PUBLIC

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE

CASE NAME	FILE/DOCKET NUMBER
In the matter of William E. March	D9451

Pursuant to Section 4.1 of the Commission's Rules of Practice, I (we) am (are) entering in the above proceeding the appearance of

- ☐ counsel supporting the complaint (Complete Items 1, 3, 4, and 5 below)
- ☒ counsel or representative for the respondent (Complete Items 1, 2, 4, and 5 below)
- ☐ counsel or representative for a third party (Complete Items 1, 2, 4, and 5 below)

1. COUNSEL OR REPRESENTATIVE

Include the name, address, email address, and telephone number of each counsel or representative entering an appearance in the above proceeding,

Bryan H. Beauman
Rebecca C. Price
Sturgill, Turner, Barker & Moloney, PLLC
333 West Vine Street, Suite 1500
Lexington, Kentucky 40507
Counsel for Horseracing Integrity & Safety Authority
Telephone: (859) 255-8581
Fax: (859) 231-0851
Email: bbeauman@sturgillturner.com
rprice@sturgillturner.com

Michelle C. Pujals
Christy Heath
Horseracing Integrity & Welfare Unit
4801 Main Street, Suite 350
Kansas City, MO 64112
Telephone: (816) 291-1864
Email: mpujals@hiwu.org
cheath@hiwu.org

2. RESPONDENT(S) OR THIRD PARTY(IES)

Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed.

Horseracing Integrity and Safety Authority
401 West Main Street
Suite 222
Lexington, Kentucky 40507
Telephone: (877) 513-2919

3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL

/s/ Bryan H. Beauman

5. DATE SIGNED

May 8, 2026

Return this form to:

Federal Trade Commission
Room H-113
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

PUBLIC

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION
OFFICE OF ADMINISTRATIVE LAW JUDGES
Docket No. D09451

ADMINISTRATIVE LAW JUDGE: **DANIA L. AYOUBI**

In the Matter of William E. March **APPELLANT**

STATEMENT OF GOOD STANDING PURSUANT TO 16 C.F.R. § 4.1

In connection with the Notice of Appearance filed on May 8, 2026, and pursuant to 16 C.F.R. § 4.1(d), I state that I am eligible to practice before the Commission as counsel for the Horseracing Integrity and Safety Authority. I am admitted to practice before the Supreme Court of the United States of America; United States Courts of Appeals for the Fourth, Sixth, Seventh, and Tenth Circuits; United States District Courts for the Eastern and Western Districts of Kentucky; and the Supreme Court of Kentucky. I am in good standing with the Kentucky Bar Association (KBA No. 86968).

As requested by 16 C.F.R. § 4.1(d), I further state that I am a member of good standing within the legal profession.

/s/ Bryan H. Beauman

Bryan H. Beauman
Sturgill, Turner, Barker & Moloney, PLLC
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Lexington, Kentucky 40507
Telephone: (859) 255-8581
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In connection with the Notice of Appearance filed on May 8, 2026, and pursuant to 16 C.F.R. § 4.1(d), I state that I am eligible to practice before the Commission as counsel for the Horseracing Integrity and Safety Authority. I am admitted to practice before the Supreme Court of Kentucky. I am in good standing with the Kentucky Bar Association (KBA No. 97312).

As requested by 16 C.F.R. § 4.1(d), I further state that I am a member of good standing within the legal profession.

/s/ Rebecca C. Price

Rebecca C. Price
Sturgill, Turner, Barker & Moloney, PLLC
333 West Vine Street, Suite 1500
Lexington, Kentucky 40507
Telephone: (859) 255-8581
Fax: (859) 231-0851
Email: rprice@sturgillturner.com

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In connection with the Notice of Appearance filed on May 8, 2026, and pursuant to 16 C.F.R. § 4.1(d), I state that I am eligible to practice before the Commission as counsel for the Horseracing Integrity and Welfare Unit, a division of Drug Free Sport, LLC. I am admitted to practice before the state courts of New York and Pennsylvania and the Southern District of New York. I am in good standing with the New York State Office of Court Administration (Registration No. 2472538), the Attorney Registration Office for the Supreme Court of Pennsylvania (ID No. 326638), and the Supreme Court of Missouri, Board of Law Examiners (Missouri Bar No. 74530/In-House Admission Only).

As requested by 16 C.F.R. § 4.1(d), I further state that I am a member of good standing within the legal profession.

/s/Michelle C. Pujals

Michelle C. Pujals
Horseracing Integrity & Welfare Unit
4801 Main Street, Suite 350
Kansas City, MO 64112
Telephone: (816) 291-1864
Email: mpujals@hiwu.org

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As requested by 16 C.F.R. § 4.1(d), I further state that I am a member of good standing within the legal profession.

/s/ Christy Heath
Christy Heath
Horseracing Integrity & Welfare Unit
4801 Main Street, Suite 350
Kansas City, MO 64112
Telephone: (816) 291-1864
Email: cheath@hiwu.org

CERTIFICATE OF SERVICE

I hereby certify that on May 8, 2026, pursuant to Federal Trade Commission Rules of Practice 4.2(c) and 4.4(b), I caused the foregoing Notice of Appearance (FTC Form 232) and Declaration of Bryan H. Beauman, Rebecca C. Price, Michelle C. Pujals, and Christy Heath to be filed and served as follows:

Office of Administrative Law Judges
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington DC 20580
Via e-mail to OALJ@ftc.gov

April Tabor
Office of the Secretary
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington, DC 20580
Via email: electronicfilings@ftc.gov

William E. March
2960 Sutherland Court
Palm Harbor, FL 34684
Via Email: Billmarchtrainer@gmail.com

/s/Bryan H. Beauman
Counsel for Horseracing
Integrity and Safety Authority