97,512

\$1,531,568

LIABILITIES	

Current Liabilities

Long-Term Liabilities

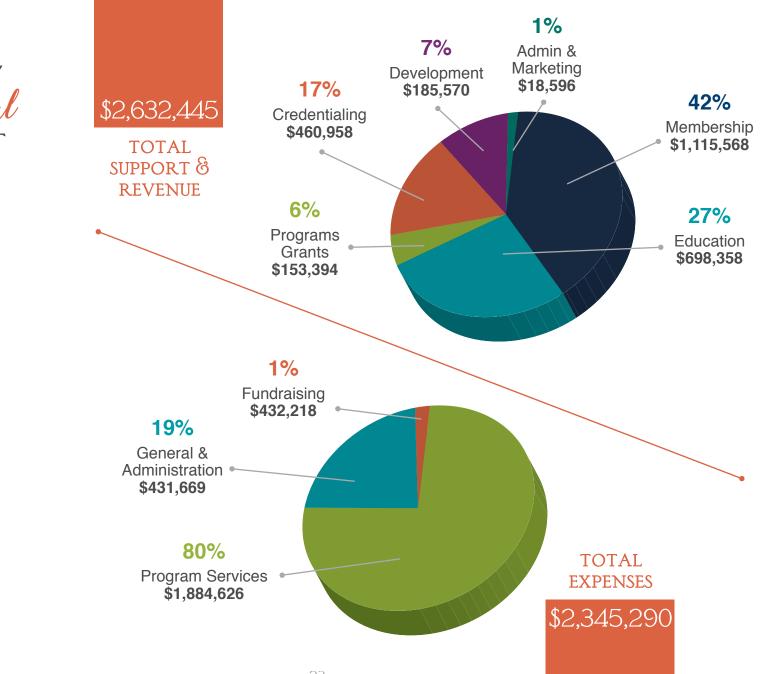
Net Assets

Total Net Assets

BILITIES	Audited 6-30-2017
Accounts Payable	\$38,355
Accrued Compensation and Benefits	\$57,296
Deferred Revenue	\$620,441
Total Liabilities	\$716,092
Deferred Revenue	\$78,208
Total Liabilities	\$794,300
Undesignated/Unrestricted	\$539,732
Board Designated	\$1,696
Total Unrestricted Net Assets	\$541,428
Temporarily Restricted	\$195,840

\$737,268

TOTAL LIABILITIES & Net Assets	\$1,531,568
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2016-2017 financial REPORT







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PATH Intl. recognizes the individuals and centers with the greatest longevity as members of the association. This list was compiled from data collected as of June 30, 2017. If you see a discrepancy or feel there is an omission, please contact the following individuals at (800) 369-7433. Individuals-Kim Sperry, ext., 119. Centers-Karen Province, ext. 103. **Life Members and Premier Accredited Centers are bolded*

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20.40 Veer Membere	

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