



Pennsylvania Equine Council

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**AMERICAN HORSE COUNCIL  
and the  
PENNSYLVANIA EQUINE COUNCIL  
present the  
CONGRESSIONAL CAVALRY PROGRAM**

*An American Horse Council initiative adopted by the Pennsylvania Equine Council to mobilize individuals from all segments of the horse industry in each Congressional district with an expressed willingness to participate in grassroots lobbying on federal legislation and regulations and in promoting the horse industry to federal officials.*

**Introduction**

The American Horse Council represents the horse industry before Congress and the federal regulatory agencies on important national issues. A critical part of that effort involves guiding and coordinating the critical grassroots effort that goes into dealing with our federal officials. Contacts from constituents are the most effective way to persuade a Member of Congress or a federal official to take action with respect to a particular issue regarding horses.

**Existing Grassroots Efforts**

The AHC works with Members of Congress, their staff and federal officials on a daily basis. An important part of that effort is to involve our individual and organizational members to affect legislation and regulations important to the industry. When the AHC determines that grassroots action is needed, we contact our individual and organizational members, such as the Pennsylvania Equine Council and ask them to contact their Members of Congress or federal officials. The AHC provides (1) an explanation of the issue, (2) a request for specific action, (3) draft letters to the Members of Congress or federal agency that will be involved, and (4) talking points. The PEC then passes this request on to our individual members for action.

This long-standing procedure has been effective and the AHC and the PEC will continue to do this.

**The Congressional Cavalry Program**

In our continuing effort to improve our service to the horse industry we have initiated an additional, more formal, approach to contacting federal officials called the *Congressional Cavalry* Program. Under this program we hope to involve even more horse owners, breeders, veterinarians, competitors, recreational riders, farriers, and others, in grassroots efforts. We believe this will make the industry's current grassroots even efforts more effective and will have an even greater impact as the program grows.

Now is the time to let PEC members know of this opportunity as we prepare for the next Congress, which begins in January of 2009.

#### How it works

1. We ask that you reach out to your members through direct mail, the PEC newsletter or magazine, email, annual meetings, or other contacts and ask that they join the *Congressional Calvary* Program.
  - A. We are not asking the PEC to spend extra time trying to identify individuals to participate. Just let them know of the opportunity and let them sign up with the AHC.
2. It is our goal to have members of the *Congressional Calvary* Program from all segments of the horse industry and in every Congressional district who will agree to contact their Representative/Senator or federal official when asked.
3. When action is needed, the AHC will provide each individual with whatever information is necessary.
4. These individuals would be put on an email, fax or mail list so they could be contacted and activated quickly.

Calvary members will be mobilized only when there is a need for grassroots lobbying or other action. All materials and direction required to initiate any action will be provided by the AHC. We do not anticipate this will involve a great deal of time, only an interest in participating. We will not burden participants beyond their willingness to contribute.

#### **Potential Benefits**

This is an ambitious program. We do not expect to identify individuals willing to participate in all of the 435 Congressional districts immediately. However, with your help we can achieve this goal and make the *Congressional Calvary* another effective tool for the PEC and the AHC.

## **Conclusion**

Please give the *Congressional Calvary* program some serious thought. We hope that you will participate.

## **Contacts**

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