



ARABIAN  
HORSE ASSOCIATION  
REGION 10

# Communicator

Fall 2007

[www.region10arabians.com](http://www.region10arabians.com)

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## DIRECTOR'S REPORT

Dean Meier

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.

### 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

### **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.

### **Racing News**

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 News**

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 Ride had 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.

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.

## AHA Membership

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

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

Check out the special Lifetime Membership campaign developed to promote the discounted fee of \$650. It will remain available through March 31, 2008

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## Registrations

As of July 30, 2007, **3,148** Arabian and **1,389** Half-Arabian registrations completed. This is down 8.9% and 16% from 2006. (It should be noted that the PB negative variance versus 2006 continues to diminish at a rate of 1.5 basis points per month - a favorable trend.

Marketing is currently working hard to change these trends.

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## Stallion Reports

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

A letter and report was sent to the 5,618 owners of the 6,958 stallions that produced foals registered from 2002 through July 2007.

Stallion reports will give AHA information about foals being produced that may not be registered.

## **The Second Arabian Open Shows Championships is All New!**

**By Laura Mickelson, AOSC chair**

The second Arabian Open Shows Championships (AOSC), created, sponsored, and run by the Minnesota Arabian Horse Association, was at a new place, a new date and with a new show! The AOSC was held as part of a WSCA show with some open Arabian classes and was on September 9<sup>th</sup> at the Washington County Fairgrounds in Lake Elmo. The show drew 32 horses and 171 entries—so people showed their horses! New for 2007 5 additional championships were held 2 Walk/Trot Championships and 3 additional age splits. Horses came from Wisconsin and from a wide area of Minnesota proving that this concept has appeal outside of the local area. Everyone had a wonderful time and, after a chilly start, even the weather cooperated.

Judges were David Boggs for the AOSC classes and Linda Hagan Kvanbeck for the WSCA and open Arabian classes. Both judges took the time to talk to exhibitors and help them improve their performance. This was much appreciated by all. A special thanks to David for donating his time!

Exhibitors were thrilled with the qualifier ribbons and especially impressed with the rose garlands for champion and reserve. These garlands were designed by Anita Grant and Natalie Anderson and made by Anita! Horses qualified for the AOSC by competing in 3 unrated shows, including the other classes held on the same day. The unique garlands were similar to the ones given out at the Region 10 championship show and we had comparable Top 5 ribbons. We were disappointed that we didn't get more non-Arabians to the show, but will modify our promotional efforts for the 2008 show to try to change that. We really

want to show the world what wonderful horses we have!

It was very gratifying to see the joy and excitement that these championships generated. MAHA is on the right track with programs like this and the reaction of the exhibitors proves it. We need to concentrate on what we have in common—the love of these magnificent Arabian horses and build a club that welcomes and appreciates the efforts of all members who share the love. MAHA has also been creating and distributing a calendar of open shows held in Minnesota, Wisconsin, Iowa, and in the Dakota that have Arabian classes or are of interest to people showing Arabians for two years that is one way of connecting to a wider audience. This calendar is available on our web site ([www.mnarabhorse.com](http://www.mnarabhorse.com)) and the Region 10 web site ([www.region10arabians.com](http://www.region10arabians.com)) in addition to being emailed to an ever-growing list of people in the 5 state area. The calendar also includes a list of Arabian-friendly open shows judges, as recommended by exhibitors.

Although we didn't have the promotional opportunities that being with the Steele County Free Fair offered, we did set out a small promotional area by the show office and most of the materials were taken although the tootsie rolls were the most popular item! The show looks to make a profit and this is due in great part to the generosity of our patrons, sponsors and, of course, the wonderful volunteers! A special thanks to David Boggs for Midwest Patronships and getting an additional patron and 6 class sponsorships in between judging classes!

I would like to thank the other AOSC Committee members, Natalie Anderson, Jane Boots, Anita Grant, Pat Forehand, and Kathy Zalusky for their hard work. Natalie was invaluable in the promotional aspects, helped with ribbons and worked in the office the day of the show. Anita also served as photographer after Avalon had to

cancel. Special thanks to the show volunteers: Shirley Theede(awards), Mike Theede (gate), Lisa Lewis (announcer), Toni Marie Oâ€™Daniel (show office) Brian Feuling (promotion, gate) Elaine Yungerberg (ring secretary), Elaine Larson (awards), and Christina Mattson (ring master). Thank you also to MAHAâ€™s president, Brian Feuling, for his support for the program in general and for his efforts with the promotional materials.

Finally I would like to thank our show patrons and garland donators without who this show would simply not be possible. A complete list follows along with the show results.

We are already considering plans for the 2008 show! We need more people to work on the show committee so if you are interested, please contact me at [lauramickelson@aol.com](mailto:lauramickelson@aol.com)

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## **AHA Shows and Events**

\*YTD have recognized 461 shows and rides. (In 2006, we had 416 recognized shows.)

\*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

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## **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!

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## **USDF All Breed Awards**

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

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## **AHA Educational Events**

### **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.

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## 2007 Region 10 Scholarships Gay Jeanne Bower

The Region 10 scholarship program was initiated in 1990. This year Region 10 Director, Dean Meier, presented one of the \$1,000.00 scholarships at the 2007 Region 10 Championship Show. The other recipient is unable to attend. These scholarships are open to any Region 10 resident who is a current member of a Region 10 club, has been a member for the last two years and resided in Region 10 within the last ten years.

Our first recipient is Michelle Elizabeth Bagley from Ham Lake, MN. Michelle is a junior at the University of Wisconsin - River Falls. She is fulfilling a lifetime dream of becoming a veterinarian. Michelle's equine activities started seriously at the age of eight. She began with summer camp and advanced to the 4-H summer program at Pine Ridge Farm. Michelle entered a 4-H essay contest to win an Arabian filly---and she won! She trained her horse, "Princess", herself and showed her in WSCA and 4-H every summer and qualified for the state 4-H Horse show five times. She has also ridden and shown a Half-Arabian, Half Appaloosa mare in 4-H, WSCA and at Class A Arabian shows.

Michelle has had many leadership experiences. She has served as secretary, treasurer and president of the Frontline 4-H club at various times. She was the founder and president of the Blaine High School Spanish Club for three years, Vice-President of the Blaine Chapter of the FFA for three years, and a member of the Blaine National Honors Society and the Blaine High School Orchestra.

In college, she was the co-chair of the Block and Bridle Club, secretary of the UWRF Horseman's Association and Vice-President of the UWRF Honor's Society.

One of Michelle's teachers notes that she is an outstanding representative of the equine program and that she has a great future in the horse industry.

The second recipient could not be with us tonight because she was required to attend her high school graduation. That recipient is Ashley Taylor Reimer from Menomonee Falls, WI. Ashley is a senior at Hamilton High School and plans on attending UW-Whitewater in the fall. She plans to study business.

Ashley grew up on a small horse farm and states that horses are her life. She started with 4-H and local open shows and began attending Class A shows at age twelve. In 2006 her father was injured and that required Ashley to take over his "jobs" on the farm. In that same year, Ashley was involved in an accident and had to spend many hours of therapy and rehabilitation to repair her injured leg.

In spite of this, Ashley was very successful with her various mounts and has won Reserve Champion and National Top Tens at the Canadian Arabian & Half Arabian National Show, U. S. Arabian & Half Arabian National Show and numerous regional titles. Ashley has achieved all these honors in spite of numerous difficulties she has had to endure.

Ashley has served as the co-reporter for the Wisconsin Arabian Horse Association Youth Group and Vice-President for DECA. She attended the International Career Development Competition, competed at the State the State Career Development Competition and the District Career Development Competition. She was awarded medals at all the named competitions.

One of Ashley's teachers notes that she has an aptitude for computer applications and business that is very impressive and that she is determined and will accomplish whatever she sets her mind to do.

Region 10 supports our members in their quest to advance their education. Congratulations to Michelle and Ashley!

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## **Arabian TV Documentary to Broadcast this Fall**

Watch for the one hour documentary being produced through the efforts of the AHA Marketing Department and the Market Development and Promotion committee - it is nearly complete. First reviews say it is extremely well done. AHA's goal is to have this documentary placed with several cable TV networks so it will be broadcast this fall!

### **REGION 10 MEETING**

Region 10 Delegates - Mark you calendars. The next meeting will be November 4<sup>th</sup> at Sweetwaters in Eau Claire. Show Committee meeting at 11 and regular meeting at noon.