

**DIRECTOR'S REPORT FOR THE NOVEMBER 14, 2007  
AHA BOARD MEETING HELD IN CONJUNCTION WITH  
THE CONVENTION IN TULSA OK**

Hello Everyone!

I am pleased to report as follows on the November 14<sup>th</sup> Board of Director's meeting -

**Registrations**

- As of September 30, 2007, **4,461** Arabian and **1,969** Half-Arabian/Anglo-Arabian registrations completed.
  - Down 7% and 15% from 2006

**Stallion Reports**

- Letter and report sent to just over 5,600 stallion owners in September
- To date, 300 plus have been completed and returned
- Due by December 31
- Effective tool for forecasting 2008 registrations and for soliciting registration

**Membership**

- As of September 30, 2007, we have 39,568 members
  - 98% of last year
  - 4,464 Youth members, 92% of last year
- New membership card launched
- Lifetime Membership special campaign developed and launched to promote the discounted fee of \$650
  - **68** new life members since April 1, 2007
  - Average age of new life members is 43.4
  - Premium lifetime member card sent late October
  - Available through March 31, 2008

**Alliance Activity**

- AHA booth was at the NRHA Futurities in Oklahoma City, OK in November
  - We are available to answer questions and conduct business
- USLGE funded a Russian delegation's visit to the U.S. to see Arabian horses and they:
  - Expressed interest in reining, halter and racing
  - Visiting Al Marah Arabians in Tucson and Midwest Training Center, Los Cedros, Brookville Arabians, North Arabians, Kristy Howe in the Scottsdale area

Attended final three days of U.S. Nationals to meet with many breeders,  
board members and trainers  
Draft of Alliance has been done for Pony Club

## Marketing

- Corporate Partners – We are pleased to announce the addition of two new partners:
  - Markel Insurance – Distinct from our business relationship (no longer a corporate partner) with Equisure, Markel will market horse mortality, commercial equine liability & umbrella, care/custody/control coverage, riding/hunt club and farm insurance
    - Markel will be denoted as “The Official Sponsor” of the Arabian Community Show Program
    - Financial Agreement = \$75,000, three years @ \$25K/yr
  - Cardinale Way – Previously signed as a 2007 YN and USN event sponsor, this multi-state operator of auto dealerships is completing construction of a co-branded website which will be known as the AHA Auto Mall. From this site, AHA members will receive dedicated and high-level service and discounts.
    - New URL is not ready for publication. For now, go to [http://cardinaleautomall.cms.dealer.com/build\\_research.htm](http://cardinaleautomall.cms.dealer.com/build_research.htm) to see a representation of the many brands available
    - Financial – In addition to the \$25,000/yr already committed, AHA will receive \$150 per vehicle sold **and** the **member’s Region** will receive \$50 per vehicle sold. We are doing this in hopes that all Regions get behind the promotion of this program to help generate sorely needed funding for Breed Promotion
    - Possession of vehicles will be taken by members from their nearest US dealer depending on brand acquired, all warranties and service agreements will be honored locally, we continue to also work towards manufacturer deal(s)
  - Bank of America – Gary Zimmerman announced a new Centennial Celebration Membership Drive campaign that will be sponsored by Bank of America. **An AHA/Bank of America contract is in the works which will allow for all new AHA/MasterCard holders to have their base membership dues paid by Bank of America**
- Special URL that was placed within AHA’s new breed awareness commercial (The Perfect Horse for Every Adventure) has delivered more than 1,000 unique visitors to [www.arabianhorses.org/TV](http://www.arabianhorses.org/TV)
- *Modern Arabian Horse*
  - The Oct/Nov issue is in the mail. It’s full of great features and event reporting, too numerous to list here, but look for your copy soon
  - Data: At 316 pages and \$169K ad revenue, this issue yields 41% more ad revenue than the same issue last year
  - Year over year MAH ad revenue stands at +35%

- The new “Arabian Guide Book” has been published and a copy was included in the delegate’s packet at the convention. This new publication is in a magazine type format, is extremely well done – it will be replacing the plethora (18) of individual pamphlets that have been developed over the past 3-4 years and reasonable quantities are available for distribution free of charge from the AHA Marketing Department

### **Shows and Events**

- YTD have recognized 506 (19 more than the last report) shows and rides
  - In 2006 we recognized 416 shows and results. The majority of the increase has been from AHA recognition of local endurance and competitive trail competitions
- For the 2008 show season, we have 91 Recognized Shows in office. For the 2008 ride season, we have 18 Recognized rides

### **USDF All Breed**

- YTD entries for USDF All Breed Awards are 341. 247 of those have met both requirements for AHA and USDF
- According to USDF’s website, 226 have met their requirements but not AHA’s (target market for next year)
- This is the first year for the awarding of Junior Young Rider, Adult Amateur and Vintage Cup. All of those categories have a Grand Prix rider qualifying

### **Futurities**

- With the newly instituted “Buy Back” for Halter Futurity re-nominations, we have had 37 purchases for U.S. and Canada. This adds an additional \$16,000 for future payout
- The 2007 Canadian Halter Futurity paid a total of \$146,862.40 with the top 3 year old mare receiving \$12,858.56
- The U.S. Futurity classes have a forecasted payout of \$216,310.01 (expenses have not been deducted)

### **Racing**

- Average Handle YTD \$83,868.00. Total Handle YTD \$31,282,634.00
- Number of starts YTD, 2,649. Total starts for 2006 = 3,730
- YTD, 210 informational packets sent, 405 races entered

### **Sweepstakes**

- 4,299 Breeding Entries have been received YTD versus 4,258 in 2006.
- YTD point enrollments are 2,301, this compares to 1,671 in 2006

### **SWEEPSTAKES IN-UTERO ENTRIES AND FUTURITIES CLOSE ON DECEMBER 31, 2007!**

By now, I would guess many of you have received a convention “update” from your club delegates. One of the more controversial items was the approval of a resolution that would allow 2 concurrent AHA shows to be held in the arena with 2 judges adjudicating

one performance for 2 placings. The proponents argued that most of the stock breeds do this successfully and it will reduce the cost of showing. Those against the resolution felt that shows held early in the year that went with this format would have a distinct advantage and the later shows and their clubs would suffer. My concern is once again the delegates approved a significant change in our industry without any type of a “test market” to try the idea on a limited basis and no report (other than verbal claims) on the impact this change will have on our clubs, shows, members, AHA and on the new Sweepstakes Program where points and Sweepstakes pay back are awarded at local rated shows.

With no rules or procedures in place, I am sure this will continue to be a topic of discussion well into 2008 – and a HOT topic at the January Region 10 Board of Director’s Meeting.

Another major concern is that the Purebred Arabian Trust (PAT) is cutting back on the funding of many of the AHA and MDP committee’s promotional funds. PAT is channeling their resources into a new “Arabian Horse Museum” at the Kentucky Horse Park in Lexington KY. Their goal is to have the museum open before the World Equestrian games that will be held in 2010. Details of the changes are a bit “squishy” in my opinion. MDP will conduct the majority of the programs they have supported in the past on a reduced basis for 2008. PAT has listed the building they own and we were told that when the building sells, those funds will be redirected to the museum and there should be more funding available for breed promotion. From a historical perspective, there have been many times through the history of IAHA that virtually no funds were available for promotion. At one point, they were making black and white copies of the brochures and mailing those out. I think we will be OK this time around.

I would also like to thank the Region for presenting me with a “Life Membership” in recognition for my service to the Region. It is greatly appreciated!

In closing, **make sure you file your Stallion Reports, Sweepstakes and Futurity entries prior to the December 31<sup>st</sup> deadline!** When you are renewing your AHA membership, consider taking advantage of the \$650 special on the “Life Memberships”.

I would like to wish every Region 10 member and their families a Joyous Holiday Season and a Happy and Healthy New Year!

Sincerely,

Dean