

Arabian Horse Association 2011 Annual Overview

The Arabian Horse Association (AHA) was created as a member organization to aid and encourage the breeding, exhibiting, use and perpetuation of the purebred Arabian as well as Half-Arabian and Anglo-Arabian horses; coordinate the activities of Arabian horse organizations, associations, clubs and societies; promote and encourage the participation of Arabian horses in multiple activities; and coordinate all Arabian horse show activities, registration activities and other discipline competitions and recreational activities utilizing Arabian horses which are intended to promote the growth and enjoyment. Currently, it achieves these objectives by providing the following services, products and activities.

ARABIAN, HALF-ARABIAN AND ANGLO-ARABIAN REGISTRIES

AHA maintains the official Arabian, Half-Arabian and Anglo-Arabian horse registration records. **The purebred Arabian registry contains over 652,000 purebred Arabian horses, making it by far, the largest Arabian horse registry in the world.** The Arabian Horse Association is also a member of the World Arabian Horse Organization, whose main objective is to “maintain throughout the world the purity of the blood of the horses of the Arabian breed.” **Outside of the United States, Arabian horse registries in 69 countries have registered an additional 390,000 Arabian horses.** The Arabian registry maintains a comprehensive database that connects the pedigrees of almost one million purebred Arabian horses throughout the world. There are **approximately 346,000 Half-Arabians and 9,700 Anglo-Arabians registered in total.** AHA also provides DataSource Online, a subscription service on the internet, which is the largest online database for research and information of Arabian horses. DataSource provides subscribers with access to unlimited pedigrees, show records, progeny lists, and breeder and owner information.

COMPETITION OPPORTUNITIES

AHA provides competitive opportunities for showcasing horses because it is one of the best ways to demonstrate the versatility and athletic capabilities of the Arabian, Half-Arabian and Anglo-Arabian horse. Competition also drives breeding, as many breeders will breed for a competitive discipline versus a recreational only type horse. Another benefit to competition is that it provides a forum to teach responsibilities, sportsmanship and the value of hard work to youth. AHA promotes this area through:

- **U.S. National Arabian and Half-Arabian Championship Horse Show** – Offering over \$1 million dollars in awards and prize money, and is the Arabian horse industry’s premier event. Showcasing the best Arabians, Half-Arabians and Anglo-Arabians in North America, it attracts horses at the pinnacle of their show ring careers. The show occurs annually in October, alternative event sites are examined periodically. U.S. Nationals is being held in Tulsa again for 2012. The excitement at this year’s show was the addition of the 3 & Under and 4 & Over overall Breeding/In-Hand Championships which were brought about by the revamp of the Sweepstakes Program. To accommodate the Sweepstakes revamp, the U.S. National Show Commission added 44 Breeding/In-Hand classes which lead up to and included the overall Championships. Some of the consistently large classes are the “Select” classes which average 26 riders per class. Each national show has a positive economic impact on its host city. The nine-day event requires the coordination of over 100 officials, volunteers, contract workers and staff. **Close to 1,805 horses (1,012 Arabians and 793 Half-Arabians/Anglo-Arabians) compete at this prestigious, world-class event utilizing over 3,200 stalls. The Tulsa CVB placed the impact to the city at \$33 million.**

- **Canadian National Arabian and Half-Arabian Championship Horse Show** – The Canadian Nationals move to Brandon, Manitoba, proved to be a huge hit with exhibitors. The city

of Brandon was welcoming and had a first rate facility to provide for our exhibitors. Although our numbers were down, **657 horses entered compared to 740 budgeted**, exhibitors were delighted with the layout and accommodations. The Canadian Show Commission realized the growing popularity of the Sport Horse, and added a total of six new classes this year all of which were Sport Horse related. This decision and close control of expenses **actually brought the show in above budget**. The average entries per horse were 2.85 which is a slight increase in the figures from the previous three years. Held during the middle of August, the show provides a multi - million dollar economic impact to its host community. The six-day event offers classes for the whole family – youth, adult, amateurs and professionals, and requires the coordination of over 50 officials, volunteers, contract workers and staff. It includes an exhibitor trade show.

- **Youth National Arabian and Half-Arabian Championship Horse Show** – Held in July, in Albuquerque, New Mexico, the Youth National Show, attracted **888 horses (452 Arabians and 436 Half-Arabians/Anglo-Arabians) in 2011, which was below the budgeted number of 940**. We believe that the current economic conditions have affected the number of participants this year and may continue this effect for several years. New this year is the addition of the Arabian and Half-Arabian Sport Horse Under Saddle classes and the Reined Cow Horse Exhibition which added a great deal of excitement! Youth Nationals continues to meet the competitive demands of our young Arabian enthusiasts. Extra curricular activities, such as a national hippology contest and the AHYA Convention, provide educational and leadership opportunities as well. The states yielding the most participants continue to be Arizona, California and Texas. This National Show continues to generate a positive economic impact for the Albuquerque economy each year. The seven-day event requires the coordination of over 80 officials, volunteers, contract workers and staff and includes an exhibitor trade show.

- **National Competitive Trail and Endurance Rides** – AHA hosts two National Championships in the distance riding disciplines. This year the Distance Commission worked diligently to put on a showcase event. Held in August at Fort Stanton, New Mexico in conjunction with the American Endurance Ride National Competition, these **rides were a budget success**. One reason for this success is the donation of time and efforts by the Distance Commission. **The number of horses participating continues to be a challenge, but the ride itself was a success with those that participated**. It is defiantly the right direction to be headed with our breed which leads the world in this discipline. Options for the future include holding the rides separate or working in conjunction with Competitive Distance organizations.

Competitive Trail is a timed event that compares a horse's condition to other horses covering the same trail within the same time period. Endurance is judged as a timed event, and the first horse over the finish line is declared the winner if it passes the medical parameters enforced by the official veterinarian.

- **Sport Horse Nationals** – AHA produced the first Sport Horse Nationals in September, 2003. Held in September, this year's show was held at the Kentucky Horse Park which is right in the heart of "horse country". This show exceeded **budget expectation of 500 horses by, 37 with a total of 537 horses entered - (294 Arabians and 243 Half-Arabians/Anglo-Arabians)**. The average entries per horse at this show were 3.70, which were slightly down from 4.21 last year. The economic impact for this four day show in Kentucky is positive with 24 horses coming from as far as the West Coast. The states of Virginia, Florida and Kentucky boasted the most participants per state. New this year was the addition of Sport Horse Yearling classes which were brought on by the recent changes to the Sweepstakes Program. The classes with the most participants were **Arabian Sport Horse Under Saddle with 74 horses, the Arabian Sport Horse Under Saddle AT with 64 horses**. Originally this show was slated to stay in Kentucky for three years; however, the Sport

Horse Show Commission has listened to its participants and will provide an east, west rotation and will go back to the Idaho Horse Park in Nampa for 2012. A sport horse is traditionally defined as a horse that competes in one or more of the three Olympic equestrian disciplines of Dressage, Eventing or Jumping. Also included are Hunters and Carriage Driving. The sport horse disciplines continue to be one of the biggest areas of anticipated growth within competitions over the next several years including the addition of several Hunter and Carriage Driving classes.

- **Recognition of competitions**

Horse competitions must obtain recognition from AHA in order for participating horses to qualify for National and Regional events and be eligible for awards and programs sponsored or established by AHA. Competition management must submit an application, follow AHA guidelines for putting on an AHA recognized competition and pay the required fees. **AHA annually recognizes approximately 328 United States Equestrian Federation (USEF) or Equine Canada (EC) equivalent approved Arabian horse shows and 193 distance rides.** New for 2011 was the **One Day Show concept which had 26 shows AHA Recognized.** Feed back from these small shows was positive stating that without this new concept, these shows would be destined to failure due to small numbers. By taking away some of the added costs (primarily fees and other requirements) these shows have been able to run without passing along certain fees to their exhibitors as well as incurring other costs to their bottom line. In addition, these shows have added a venue for new small “r” judges to gain judging experience. We believe that this new concept will be a win-win situation for preventing dying shows and allowing small “r” judges a venue to learn. Records from approximately **521 AHA recognized competitions, consisting of over 104,000 entries annually,** are maintained on an ongoing basis. In addition, AHA tracks Dressage, Hunter/Jumper, Eventing/Trails, Combined Driving, Pleasure Carriage Driving, Dressage Driving, Cutting, Working Cow, Reined Cow, Competitive Trail, Endurance and the **recently added Reining results from open (non AHA recognized) competitions.**

MEMBERSHIP SERVICE

AHA presently consists of about **27,622 unique members who join directly or through one of its 250 affiliate clubs** throughout the United States and Canada. Members receive all or some of the following benefits: six bimonthly issues of *Modern Arabian Horse* magazine; AHA Handbook and Directory, eligibility to participate in AHA programs and events, \$1,000,000 excess personal equine liability insurance for horse-related accidents for competition members, special “For Members Only” access to AHA’s on-line services; free classified ads and horse and rider competition records, an official AHA membership card, preferred rates on horse registrations, no annual fee MBNA credit cards; promotional literature; and special rate insurance for clubs and recognized competitions. **Membership is down from 29,644 for the same time last year. All breed associations are experiencing similar declines. Various marketing campaigns have been utilized by different breeds, yet all efforts have failed to stop declining numbers.**

MARKETING & SALES

AHA recognizes that a successful Market Development and Promotion effort is vital and that market initiatives must become an integral part of overall corporate strategies and objectives. The success of the Market Development Plan will take a commitment across the Arabian community, a redirection of efforts and a long-term investment.

Market Development and Promotion Plan – The Market Development and Promotion Committee and subsequent Plan is the overarching driving force behind efforts geared to increase interest in the Arabian breed and educate the general public about Arabian horse ownership. It touches almost every aspect of AHA business. This plan is reviewed and

updated annually. Primary objectives include increasing public knowledge and interest in Arabian horses and creating a larger, more broad-based membership. Supporting objectives are to expand market share, become a market-driven organization, add value to registered Arabian, Half-Arabian and Anglo-Arabian horses, improve the image of the breed and become a premier breed association. Reduced availability of marketing funding is a challenge to our current breed promotion efforts.

www.ArabianHorses.org - Positioned as the hub of Arabian horse commerce and community, ArabianHorses.org is the mountain-sized pegboard that interfaces with AHA members and customers. It offers online programs, highly successful online classifieds, AHA competition results, interactive newcomer referral programs, Incentive Riding Programs (Open Event Incentive, Frequent Rider and Competitive Distance), pedigree research, education, youth and much more. It is a work in progress and continues to expand and improve to meet the needs of current and potential members and Arabian horse enthusiasts.

National Print Ad Campaign - Four-color print ads promoting the various marketing programs (DataSource, and Discovery Farms) appear six times per year in *Modern Arabian Horse*. Other print avenues are also being explored; however, due to budgetary constraints, little outside advertising is possible, except where print ads in *Stable Management* were utilized to promote Arabian DataSource, as its revenues have been sliding for four consecutive years.

COMMUNICATIONS

- **Electronic Communications (full membership, by region, state)**
 - Monthly *AHA Insider*
 - Monthly *AHA Insider: Regional News*
 - Monthly *AHYA Insider*
 - AHA Insider Flashes* as needed for urgent news
 - Modern Arabian Horse* Electronic Ads
 - ModernArabianHorse.com
- **Press Releases**

Provide ongoing communications with the larger equine community about AHA Awards, winners and special events through press releases to outside equine publications and websites.
- **Media Relations**

Provide press kits for the local media at National show venues. Provide media relations coordinating to local media around show venues, including scheduling interviews and story ideas.
- **Monitor Online Media Coverage**
- **Adequan Daily Stride Online Video Updates**

3-5 minute video segments that highlight the day's happenings or tell exhibitors' stories in a way that's accessible for AHA members and the wider public. The videos are **posted on [ArabianHorses.org](http://www.ArabianHorses.org), AHA Facebook, AHA YouTube and are also used by USEF** in their breed specialty coverage. The videos are shot in HD, edited and produced by AHA staff that secured funding through the corporate partnership with Adequan. The **YNL and USN Adequan Daily Strides had a combined 23,952 views.**

- **Create/Maintain Social Media Presence**
 - AHA Facebook has over 36,000 fans** and the majority of those fans are members. Fans hail from 19 different countries, speaking that many languages. Our fans are 75% female. There were 22,981 active users for the month of Oct. 2011, shedding some light on the activity we get during U.S. Nationals.
 - AHA Twitter has 4,905 followers** and is linked to the AHA Facebook page.
 - AHA YouTube** channel hosts the Adequan Daily Stride and has received a total of **76,316** views.
- **Equine Fairs**

Marketing and MDP representatives attend the largest all-breed horse fairs in the country to represent the Arabian breed, often in conjunction with local clubs or regions. At the January 2010 MDP meeting, it was decided to rotate future fair/expo schedules. Due to substantial budget cuts, it was determined that a stipend would be given to local clubs or regions who maintain the presence at these fairs.

 - Equine Affaire (Columbus, OH) April 8-11 (100,000 attendees)
 - Midwest Horse Fair (Madison, WI) April 16-18 (52,000 attendees)**
 - Toronto Royal Winter Fair, Nov. 12-14, Toronto, Canada (300,000 attendees)
 - Equine Affaire (Springfield, MA) Nov. 10-13, 2011 (100,000)

Mentor Network - Connects potential and newer owners with knowledgeable Arabian owners to help them overcome obstacles and lead them into successful involvement in a variety of interests, including how to purchase a suitable horse, local or regional activities, competitive events and breeding.

Discovery Farms - Provides an opportunity for those who are unfamiliar with the Arabian breed to experience the Arabian horse firsthand in a non-sale, no pressure atmosphere. There are approximately 600 active farms across the country of varying sizes and interests. Prospective owners are provided with referrals to farms in their area. Participating farms are also given the names of those referred so that they can issue a personal invitation to visit their farm.

Printed Publications

Modern Arabian Horse – serves as the official publication of the Arabian horse and is published six times a year. Three time winner of the USEF Pegasus Awards as Equine Publication of the Year for 2007, 2008 and 2010; 2007 American Horse Publications Award and 2010 American Horse Publications Award.

AHA Handbook & Directory - the compilation of AHA rules, regulations and procedures as well as current committee information.

Arabian Horse Type Booklet – the industry authority on Arabian horse type and conformation.

Arabian Costume Manual – explains how to put together your own unique, authentic Arabian native costume.

Celebration Manual - encourages members to hold promotional events to promote the Arabian horse in their locales. Contains all the steps necessary to produce a function.

Equitation Manual – covers position of rider, suitability of horse and rider, attire of rider, tack of horse, class routine, patterns, tests and ring awareness for equitation riders.

To Finish is To Win: A Manual for the Beginning Distance Rider – an introductory yet comprehensive guide to the sports of competitive trail and endurance rides.

Fun Show Kit – aimed at the club or group that wants to hold a horse show as a means of having a good time and/or introducing the novice horse owner to the sport of showing in a safe and relaxed environment. Includes a recommended class list, complete how-to instructions and judges cards.

Poof You Have a Booth – a guide for promoting the breed and/or club through a trade fair booth.

AHA Convention Program – an on-site program that provides pertinent information on the annual convention meetings and events.

AHA Regional Directors Reference Manual – an orientation guide on AHA for new incoming directors.

AHA Judges Educational Program Materials – educational materials developed for the judges schools.

U.S., Canadian, Sport Horse and Youth Nationals Show Programs – provides comprehensive information regarding horses, exhibitors and classes at the event.

U.S., Canadian, Sport Horse and Youth Nationals Prize Lists – booklets that contain entry forms and information pertinent to competing in the national events.

U.S., Canadian, Sport Horse and Youth Nationals Press Kits – comprehensive information is made available to the media regarding these events so assignment editors can easily understand the magnitude and scope of a national show.

Arabian Horse Magazine Advertising Media Kit – sales packet for potential advertisers to provide information on AHA, the magazine and advertising opportunities.

Promotional brochures (four-color, outside printer)

Arabian Horse Guidebook

Get Connected - Discovery Farm and Mentor Network

Get Riding - Incentive Riding Programs

Arabian Horse Breed Flyer

Informational brochures (in-house printing)

More Money More Often/Breeders Sweepstakes

Bank on AHA Futurities

Join the Honor Roll/Awards

Get Ahead with AHA/Distance Riding Programs

Broadcast E-News and Press releases – Monthly broadcast e-news to over 25,000 customers plus regular electronic and snail mail press releases provide ongoing communication about important news, activities and events occurring within the Association.

YOUTH & FAMILY PROGRAMS

The future of the Arabian, Half-Arabian and Anglo-Arabian horse depends upon growth in all membership areas, particularly among the youth. In addition to the programs mentioned above, AHA provides the following:

Arabian Horse Youth Association – The AHYA promotes enthusiasm among its youth members and helps create future leaders for the Arabian industry. It has its own board and is led by its own elected youth officers and representatives. The AHYA Convention is held once a year.

Educational and instructional literature

- *Arabian Horse Youth Judging Guide* – offers standards of judging conformation and movement for all ages with sample sets of reasons for Arabian horse halter and performance classes.
- *Club Youth Coordinator's Reference Manual* – geared for the adult youth leader, it has everything you need to get going and stay involved.
- *AHYA Youth Board of Directors Reference Manual* – gives instructions on responsibilities of a youth board member.
- *Parts of the Horse and Skeleton Wall Chart* – geared for classroom use, this poster size chart has an Arabian horse showing all the parts on one side and a horse skeleton with all the bones labeled on the other side.
- *LegUp* – A ready-to-use lesson series about Arabian horses available to youth leaders.
- *Arabian Horse Youth Judging DVD* – Educational tools for learning to judge Arabian horses. Each DVD offers four in-hand and six performance classes, plus official placings and oral reasons/oral critique for each class.

Youth Contests and Awards

- **Creative Contest** – youth members have the opportunity to compete for prizes in photography, art, creative writing, audio/visual and computer creations.
- **Hippology Contest** – children, teenagers and adults are quizzed on their equine knowledge and can win trophies, awards and cash at Youth Nationals.
- **Arabian Horse Judging Contest** – AHA, 4-H, FFA and university teams test their horse judging skills in this annual event that is held in conjunction with the U.S. National Arabian and Half-Arabian Championship Horse Show. Over \$10,000 in prizes and scholarships are awarded annually.
- **Regional Youth Team Tournament** – young riders earn team points at shows they attend as a team, either AHA recognized or not. The highest scoring team in each region receives awards.
- **Youth of the Year** – one outstanding youth member is selected each year for achievements and contributions to the Arabian horse industry, AHA and his/her community. This winning youth is recognized on the cover of *Modern Arabian Horse*. A \$1,000 scholarship is awarded annually to the Youth of the Year and \$500 scholarship is awarded to the 1st Runner up.

CONVENTION

Member-driven, AHA's annual business meeting provides a forum for the exchange of ideas, an opportunity to express opinions, passage of important legislation and election of officers and certain committee positions. Traditionally over 350 delegate representatives attend each year and provide

input on the issues that are critical to AHA and the Arabian horse industry. **This year there are 275 delegates registered as of 11/4/11.** In an effort to bring an educational feature back to convention for AHA membership, the last two years have featured seminars like Fire Prevention Safety presented by retired fire Chief, Craig Christiansen, the Horseman's Distress Fund and AHA staff. Convention is where AHA's outstanding volunteer's are recognized through the Volunteer Service Awards and where outstanding club activities are recognized through the Club Excellence Awards. An offsite event is planned yearly, giving members a chance to experience the host city outside of AHA business. The year's final AHA board meeting takes place at Convention, simultaneously wrapping up the year's business and kicking off the year to come. The President's banquet acts as a symbolic transfer from one year to the next, hosted by AHA President.

CORPORATE SUPPORT

In FY 2011 AHA has been more successful in acquiring new and upgrading old sponsors across all levels of sponsorship. Corporate Partners: Adequan, All things Equine, Bank of America, The Hat Lady, The Iron Horse Jeans Company, Marriott, River Spirit Casino, Silver Lining Herbs and Zia Graphics. Sponsors: Bennett Fine Jewelry, Equine Creative Group, LLC, FarmVet, Horse Show World, PaddockPro, Results, LTD and Show Season. There has been an explosion of new Affinity Partners: Allied Moving Benefits, Arco Building Systems, Alpine Payment Systems, Avis, Bell Tone, Budget, Constant Contact, Constellation Energy, Cruises Only, Prescription Savings Card, Liberty Mutual, Life Line Screening, LifeLock, Long-Term Care Resources, Montana Silversmiths, Sears Commercial, UnitedHealthcare, Avis, Budget, AT&T, Verizon, Sprint, VPI Pet Insurance and T-Mobile.

AWARD PROGRAMS

▪ Arabian Breeders Sweepstakes

This payout program was created for the specific purpose of promoting the Arabian horse, elevating its stature in the horse industry and providing a financial incentive for the breeding of Arabian horses. Revamped again for 2011 with a "Back to basics" theme, the revised Arabian Breeders Sweepstakes Program brings "Breeding" to the fore front. The Sweepstakes Commission has created four different categories; three of which award allocated prize money. Category "A" offers new allocated classes which focus on Junior horses and Breeding/In-Hand and reward owners/breeders with allocated payback after each Regional and National Show. Category "B" awards point payback at a set amount of \$10 per point. The difference from the old points program is that exhibitors now know how much they are receiving per point and can show accordingly to make sure they receive their \$100 per year investment back plus additional Sweepstakes earnings. Classes offered for points are open and amateur classes (AO and AT) at AHA Recognized shows which include Regionals. Owners of CTR and Endurance horses can continue to receive point earnings for their participation at AHA Recognized Rides in Category "B". Category "C" bridges a gap which was evident in the old Sweepstakes payout structure. Owners could receive prize money in Yearling classes but then had to wait for those Breeding Entries to mature before they could earn additional Sweepstakes money. Now with Category "C", Two-Year Olds can compete at the National level and earn up to \$2,000 per Championship win. The final category, Category "D", is the chance to compete for big prize money payout. Sweepstakes owners of Breeding and Original Entries in the 3 & Under and 4 & Over overall Championship halter classes will vie for a chance for \$15,000 to be awarded to the Arabian Champion and \$10,000 for the Half-Arabian/Anglo-Arabian Champion (amount to be split for Saddle/Pleasure and Stock/Hunter in the 4 & Over class). The main enticement for the Sweepstakes program is that you can receive a return on your investment during the first year of your foal's life and can continue to reap the benefit at each stage of your horse's life.

With these “back to basics” changes, the **Original entry category has been closed**. The Sweepstakes Commission sought to have the program fit its name (Arabian Breeders Sweepstakes) and made the Breeding Entry category its one and only way to enter. The Sweepstakes Commission felt that the reward for the original nominator of a Breeding Entry continued to be important for the continued success of the program so they **kept the Breeder/Nominator Payback**. This payback **changed slightly awarding payback equal to 5% of the allocated and point value earned to that entry at National, Regional and Local Shows, or at designated non-show events provided that all Sweepstakes requirements have been met**. In addition, purebred stallions that are Sweepstakes Nominated Sires are awarded a 5% payback each year based on the prize money awarded to the stallion’s get. This payback will cease for any newly enrolled Nominated Sires entered in 2010 and beyond, Nominated Sires previously enrolled will keep receiving the 5% payback.

Sweepstakes is the highest paying, most broad-based prize money program of any breed. Sweepstakes entries are for the life of the horse and the only additional fee incurred is the nomination to the “Points Program” which is optional.

In 2011, approximately 2,289 Breeding entries were received (1,802 Arabians and 487 Half-Arabians/Anglo-Arabians). This is a drop of roughly 300 entries from last year’s figures.

The Premier Breeders Sweepstakes Series is currently being revised and future rules and regulations will be provided when the program has been finalized

- **Horse Achievement Awards**

Horses earn points for wins in performance, halter, racing and distance riding. Six levels of Achievement are awarded and recognized with plaques and official award letters mailed to owners. Each level allows a horse owner to display a different symbol(s) after the horse’s name. Such symbols add prestige and immediately identify the horse as one with significant accomplishments. A High Point Horse Award is awarded for points earned in a calendar year. Horses must enroll in the program for each year of competition in order to accumulate points for that year. All Things Equine, an AHA Corporate Partner, now supplies the plaques for award winners in both the Horse and Amateur Achievement Awards.

- **Halter Futurities**

Highlighting the best Arabian and Half-Arabian/Anglo-Arabian three-year-old fillies, colts and geldings in U.S. and Canadian National competitions, this prize money payout program provides an incentive for breeders. Breeders nominate foals in utero and renominate each year until the horse is shown in its third year. The nomination fees, renomination fees, late fees and money received from the buyback program are distributed to the Top Ten winners of five futurity classes at both the U.S. and Canadian Nationals. **For the foaling year 2011, a total of 1,623 distinct horses were nominated (978 in Canada and 1,593 in U.S. totaling 2,571 nominations, down by 395 in 2010). For the 2011 U.S. and Canadian National Shows, there were a total of 115 horses entered in the Halter Futurity Classes which is 13 horses down from 2010.**

- **Amateur Achievement Awards**

Amateur and youth drivers, riders and handlers earn points for wins in performance, halter and distance riding. Nine levels of Achievement are awarded and recognized with plaques mailed to the amateur participants. Participants must enroll in the program for each year of competition in

order to accumulate points for that year. Like its horse counter part, Amateurs also receive awards including a year end High Point for those Amateurs which receive the highest number of points throughout the calendar year. Participants may only be named the Amateur High Point once, after that they are unable to receive the award again.

▪ **Performance Futurity and Maturity**

This Futurity program is for three-year-old Arabian and Half-Arabian/Anglo-Arabian performance horses and 5-year-old and under Arabian and Half-Arabian/Anglo-Arabian Reining and Trail horses that compete for prize money in ten classes at the U.S. Nationals. The most recent addition was the Country English Pleasure Futurity which debuted at the 2011 US Nationals. Horses are nominated in the year of competition. Nomination fees collected are distributed to the Top Ten winners in the ten classes. **Approximately 260 horses were nominated for the 2011 US National Show which is an increase of 52 horses from 2010.**

The Performance Maturity AAOTR Program is for 4 or 5-year-old Arabian, Half-Arabian/Anglo-Arabian performance horses and 5 or 6-year-old Arabian Reining Horses. Horses are nominated in the year of competition. Nomination fees collected are distributed to the Top Ten winners in the six classes. **Approximately 240 horses were nominated for the 2011 US National Show which is up by 9 horses from 2010.**

▪ **Incentive Riding Programs**

These three online programs are available to all membership categories.

- **Open Event Incentive Program** -- Those who take their horses to all-breed competitions can earn points for these open competitions. Riders who participate earn recognition and awards based on the number of points they accumulate in a variety of disciplines and events. In 2010 we had 67 participants, in 2011 we have 51.
- **Frequent Rider Program** -- Leisure and trail riding and driving, schooling, taking lessons, riding in parades, giving demonstrations -- anything that is not a competition counts toward awards. Prize and award benchmarks range from 25-5,000 hours. In 2010 we had 654 participants, in 2011 we have 482.
- **Competitive Distance Program** -- Promotes and rewards horse owners for competing in distance events approved by national organizations representing endurance, competitive trail and ride & tie competitors. Prize and award benchmarks range from 250-5,000 miles. In 2010 we had 124 participants, in 2011 we have 80.

▪ **Distance Horse Awards**

Recognition is given to Arabian and Half-Arabian/Anglo-Arabian horses that reach mileage goals in endurance and/or competitive trail. Participants must enroll in the program each year in order to accumulate miles for that year. AHA also provides year-end annual awards for High-Point Arabian and High-Point Half-Arabian/Anglo-Arabian horses from selected distance riding organizations. In addition, AHA offers a Distance Horse of the Year Award which is selected by a sub-committee comprised of the Awards, Distance Committee and Distance Commission Chairs along with an At-Large member from CTR and Endurance. This year this sub-committee will be selecting a horse from 3 deserving candidates.

▪ **Dressage Rider Awards**

Recognition is given to riders for earning a required number of scores per level of dressage. Scores can be earned at AHA recognized competitions or open shows upon submission of required forms. Certificates are awarded for Training Level, and certificates and pins are awarded for First through Fourth Levels. There is a one-time enrollment requirement. The AHA/United States Dressage Federation (USDF) All-Breed Awards program provides

eligibility for year-end awards with the USDF for both Arabian and Half-Arabian/Anglo-Arabian divisions for Training through Grand Prix Levels.

▪ **Honor Awards for Volunteers**

President's, Director's and Volunteer Service Recognition Awards are presented to individuals who have contributed time, expertise and dedication to the Arabian breed and the Association.

▪ **Club Excellence Award Program**

This program recognizes AHA affiliated clubs through awards for excellence in four categories: Breed Promotion/Community Involvement; Membership Recruitment/Retention; Communication; and Club Projects. One club is selected from these four winners to receive the Club of the Year Award.

▪ **Honor Awards for Arabian Horses**

The Ambassador Award is available annually to Arabian, Half-Arabian and Anglo-Arabian horses for outstanding achievement in representing the Arabian horse community to the general public. This award is voted on by the Awards Committee at Convention and presented to the Board of Directors for ratification at their next meeting after Convention. There are three (3) nominees for consideration this year.

JUDGES AND STEWARDS PROGRAMS

The Judges and Stewards Commissioner's office regulates the conduct and competence of its **257 judges and 131 stewards** through its school and seminar that are held annually in Scottsdale, Arizona. The Commission, in conjunction with the Education/Evaluation Commission, determines the curriculum, criteria and testing required to certify judges in the Arabian division, assign them to specific levels and maintain continuing education. Also, the Commissioner receives and investigates complaints relating to judges and stewards conduct and, when appropriate, prosecutes charges before the appropriate hearing body. The Commissioner's office also works with the Selection Committee to evaluate and select the judges for the national events each year.

COMMISSIONS/COMMITTEES/BOARDS

AHA's existence as a **democracy allows a large volunteer base to serve on approximately 50 committees, commissions and boards** that set direction for the Association in a variety of areas. They affect Association priorities, policies and procedures, as well as the showing and use of Arabian, Half-Arabian and Anglo-Arabian horses.

RACING

AHA provides administrative support to the Arabian Jockey Club and its programs. **In 2010, 169 Arabian horse owners raced for a total of \$2,088,235 in 234 races.** The Racing Committee has drawn **in two special races (President of United Arab Emirates Cup Stakes) at Keeneland and Churchill Downs, two tracks that never see Arabian racing.** The MDP Committee funds \$6,000 in advertising and promotional support to the Arabian Jockey Club.

ENFORCEMENT OF THE CODE OF ETHICS AND SPORTSMANSHIP

AHA accepts the obligation to set the standards in matters of ethics and sportsmanship concerning the Arabian breed. Through its Probable Cause Panel and Ethical Practice Review Board, it regulates and enforces the established Code. **Ten (10) inquiries were made regarding the possibility of filing a case this year but no applications were completed or submitted** to the AHA office.