

## **AUGUST 2007 DIRECTOR'S REPORT**

The AHA Board of Directors met on August 10<sup>th</sup> and 11<sup>th</sup> at the AHA offices in Aurora, CO. You can view the full text of the unapproved minutes on the AHA website [www.arabianhorses.org](http://www.arabianhorses.org).

### **Financial**

There are several rather large budget items where it looks like the income will fall short of projections. Most notably, magazine advertising and the anticipated corporate sponsors fell short. The good news is that AHA is ahead of budget in several key areas and has reduced expenses in several others.

We were told that based on these changes, and assuming that our national shows are close to budget, we can still anticipate a profit very close to the \$500,000 figure that was budgeted.

### **Registrations**

As of July 30, 2007, **3,148** Arabian and **1,389** Half-Arabian registrations completed.

- Down **8.9%** and **16%** from 2006
- Note: The PB negative variance versus 2006 continues to diminish at a rate of approx 1.5 basis points per month, a favorable trend
- This is still a cause of concern. As even with the hundreds of thousands of dollars we are spending on promotion, the numbers keep falling

### **Stallion Reports**

Stallion reports have been instated. The form is available on the AHA website, or you can complete the form on line

Letter and report sent to the 5,618 unique owners of the 6,958 stallions that have produced foals registered 2002 through July 2007

There is a sense that many more horses are being produced than are being registered. Stallion reports will give us the information we need to contact mare owners and determine if a foal was produced and encourage registration of that foal, Market AHA programs like Sweepstakes and Futurities to the breeder, and better project income from these sources.

## **Membership**

As of July 30, 2007, we have **39,430** members

- Tracking **flat versus** last year
- 4,426 Youth members, 95% of last year

New membership card in-house

- Will be available within the next 60 days to those renewing or first joining

Lifetime Membership special campaign developed and launched to promote the discounted fee of \$650 that is available through March 31, 2008

## **Education**

### **2007 Fall Exhibitor/Judges School and Judges Evaluation**

The Fall Exhibitor/Judges School and Evaluation is scheduled to be held December 6-9, 2007 in Denver, Colorado. The live judging portion of the school will again be held at The Colorado Arabian Horse Club Christmas Show.

### **2008 Judges Seminar**

Dates for the 2008 Judges Seminar have been set for March 14-16, 2008 at the Renaissance Denver Hotel in Denver, Colorado.

### **2008 Spring Exhibitor/Judges School**

The spring Exhibitor/Judges School will be held April 10-12, 2008 in East Lansing, Michigan at the Michigan State University campus. We are currently working with the university to have all activities held on campus including all classroom lessons and demonstrations. The Michigan State program maintains the third oldest Arabian herd in the United States. The program at MSU is 100 years old and the Arabian Breeding and Teaching program will celebrate its 50<sup>th</sup> Anniversary in October, 2007. It will be an outstanding venue for our school and a tribute to the Michigan State program.

## **Convention**

If you haven't had a chance to book your hotel for the convention – **DO IT TODAY!** There are evidently very few rooms left at both the host and back up hotels.

**BE SURE TO GET YOUR REGISTRATION IN BY THE SEPTEMBER 14<sup>TH</sup> POSTMARK DEADLINE TO TAKE ADVANTAGE OF THE EARLY BIRD SPECIAL.**

Mailings have been sent to all clubs regarding the Convention along with their eligible delegate roster and certificate of voting delegates and alternates. Information is in the August/September issue of AMH and available online. Convention registration is also available on line.

## **New Committee Sign Up Procedure**

There is a new procedure for electing chairs of the General Membership Committee. Every committee member will be allowed to vote for the chair using an internet voting procedure. **MEMBERS MUST SIGN UP** for committees by September 4<sup>th</sup>. Voting will begin September 17<sup>th</sup> and end October 15<sup>th</sup>. The results will be announced in November and the new chairs will take office at the close of the Convention.

## **Marketing**

### **Magazine**

- *Modern Arabian Horse* has published two editions under the new name and design.
- First scientifically randomized survey showed a 78.4 favorable to neutral response to the new name versus 21.6 unfavorable
- Same survey showed an even stronger favorable response to the new design: 94.1% favorable to neutral

The second scientifically randomized survey, which as of this writing, was trending similarly positive with 80.9% favorable to neutral to the name change versus 19.1 unfavorable

Advertising sales for the June/July issue of *Modern Arabian Horse* were 43% higher than they were for June/July 2006

Online – PDF version of magazine:

- Members can see full online version at <http://modernarabianhorse.epubxpress.com>
- Includes hyperlinks to email addresses or websites contained in the magazine

## **AHA Marketing and Programs**

### **Arabian Community Shows**

- 76 shows are already committed for the 2007 calendar year versus 2007 goal of seventy-five shows

### **TV Documentary**

The one hour documentary being produced through the efforts of the AHA Marketing Department and the Market Development and Promotion committee is near completion. The Board of Directors had the opportunity to view a portion of the video at the meeting and all thought it was extremely well done. The goal is to have this documentary placed with several cable TV networks so it will be broadcast beginning this fall.

## **Other Marketing**

### TV Advertising

AHA has produced a sixty (60) second commercial. If you get RFD television, you can see the commercial on Tommy Garland's Show "RX for the Horse and Rider". This is great national exposure for the breed.

The *New Arabian Horse Guidebook* will be available any week now. AHA is combining the plethora of brochures created through the years covering all things Arabian into one omnibus type publication that should be more valuable to review and retain.

## **Shows and Events**

\*YTD have recognized 461 shows and rides

- In 2006, we had 416 recognized shows and results

\*Of the 461 events recognized in 2007, 147 are Endurance and CTR

- In 2006, 83 of the 416 were Endurance and CTR

\*Of the 436 events recognized in 2007, 314 are shows

- In 2006, 333 were shows

## **New Corporate Sponsor**

Montana Silversmith is a new corporate partner that produces wonderful products. One of the benefits of this affiliation is that AHA clubs and Regions can purchase custom made items to use as awards and trophies at a substantial discount

## **USDF All Breed**

YTD entries for USDF All Breed Awards are 266, compared to 311 for the same time frame in 2006

## **Futurities**

YTD, we have 4,591 new nominations, compared to 4,142 for 2006

With the newly instituted "Buy Back" for Halter Futurity re-nominations, we have had 4 purchases for U.S. and 2 for Canada for Arabians and 2 purchases for U.S. for Half-Arabian/Anglo-Arabian. This adds an additional \$3,500 for future payout

## **Racing**

Ten tracks currently running

Unique numbers YTD, Starters 594 and Owners 335

Number of starts YTD, 1,451. Total starts for 2006 = 3,730

## **Sweepstakes**

4,299 Breeding Entries have been received YTD versus 4,258 in 2006

YTD point enrollments are 2,251 YTD, this compares to 1,671 for all of 2006

## **NATIONAL EVENTS**

### **Upcoming Plans for National Events**

Youth Nationals at 100% of budget

National Events are on track for a successful season. All show operations are being tracked in Microsoft Project. Hopefully, this will eliminate many of the loose ends at our national shows that have “fallen through the cracks” due to staff turnover.

National Endurance twice the participation as last year

Recreational Rides:

- Ft Robinson ride 90% full
- Leatherwood Resort NC cancelled
- The V6 Ranch in CA offering a three day option

### **Awards**

YTD have issued 69 plaques for Amateur Achievement Awards

- Versus 66 plaques during the same time frame for 2006

YTD have issued 284 plaques for Horse Achievement Awards

- Versus 344 plaques during the same time frame for 2006

### **Governance Task Force**

For months now, the Board of Directors has worked towards improving our governance structure. The objective is to create definitive “corrals” for various entities, outlining roles and responsibilities. Considerable time was spent at the August Board meeting on developing and approving policies – the very “rules” which will make roles and responsibilities much clearer. In some instances, bylaw changes are necessary and this is something that would need to occur at Convention. I believe we will “test drive” the policy changes that can be adopted without any bylaw changes beginning in 2008, with resolutions coming to the Convention in 2008 to complete the process. The Board believes these policies are necessary if we are to progress as a true “Breed Organization”, moving us from an organization that functioned primarily as a horse show events/rules approving body. We do so many things in a convoluted fashion. It is time to define responsibilities and parameters in writing and move our organization forward.

### **USEF Study Task Force**

Frank Galovic gave a report from the survey that went to many AHA competition members trying to determine the strengths and weaknesses of AHA's affiliation with USEF.

While the survey questions and interpretation of the results has been the subject to quite a bit of debate; the results predictably showed appreciation for many things that USEF does well, and concerns in other areas. The results were shared with USEF and they are in the process of developing a survey of their own that should go out to our members in the near future. It is my feeling that most of these issues are easily resolved with cooperation between the two organizations. They will also be looking at areas where there are duplications of services and costs and try to simplify and reduce those activities.

### **AHA Health Insurance**

AHA is now offering its membership comprehensive health care insurance through United Healthcare. Unfortunately, due to federal laws, it is not available in every state at this time. It is good news for the Badgers, but unfortunately, the Gophers will need to continue to "go-pher" coverage elsewhere. If you want more information, there is a link on the left hand side of the website [www.arabianhorses.org](http://www.arabianhorses.org).

### **New 3 Judge Scoring System**

Due to many issues that were raised on the 3 judge scoring system that was adopted for 2007 at many of the Regional shows and Youth Nationals this year, Region 10 is co-sponsoring a resolution along with Region 8 and others to bring back a basic Total Points Won system.

Region 10 member, Sharon Trindal, was very instrumental in introducing this resolution with the help of Region 10 Resolution writer extraordinaire, Laura Michelson. Ron Harden from Best Mess software was able to rescore classes under several systems and the variations in placings was amazing!

### **Region 10 Shows**

While the financial numbers have not been finalized, it appears that the 2007 Region 10 Show held at the Minnesota State Fairgrounds in St. Paul was a success. The pre-show was well attended and entries at the regular show were up as well.

I am not sure everyone realizes what a huge undertaking managing a Regional show is, but Nancy Miller deserves thanks from all of us for the outstanding job she does.

We are also appreciative to all the Region 10 members who volunteered to help at the show. Without their help, the show would never be able to be produced.

The Stand Alone Region 10 Sport Horse and Dressage Show held in Waukesha, WI was a success, as well. The number of exhibitors was down a bit but most of the comments we received were very positive. The Wisconsin Desert Horse Association generously donated part of the day Saturday – this allowed us to hold the Sport Horse In Hand classes on Saturday and spread the show out a bit. We were also able to include over fence classes again this year. Kristin Urban did a great job of enlisting volunteers to help at the show and this made a huge difference.

Again, HUGE thanks are due to the people who volunteered their time and talents to make this show a success. Kristin Urban was very helpful in trying to coordinate the WDHA Dressage and Sport Horse Show as our pre-show WDHA members, Heidi Kohlbeck and Amy Thalacher, deserve a huge thanks for there tireless 1-1/2 days of help.

I hope you all had a great summer. Feel free to contact me at [meier@wisonline.net](mailto:meier@wisonline.net) with any questions or concerns.

Dean