



ARABIAN
HORSE ASSOCIATION
REGION 10

Communicator

September 2006
www.region10arabians.com

Regional Officers

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DIRECTOR'S REPORT Dean Meier

AUGUST 2006 DIRECTOR'S REPORT

The AHA Board of Directors met on August 11th and 12th at the AHA offices in Aurora, CO. You can view the full text of the unapproved minutes on the AHA website www.arabianhorses.org.

EXECUTIVE

Staffing Updates

Janet Holloway will transition out of her Senior Director position following Convention. She will continue with AHA as a consultant January through June assisting the IT Project

integration of show and rules and various other duties.

Dan Lawrence joined AHA as Senior Director – Marketing. He brings an exceptional track-record and skills and was most recently VP – Marketing at the National Multiple Sclerosis Society.

Amy Train joined AHA as Managing Editor. She has a long history as an Arabian owner and competitor and most recently was in the marketing department of APHA.

Mary Lewis joined AHA as Project Coordinator. Her primary duties will be to assist with the IT Project, creation and oversight of National Events project plans and reporting and maintenance of BDP initiatives.

Financial

The audited Financial Statements for the AHA year that ended on March 31, 2006, were presented. AHA showed a profit of just under \$200,000 after a one time charge of about \$170,000 for reorganization expenses.

We are also ahead of budget for the first quarter of this year that ended on June 30th. While this year looks promising, because the National shows have such an impact on our annual results, it is too early to make meaningful projections.

Registrations

YTD we have completed 3,363 Arabian and 1,628 Half-Arabian and Anglo-Arabian registrations. Purebred and Half-Arabian/Anglo-Arabian registrations completed

are down 17% and 30% respectively. A successful amnesty program caused our registration numbers and revenue to increase substantially last year with purebred registrations increasing 1% and ½ Arabian registrations increasing 15%. Because of that, we can probably expect registrations to decline this year.

Membership

As of July 19, 2006, AHA has 39,679 members compared to 37,876 on April 1, 2006. Of that number, there are 33,735 Adult members, 4,602 Youth members, 366 Life members and 976 Business members.



EDUCATION

JUDGES AND STEWARDS STATISTICS

Effective July 1, 2006:

Total number of AHA Judges: 272 Total

National/Regional AHA Judges: 157

Total Accredited/AHA Judges (less N/R): 115

Region 10 is presenting a resolution at this year's convention to reduce the conflict of interest clause from 90 to 30 days to parallel most of the major breeds.

People often ask "why do we recycle so many of our national judges so frequently"? As you can see from the chart above, at 157, the pool of judges to select from is very limited.

COMMITTEES AND COMMISSIONS

Education and Evaluation Commission

The Commission continues to provide additional training materials. Currently, they are working on a new Show Hack tape to be released in 2007.

The EEC is working hard with the Equine Stress Research and Education Committee to co-write and introduce a resolution regarding a new Halter scoring system. Region 10's own, Lori Conway, has been spearheading this endeavor.

Commissioner's Review Panel

The Review Panel has completed the development of a new Official Complaint Form for the AHA Judges & Stewards Commissioner's Office that can be utilized in the filing of complaints against Judges or Stewards at Arabian shows. This form has been simplified and will make the complaint process more uniform and effective. This form was developed because of some confusion experienced by exhibitors thinking they were sending a complaint form to the Commissioner's Office when, in fact, the form they were using was a USEF form and was going to USEF, making the complaint confidential and not shared with the AHA Judges and Stewards Commissioner.

USEF

There seems to be a high level of frustration in the dealing with USEF – especially the conflict created with their show date licensing and the ongoing fees we pay to that organization. A motion was presented to the Board to create a new category of non-USEF recognized shows. The motion was fraught with problems and was defeated. But please be aware that there may be a resolution introduced again this year to withdraw from USEF and, if so, please encourage your delegates to defeat the resolution - there are just too many unanswered questions at this time. This issue is far too important to not consider all the ramifications going forward.

Sweepstakes

Sweepstakes payout for this year will be in excess of \$3.5 million dollars. This far exceeds our forecast of \$2.8 million dollars and will be the first time in more than six (6) years that the Sweepstakes Trust Fund will not be depleted by more than \$500,000!

That is GOOD news. The bad news is there is still so much misunderstanding and misinformation about the Sweepstakes Program out there. I am always happy to answer Sweepstakes questions – email works best – meier@wisonline.net.

MARKETING

Arabian Horse Magazine

- New Managing Editor in place; team complete and stable
- 40 new commercial advertisers in FY 2007
- Advertising revenue projected to be 5-10% over FY 2006 (\$30K - \$50K)
- Magazine redesign set for winter issue debut

Communications

Youth Nationals Promotional Support

AHA Marketing managed public relations and Arabian Horsepower outreach program to attract local visitors to show, including development of art for billboard, show flyers and posters; soliciting professional barns and youth exhibitors for tours; creating print advertising for Albuquerque Journal, New Mexico Kids and Horseman's Voice; creating Arabian Horsepower booklets and media relations.

Product Marketing

The marketing team is introducing a more integrated, synergistic approach to promoting the breed and AHA's products and services. Starting with Discovery Farms, AHA's pinnacle inter-active breed program, the marketing message is "be moved to own an Arabian horse", and "get involved in the Arabian community". In addition, new marketing efforts will focus on measurable results.

Public Relations Network

This is a new AHA program designed too more effectively disseminate education, awareness, support and resources into the local efforts of AHA clubs and individual organizations for maximizing grassroots breed promotion and membership growth.

Because of the size of the Region, I foresee the need for a rep from both Wisconsin and Minnesota with a third member in charge to coordinate activities. Laura Michleson has agreed to fill the coordinator's position and serve as the first Minnesota rep. I will serve as

the Wisconsin rep for the first year, so we can fully understand the program before we involve other people. This is a major new directive and Laura and I will attend a day long training session at the convention.

TV 3-Part Documentary Series

Production and shooting has begun for a 30-minute Arabian horse documentary that will be aired on national distribution cable networks such as The Discovery Channel, The Learning Channel, A & E, Animal Planet, etc., with a plan to roll out one each year. The documentary will cover a basic overview of breed history, physiology/Form-to-Function and Human/Animal bonding. Finish date is set for fall 2006, with a possible sneak preview at the 2006 Convention

AHA Trail Rides

We are looking at offering one new trail ride in 2007, in addition to the Fort Robinson Trail Ride, with a gradual rollout of more each year.

This has proven to be an extremely popular event with a waiting list of more than 100 for the 2006 ride.

NATIONAL EVENTS

National Entries

This year's Youth National Show achieved record entries with 1,144 horses versus budget of 1,050 horses.

As of August 10th, it appears that Canadian Nationals entries were down very slightly for number of horses, but up somewhat in class entries

Sport Horse Nationals – it appears entries are down somewhat due to the East/West show rotation placing the show in Boise, Idaho this year.

Convention

This year, Convention will be held in Louisville, Kentucky at the Marriott Louisville Downtown Hotel. The Board meeting will be on Wednesday, November 15th with General

Session and Committee meetings to follow. The Club Excellence Awards will be given in the General Session this year and the Regional and National Volunteer Awards will be presented at the President's Banquet. The theme for the banquet is "Southern Hospitality" and, after the dinner and awards presentation, the banquet guests will adjourn to a Casino Night with the close of the Youth Silent Auction.

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.

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

Dean

Deadline for the Spring 2007 Communicator will be January 15th. Send anything at any time to scentedgardens@msn.com for inclusion.



Region 10 Youth News

Adam Richart is the new Region 10 Youth Director. He assumed his duties as new director following the 2006 Youth Convention in Albuquerque, New Mexico on July 22nd. Adam stepped in as acting director and attended all the meetings held prior to the convention for all the Regional Youth Directors because Britta Hegge was unable to attend. A BIG THANK you goes out to Adam and his mom Christine Richart for all the help at youth nationals.

There were ten delegates that credentialed at the 2006 AHYA Convention. They were:
Adam Richart - MHAHA
Elizabeth Christensen - WAHA
Patrick First - WAHA
Ellyn Harris - WAHA
Kristen O'Daniel - MAHA
Christopher O'Daniel - MAHA
Cassie Jo LeFever - MAHA
Jordan LeFever - MAHA
Matt Hoffman - MAHA
Rachel Rhein - WDHA

Our youth are the future of the Arabian breed and it is wonderful to see these young people take an active interest in the association. We would like to thank these outstanding Arabian Horse Youth Association members and recognize them for their contributions to the Arabian Horse industry.

The golf cart presentation on Sunday July 23 at Youth Nationals featured the Region 10 youth as Super Heroes. Adam reported that there were between 25 – 30 youth that helped with decorating the golf cart and being in the presentation in center ring. He said they even recruited a few from Region 11. That is true camaraderie.

Hats off to all our SUPER HEROES (Webster dictionary – heroes: a person admired and emulated for their achievements and qualities).

Region 10 Shows Dean Meier, Director

While the financial numbers have not been finalized, it appears that the 2006 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 up a bit and 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 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. Our show secretaries, Sally Epps, her cousin Pat, and Sunde Nelson, donated their services. Candy and Duane Ziebell transported and donated the use of their dressage rings. Kristin Urban and Candy Ziebell were very helpful in trying to coordinate the WDHA Dressage and Sport Horse Show as our pre-show. And, of course, thanks to Nancy Miller who managed the show.

A Show Mom's view of Youth Nationals:



My first trip to Arabian Youth Nationals (July 22-29, 2006) was filled with excitement and trepidation. No, I wasn't riding, but my daughter was. I'm a show mom and 10 days alone together with my 13 year old daughter could be a challenge. How was I to keep her from driving me insane and vice-versa? How long could a couple of classes take? Well, little did I know how busy we would be.

The week started with the AHYA convention on Saturday. The kids were wild, pirates everywhere. Youth officers were elected. Yo-Ho. Then presentations of the Art contest winners of which my daughter was one. Later the Region 10 youth met for planning of the parade of regions. We did manage to check on our horse and get my daughter a lesson, too. In fact, there was a hunt clinic where 2 trainers were helping a variety of kids. It was fascinating, except I can't listen to 2 people at once. Did I mention the Welcome Picnic at which we snuck a peek and grabbed a bite to eat in the rain?

Sunday was her first classes. Boy, do those classes go slow. Over 1 hour for her showmanship section. And the heat was extreme (temperature and competition). One unfortunate girl in the next section passed out from the heat. Do you know they choose 8 from each section, first comes the I, II, III preliminary sections, then the A/B sections, so the semifinal/final is usually a class of 16? The largest class this year was 95 (Hunt Pleasure JTR 14-17)! The Region parade in the afternoon was terrific. I didn't know there were so many kids in Region 10. Many stalls were also decorated for the stall decorating contest with beach chairs, sand castles, lobsters, and Dorothy's ruby red slippers on wicked witch feet appearing under a stall.

Monday was another class after getting to sleep late. We found the award room and saw all the trophies and ribbons to be won. Awesome! There's the Daily Hoofprint Newsletter to tell you the class results and what you missed. There were 3,212 entries and 1169 horses entered making it the biggest year in its 14 year history. Tuesday, we missed the dog costume contest. Did I mention all the vendors (more than 50) selling tack, jewelry, and clothing. Did you get your ticket for the trailer raffle?

Wednesday was the ice cream social, more for the little kids though. There were 2 active arenas holding classes (the Tingley Coliseum and the Horse Barn) plus the dairy barn and

outdoor rodeo arenas at select times, so you couldn't see everything. There were just as many warm-up arenas to use plus a race track and of course the fair grounds themselves. My daughter disappeared several times riding her horse among the people.

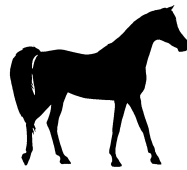
Thursday was Hippology. My daughter wouldn't do it unless I did. 10 stations at 2 minutes each was quite an experience in musical chairs. It was very well organized. Little did I know how much I didn't know. Each station tested a different topic from bits to tack, hoof parts to breeding, horse safety to training. I know a few books I need to get now. My daughter got Reserve National Champion. How'd she do that? On the way out, we passed by the dairy barn and watched dressage for awhile.

Friday was the novice judging contest and I was again coerced by my daughter to join in the fun. We sat through a short clinic on how to judge and then decided 4 classes of 4 horses. This time I got National Champion. I didn't even study, in fact, I've never done this before. Now my daughter will have to listen to me, you think?

Saturday was more finals to watch (can't miss your friends) and working cow and hunter jumpers to watch. We missed the road apple rumble and boot scoot street dance. We did find time to visit the mountains, the petroglyphs, the mall, and old Town (more than once). We swam in the hotel pool to cool off and even got to sleep late a few times. Did I mention that I'm looking for a horse for myself now? I rode twice during youth nationals as there are plenty for sale.

Never did I expect to come home with ribbons not associated with riding not to mention the fact that I, as a show mom, got ribbons. I had just as much fun as my daughter who is the prettiest, smartest, and best all around kid in the world (I'm just a little partial). Did I mention the 3 ft. Sombrero?

Mary Mishefske



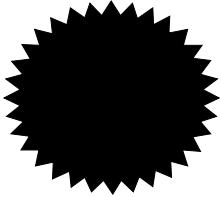
**2004 Region 10 Scholarship
Winner
Kristi Theede**

In June 2004 I received the Region 10 Scholarship. I used my scholarship award for my journey through nursing school, and what a journey it was! I started nursing school in fall 2004 at Winona State University - Rochester center. I previously had done two years of undergraduate classes in Winona. Last summer, 2005, I did a nursing internship at the Mayo Clinic in Rochester, Minnesota. I did a twelve week intensive program at St. Mary's hospital on the medical cardiology ICU. The program was a lot of hard work, but an amazing experience and it was an honor to learn from the best. I returned to school in the fall of 2005 to complete my senior year. I did an honors research project on the effects of genetic discoveries on health care and the nurses role in genetic health care. I submitted my abstract to a research conference and it was accepted. In March, I traveled to Milwaukee to present my research project at the Midwest Nursing Research Society conference. For my senior capstone rotation I choose to do my clinical rotation in the Pediatric Intensive Care Unit (PICU) at Mayo Clinic. I quickly found out that I love working with pediatric patients and that I had found my calling. I applied for a nursing position on the PICU and was offered a job, which I quickly accepted. I graduated in May, Summa Cum Laude with a Bachelor of Science in Nursing. I took two months off for some much needed rest, relaxation and horse time. I have been working for a month and love it, in fact I can't imagine a better job.

While in college I continued to ride and show Arabian horses. I show a purebred hunter and purebred country English horse at Hesten Park in Hastings, Minnesota. I unfortunately had to miss a lot of shows because of school and my internship last summer. During my two month break I did get to attend a few shows and thankfully got to attend our Regional show

again. I have to miss Nationals this year because of work, but can't wait to get back out on the national circuit.

I want to take this opportunity to thank the members of Region 10 for my scholarship. You all made it possible to pursue my dream of becoming a nurse at the Mayo Clinic.



Region 10 Scholarship Winners 2006

The Region 10 scholarship program was initiated in 1990. This year Region 10 Director, Dean Meier, presented two (2) \$1,000.00 scholarships at the Region 10 Championship Show in Minnesota. These scholarships are open to any Region 10 resident who is a current member of a Region 10 affiliated club, has been a member for the last two years and resided in Region 10 within the last ten years.

Our first recipient is Sandra Faye Albee from Barronett, WI. Sandra is a returning to school "older student" and a member of the Indianhead Arabian Horse Society. Sandra states she began showing horses two summers ago with her friends in the "older" age groups. She recently began taking lessons from Hoyt Rose and enjoys learning the mechanics of working with horses. Sandra had been a Barron County 4-H horse show "Mom" for 10 years. In addition, she worked as a co-leader for Girl Scouts, taught Bible School, and organized road and fair clean-up crews.

Sandra is a member of Phi Theta Kappa, the international honor society for students enrolled in two year colleges and universities. She also earned a place of honor on the Dean's List for the fall semester of 2005-6 with an academic grade point average of 4.00! Sandra states that teaching is a mission for her to instill confidence and ability into every child she teaches. She feels if she can do this she

will have accomplished something great in her life.

Our second recipient is Karrah Marie O'Daniel from Inver Grove Heights, MN. Karrah is a member of the Minnesota Arabian Horse Association. Karrah was a member of the Dakota Wranglers 4-H club for eight years and showed her horse at the Dakota county Fair every year. She made it to the Minnesota State

4-H show twice. She has been a long time member of the MAHA youth club. Karrah has also been Chief Editor of the Visitation Literary Magazine for two years, been Vice President and Special Events Coordinator of the Theatre Council, been the Soprano Section Leader for the Choir and had leads in school plays and musicals.

One of Karrah's teachers' states that she is passionate, dedicated and original and lucky to have found her passion early in life. Another teacher writes that Karrah a very strong and conscientious student as well as a talented and dedicated artist. All feel that she will enrich any community in which she is a part. Karrah states there is absolutely nothing that she is more passionate about than her music; therefore she intends to pursue a professional degree in music performance at Illinois Wesleyan Conservatory of Music.

Region 10 supports our members in their quest to advance their education. Congratulations to Sandra and Karrah!!



Region 10 2007 – 2008 Officers

At the March 2006 Region 10 meeting, the following were elected for the 2007-2008 term:

Director – Dean Meier
Vice Director – Laura Mickelson
Secretary – Jackie Johnson
Treasurer – Kathy Monico

These officers will assume (or retain) their duties following the Convention in Louisville in November.

Many thanks to Jill Freiders for her years as both Treasurer and Vice Director!



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Region 10 Board Meeting

November 5, 2006

Sweetwater's, Eau Claire WI

11:00 Show Committee (everyone welcome to attend)

12:00 Meal and Meeting

