

## **MARCH 2005 DIRECTOR'S REPORT**

I felt the AHA Board of Directors Meeting held March 11<sup>th</sup> and 12<sup>th</sup> at the A.H.A. offices in Aurora Colorado was both productive and positive. Our new office team of President Myron Krause, Vice President Lance Walters and, Treasurer Frank Galovic seemed to be on the same page and are really committed to doing whatever they can to lead and facilitate positive changes within the Arabian and Half Arabian breeds.

They stressed that as we discussed issues at the meeting, it was paramount to focus on how each item discussed was interrelated to the Arabian Horse Association's – Vision Statement, Mission Statement, Strategic Initiative and the "Four Cornerstones". I am restating them below so you can keep them in mind when you read this report and have them available when we discuss issues at our Regional meetings, at the convention and within your local clubs.

### **VISION STATEMENT**

To incite a passion to own and enjoy the Arabian horse by bringing a rich, life-long experience to people through involvement with Arabians, Half-Arabians and Anglo-Arabians.

### **MISSION STATEMENT**

To grow the breed by:

- Providing services, industry involvement and market development;
- Encouraging people to fully experience and enjoy Arabian, Half-Arabian and Anglo-Arabian horses for recreation, sport and companionship; and
- Maintaining accurate and reliable Arabian horse registration records.

### **STRATEGIC INITIATIVES**

1. Increase market share of the Arabian horse within the horse industry
2. Unify AHA as a broader-based organization with a new culture and identity
3. Increase organizational efficiency and effectiveness including staff and member resources

### **THE FOUR CORNERSTONES**

1. Financial Stability
2. Organizational/Efficiency
3. Breed Growth
4. Communication

More detail on the above, and all the motions that were discussed at the meeting, are available on the AHA website, [www.arabianhorses.org](http://www.arabianhorses.org).

Some items of special interest are –

**MEMBERSHIP** – Resolution 2-04

(Full year membership, anniversary) were approved by the 2004 Convention Delegates with the Adult Member category dues set at \$25.00, and the Board has the authority to set Business (\$55.00), Youth and Life Membership (\$1000), and Competition Card/Insurance Card fees – which will be \$20 adult, \$10 Youth if through a club and \$50 adult, \$10 youth without club membership – both fees include \$6.00 for the insurances.

### **US NATIONAL SHOW COMMISSION** – New Age Splits

The Board of Directors added the following classes to the National Class list and they will be offered at the 2005 show –

**Arabian Country English Pleasure – AAOTr 18-35, 36-54 and 55 and over**

**Arabian Western Pleasure – AAOTr 18-35, 36-54 and 55 and over**

**Arabian Hunter Pleasure – AAOTr 18-35, 36-54 and 55 and over**

**Half-Arabian , Anglo-Arabian Country English Pleasure – AAOTr 18-35, 36-54 and 55 and over**

Lance Walters made a strong case for these classes and, based on research they conducted, the majority of the BOD was convinced that 55 was the proper age to split, rather than 50, which was previously proposed. The classes selected were based on the number of entries for the past 2 years and, hopefully if well received, Half-Arabian, Western and Hunt will be able to be added in the future.

**Region 10's very own Larry Hoffman was very instrumental in getting these classes approved. He also secured sponsorship for all four classes on very short notice. Thank you, Larry!**

Half-Arabian Country Pleasure Driving AAOTD was also added to the National Class list.

### **EDUCATION**

The annual Judge's Seminar and National/Regional Interviews were held in Denver March 3-6<sup>th</sup> – 12 new judges were approved. Three new videos were used at the seminar and will be available for sale in both DVD and VHS formats.

*Standards of Excellence in the Hunter Division, Stands of Excellence in the Halter Driving, and Standards of Excellence in the English divisions – Country Pleasure, English Pleasure, Park and Driving.*

The next Exhibitor/Judges school is tentatively scheduled for Denver in December 2005. No spring school will be held this year.

**THE MARKET DEVELOPMENT AND PROMOTION COMMITTEE** - gave a lengthy report. I asked Bev to post that separately on the Region 10 website – so check out the entire report – they have been very active - some highlighted areas are -

- **AHA ARABIAN TRAIL RIDE** at Fort Robinson State Park in Crawford NE, September 28<sup>th</sup> – October 1<sup>st</sup>, 2005  
(Home of the US Remount's Arabian Breeding Program and origin of the Half-Arabian and Anglo-Arabian Registries) There will be more information in the next

**Arabian Horse Magazine.** We saw some pictures of the facility and area, and it looks like it will be terrific. It is limited to 100 horses and they expect it to fill up fast (**Attention: Hags on Nags**)

- **ARABIAN COMMUNITY SHOWS** – we had a very short preview – they plan to give us more details at the May BOD meeting, but it looks like these shows will be grass-roots friendly, with few and simple rules, much lower cost structure, recognition for participants, and the opportunity for clubs to modify the class structure of their existing open shows to fast start the program in 2006.

**REGISTRY SERVICES** – In 2004, we completed 7,780 Arabian, 3860 Half-Arabian and 116 Anglo-Arabian registrations. Registrations for Arabians were down 4.8% (versus 13% in 2003), Half-Arabians were down 6% (versus flat in 2003), and we processed 15,414 transfer of ownerships, a 3.7% decline from the 16,003 handled in 2003.

- **HALF-ARABIAN DATA** – The Registry staff is working, as time permits, to restore the pedigree information on their database for Half-Arabians. In many cases, all that was shown was the horse's name and registration number.
- **NEW INFORMATION OF REGISTRATION CERTIFICATE** – we are now able to show a horse's Achievement Award (Legion) Program symbols and their Sweepstakes status on the certificate.

**FINANCIAL INFORMATION** – For the current fiscal year that ends March 31<sup>st</sup>, 2005, we are forecasting a profit of approximately \$300K, which compares favorably to the prior year's loss of \$545K. This turnaround is significant, but will still be lower than the budget of \$400K.

- **SWEEPSTAKES** – Lance Walters resigned from the Sweepstakes Commission. I am pleased to report that he was replaced by **Peter Conway** from Region 10!
- **USEF** – There are HUGE changes occurring on how USEF assigns show dates, beginning now, for the 2006 Show season. I will present much more information at the April Region 10 BOD Meeting, but essentially, they will no longer be approving shows, but rather licensing competitions. They reported this will affect Hunter Jumpers more than Arabians.

When you join USEF, it is important to, and tell your members to, mark the Arabian box when they ask what discipline you participate in. Evidently, many Arabian members are marking Western, Dressage, etc;, causing us to lose representation in USEF.

- **P.A.T.** – Bob Fauls gave a brief report on the Purebred Arabian Trust. Myron Krause attended their January meeting and will be at their April meeting as well. Bob stated that P.A.T. is supportive of Myron's goals for the organization and continue to actively support the MDC and advertising funds as requests are

made. I have now attended 3 BOD meeting and have not observed anything that would indicate anything to the contrary

- **LEGAL ISSUES** – Dale Harvill explained there are currently two legal actions against our association. The Himmel suit that was originally filed against IAHA has a motion for summary judgment that will be heard March 23<sup>rd</sup>. If the motion is not delayed or if it fails, the case will probably go to trial. The Americas lawsuit that was brought against the Registry is also pending. Unfortunately, because both sides in both cases are negotiating a settlement, not much information could be shared with the Board.
- **CANADIAN NATIONALS** – For those who go to Canada early, there is a conflict with some Canadian Olympic competition and hotel rooms are in short supply. When you make your reservations, make sure to mention you are with the Canadian “Royal Red” Arabian Show. The major hotels have pledged to accommodate previous customers.

We spent a good part of Friday and Saturday reviewing presentations that compare our breed statistically with other breeds as well as trends within our association. I plan to show the power point presentation to the entire group at our April meeting. They are very sobering, indeed. Saturday, they also had a presentation on the Fiduciary responsibilities of Board members of non-profit associations.

All this information set the stage for our break out session on the “Four Cornerstones” that Myron and the E.C. have identified. As you know, Myron asked each Regional Director to submit suggestions to them and they were used to develop the Cornerstones. To ensure everyone had a voice, Myron solicited input from our entire membership. We had hundreds of suggestions and Saturday afternoon, the Board was divided into groups where suggestions were evaluated as to their viability and appropriateness in helping to achieve the four Cornerstones and our organization’s Strategic Initiative. Honestly, I was concerned that we would develop a monumental list of tweaks and changes that would be hard to keep track of, let alone, initiate. Howard Pike introduced us to a Business Deployment Model, which is basically a spreadsheet for each Cornerstone, where you list the objective, itemize each point that will help you achieve that objective, and then assign both a person to assume responsibilities for accomplishing that task as well as a time line to ensure that the task is completed. While we are a long way from accomplishing our goals, I think the entire Board felt that our meeting was productive and that we will have a formal, measurable plan in place shortly to proactively make positive changes in our Association for the Betterment of our members and the Arabian breed. Each cornerstone group gave a report of their committee’s suggestions at the end of the meeting. I was involved in the Organization Efficiency Component and left Denver feeling really good about what we accomplished.

In summary, the meeting was well attended and generally positive. Unfortunately, we have to reverse the downward trends in our industry. We are not longer “just a

horse show organization” or “just a Breed registry” but a new, unified breed organization that needs to consider all avenues to reverse the downward spiral. It is essential that we all put our own interests and organizations “sacred cows” aside and take a “clean sheet of paper” approach to all things that can affect membership and breed growth. Decisions needs to be made that may not be popular, but are essential to widen the appeal of ownership and enjoyment of Arabian and Half-Arabian horses. I sincerely appreciate your help in these endeavors.

If anyone would like to discuss these or any other items or concerns, feel free to give me a call!

Dean

**Market Development & Promotional Committee Report**  
**AHA Board of Director's Meeting**  
**March 11-12, 2005**  
**Denver, CO**

**Literature/Printed Materials**

- *New* Identify the Arabian Horse: A Guide to Colors and Markings – The much-awaited flyer version of the larger Registry chart. This is a less expensive version of the popular piece. It is great for educational uses at horse Expos, 4-H and other youth groups. In addition, it will be included in our “new owner” packets sent out by Registry Services.
- *New* Half-/Anglo-Arabian brochure – The new HA/AA brochure has been completed as part of the 4-Color brochure series to complement the purebred brochure, “Discover Arabians.” This will be available throughout all promotional venues.
- Coming soon: “Evolution of Popular Horse Breeds” This poster will be going to press by the end of the month. This poster will be made available to youth groups, distributed at all-breed horse Expos, grass-roots promotional exhibits and made available to AHA member clubs and individuals on the promotional material order form.

**Advertisements**

- Several new Half-Arabian ads are running in discipline specific publications—ads demonstrating desired traits of the HA/AA in the sport-horse and working western disciplines, as well as a pinto Arabian ad running in Western Horseman, which has a current circulation of 211,000.
- A redesigned purebred Arabian ad is also running in the larger all-breed publications. This ad uses the tagline, “Arabians: the World’s Most Beautiful Horses” and visually displays the versatility of the Arabian as a family and competitive breed.
- Two Arabian racing ads have appeared in various Arabian publications, one promoting racing for newcomers and the other promoting the Arabian Triple Crown series. As the Triple Crown progresses there will be more local ads to generate interest in attending the actual races.

**Projects**

- **Arabian Community Shows** – A grassroots, amateur show circuit is coming. It is to be fun and inexpensive. The rules are simple and brief. It is web based to keep the cost of operation to a minimum. MDPC will be finalizing the wording this weekend as well as planning the awards program. So many have asked for this, so we are excited about releasing it.
- **Trail Ride** – First AHA Arabian Trail Ride at Fort Robinson State Park in Crawford, NE September 28-October 1, 2005 (home of the U.S. Remount’s Arabian Breeding Program and origin of the Half-Arabian and Anglo-Arabian Registries). This is a turnkey operation with years of experience. The food is great. The scenery is fantastic. We are not roughing it. All horses have a stall. All folks have a bed either in a cabin with family or friends or in a room in the dorms. All meals are included. The trails are OK for even inexperienced horses/riders.
- **Horse Expo Sponsorships Update** – We will participate in all 4 Equine Affairs in 2005 (Pomona, CA- Columbus, OH - Lexington, KY- Springfield, MA) In addition, we will participate in the Western States Expo in Sacramento, CA and the Midwest Horse Expo in Madison, WI. Equine Affaire-Pomona this past February was the first of a series of Expos that AHA was a sponsor, being the first breed association sponsor of Equine Affaire, currently

the largest horse Expos in the U.S. AHA was the highest level sponsor, with banners, logo bags, PA Announcements, ads, and naming rights to the largest clinic arena all over the place.

- Advertising- Our logo appeared in Equine Affaire pre-show advertising in 32 different horse publications with a total print quantity of 750,000.
  - Direct Mail Brochure- Our logo was included in this piece that was sent directly to 300,000 horse owners.
  - Posters- 8,000 Equine Affaire posters were distributed with the AHA logo represented.
  - Event Program- The official show program that included a 4-Color full page AHA ad at the front, our logo, and the map and schedule of the “Arabian Horse Association Arena” was distributed to 20,000 people at the show.
  - Press Releases- AHA was mentioned as a major sponsor in Equine Affaire’s five press releases about the ’05 Pomona event and sent to more than 450 horse publications, as well as local and regional media outlets
  - Clinic & Seminar Schedule- 6,000 copies of this were sent out with advance ticket orders, as well as posted on the website, which also included references to the “Arabian Horse Association Arena” and the AHA logo.
- **Pop-Up Booth** – A traveling pop-up booth was unveiled at Convention to be available to clubs and other groups attending larger horse Expos on the breed’s behalf. The demand has been great, even overwhelming at times. In the last 3 ½ months, the booth has been shipped to 7 horse Expos, and is currently slotted for another 9. Clubs must reserve the booth well ahead of time by filling out a Booth Reservation Form and follow the instructions there for shipping and setting up. We will also be developing some freestanding displays and additional signage that can be shipped less expensively and are easier for clubs to use in some circumstances.
  - **Literature Distribution**- One of the ongoing ways to market the breed is provide promotional literature to various educational groups, youth groups, clubs and other functions. Since the last Board Meeting, we’ve strategically distributed 55,662 pieces of literature through a controlled but generous process.
  - **Kentucky Horse Park**
    - Three opportunities include:
      - Parade of Breeds Interactive Exhibit – This will be a remodeling of a small building that will be dedicated to the Arabian Horse. It must be educational and entertaining. The area houses examples of many breeds and hosts twice daily presentations with the different breeds under saddle. Currently, the Morgan Horse Association has the only other building. This will be a permanent display, which we hope to open in 2006.
      - International Museum of the Horse (IMOH) brings in international exhibits each summer and the Arabian exhibit will be a museum quality special show with artifacts depicting the Arabian horse and its history. We are estimating 30-40 paintings and 60-80 artifacts. The KHP curator will put together the displays and arrange for shipping, insurance, building of display cases, etc. The show would run from approximately May – Oct. of 2007.
      - There is the possibility of an on-sight Arabian breed museum currently owned by the Saddlebred Association. The Saddlebred association is considering closing their museum and will let us know their decision.

In order to participate in these venues, we will need a fund raising effort. I have spoken with Hal Wallace of the Arabian Horse Trust. The Trust has agreed to work with us with their 501(3)(c) so contributions will be tax deductible. Barbara will work out the details with Hal for a project by project joint effort. We are waiting for financial specifics for KHP.

- **National Show Outreach**

- YNL- Arabian Horsepower – this is the project to bring in school age children to meet an Arabian Horse. It includes the scavenger hunt that was very popular last year.
- SHN- Outreach Day featuring David ‘O Connor and evening Sport Horse Spectacular (jumping mini-prix and show similar to Pfizer Fantasia with a sport horse focus). This is new this year. Since David O’Connor is so well respected, we know that “other” breed folks will come and be exposed to our wonderful horses in a venue that showcases our breed’s athleticism and ability to be successfully competitive to a Sport Horse standard.
- USN- Finals Extravaganza - The barn parties will be back this year. We hope to have 3 each afternoon. We will give out coupons for buy one, get one free admission. It is being expanded to include a special Living Sires presentation series in center ring. We think this will appeal to our members to get to see some of the old boys. The Red Room is also new this year. This will be a lounge type area for people to socialize and do business. It is open to sponsorship each day by the owners/managers/trainers of a 2004 National/Reserve Champion. The profit will go back in the budget for promotion next year.

**Projects in development:**

- BSLP – Black Stallion Literacy Project affiliation – We are really excited about this. It is such a perfect fit for AHA – kids & literacy. Check out the BSLP web site – [bslp.org](http://bslp.org). BSLP is a partnership with educators, librarians and local volunteers. It promotes literacy by using the magic of live Arabian horses and books by Walter Farley to spark the imagination of first grade students so they will want to learn to read, and to motivate fourth grade students so they will come to learn the joy of reading. We will have a formal presentation at the May 2005 BOD meeting.
- MDP Newsletter – we have had so much going on that this was put on hold so instead we have been issuing Newsflashes. We are still planning to develop the newsletter.
- Newcomers Page on ArabianHorses.org – We want an introductory page on the website for prospective and new members. Our current home page can be rather overwhelming to new folks so we will be creating a friendlier page to get folks started in the association by displaying AHA’s visitor programs and service in one concise page.
- Speakers Bureau – plan your club activities by inviting a speaker. These folks have volunteered their time.
- Trainers Directory – this will be a new section added to the on line classifieds so trainers of all levels can be found by future clientele.
- Classified Enhancements – update the classifieds to ensure information is current as well as accurate. Change the stallion listings to \$20 a year and auto delete if not renewed. Allow Showcased Farms in the Farm Directory.

## AUGUST 2005 DIRECTOR'S REPORT

The AHA Board of Directors met on August 12<sup>th</sup> and 13<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).

SWEEPSTAKES – although this was not the first topic on the agenda, it was the one that led to the most discussion. At the May AHA B.O.D. meeting, the Sweepstakes Commission made a recommendation on proposed dramatic changes to the Sweepstakes Program. The board initially approved the changes, but they reconsidered and asked the Sweepstakes Commission to provide us supporting documentation by the end of July so we could reconsider their proposal and make an educated decision.

The Commission did provide us data that showed the Sweepstakes Program needed to be changed soon, to encourage breeding, increase registrations and participation in the Sweepstakes Program. The discussion initially focused on who actually controlled the Sweepstakes Program – the Sweepstakes Commission or the AHA Board of Directors. Although, at first, legal opinions seemed to differ, it appears that, based on an opinion from our legal council, the AHA Board, acting as Trustees of the Program, do have the authority to control the program. With that decided, the Board adjourned and reconvened as Trustee's and several hours of discussion ensued.

Ideas discussed included the proposed program with emphasis on the \$100,000 payout in the Junior Horse classes at U.S. Nationals, a pure point based system and programs that may appeal to more people as it would pay back money at the class "A" level.

The Sweepstakes Commission agreed to "go back to the drawing board" and come back to the Board with a program that the Board could support. A survey was developed and each Board member was required to provide input. That was completed at the end of August and we expect a new proposal to review by the first week in October.

The Sweepstakes Commission has worked extremely hard on this program. They are to be commended for their efforts. Region 10 member, Peter Conway, has really put his heart and soul into his position on the Sweepstakes Commission. There is no doubt in my mind that the goal of the Sweepstakes Commission is to devise a plan that will help revitalize our breed!

SHOWS – It appears that many class "A" shows throughout the country suffered declines in entries this year. Regional Shows seemed to hold up better. Thankfully, our Region 10 Show had a significant increase in horses. Region 11 suffered a significant decline.

POINT SYSTEM – The current point system was discussed and a motion was passed to make some adjustment and to better defined the criteria. Details are on the AHA website [www.arabianhorses.org](http://www.arabianhorses.org).

FINANCIAL – The audited Financial Statements for the AHA year that ended on March 31<sup>st</sup>, 2005, were presented. AHA showed a profit of just over \$250,000 – this is a welcome change from the large loss we had in the previous year.

We are also ahead of budget for the first quarter of this year that ended on June 30<sup>th</sup>. 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. There is concern the VSM situation may have adversely affected Canadian Nationals. Barbara Burck and her staff appear to be working hard to try to control expenses so that we have an opportunity to remain profitable.

### MARKET DEVELOPMENT AND PROMOTION – **Collaborative Efforts**

- Kentucky Horse Park 2007 Arabian horse exhibit: Will contain art and artifacts from individuals and organizations within the Arabian community. The International Museum of the Horse will be locating additional artifacts from European and Middle Eastern sources and has expanded their vision for the size of the exhibit by at least 50%. We will be ramping up fundraising efforts toward the end of the year.

### **Arabian Community Shows (ACS)**

- An ACS Product Spec was completed and submitted to develop the online web functionality that will support this program. We hope to have the major portion of it finished by Convention in November, with the supporting features by January 1, 2006, official launch date for the ACS program.
- A new consolidated “Event Calendar” for the website is planned with a requested completion date of October 1. This project will consolidate five separate event calendars that currently exist on the AHA website in different locations with different levels of functionality. This Event Calendar will be the focal point of our promotional efforts both inside and outside of the Arabian community.

### **National Events Support**

- Youth Nationals – Horsepower: An estimated 200 parents and kids experienced the magic of the Arabian horse at fun fact stations provided by barns such as Wolf Springs Ranch and Conway Arabians. An additional 100 kids received first-hand information from the show veterinarian and farrier with Wallen West providing horses to groom and pet.
- Celebration of Arabian Sport Horse: With the presence of David O’Connor and Hilda Gurney and the presence of large sponsors like *Horse*

*Illustrated* for the evening entertainment, “*Horse Illustrated Sport Horse Spectacular*,” this outreach is attracting big attention from the east coast and nationwide media. We expect a great turnout, and exposure for the Arabian Sport Horse.

- U.S. Nationals Finals Extravaganza: Finals Extravaganza is being promoted as the venue to enjoy the U.S. National show through, with activities like daily presentations and photo opportunities with leading living sire \*Aladdinn, and the Barn Party Series. Saturday evening, a formal tribute will be made to \*Aladdinn in center ring.
- Trail Ride Update: We were full, but had a few cancellations at the last minute and have been filling the slots with those on the waiting list.

## CONVENTION – **2005 Convention**

Ya’ll Come on Down to Cowtown, Convention dates November 16-20, 2005 at the Worthington Renaissance Hotel in Fort Worth, Texas. Remember this is the Convention that starts with our new schedule consisting of one less day.

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 online.

Important dates to note for the 2005 Convention:  
September 16 – Pre-Registration deadline  
September 30 – Resolution mailing

## YOUTH **Youth Convention**

The AHYA continues in its successful two-day format. The theme of the 2005 Convention was “Clue in to AHYA” and featured the participation of USEF President David O’Connor as keynote speaker!

Delegates voted on the 2005-2006 AHYA Executive Board, selecting new officers from a full slate of candidates. The newly elected officers began their terms on August 1.

### **2005-2006 AHYA Officers are as follows:**

President – Kristen McKee of Region 8  
Vice President – Nikki Capps of Region 12  
Secretary – Shawna Strickland of Region 8  
Treasurer – Monica Christian of Region 14

## **REGISTRY SERVICES**

Year to date, we have completed the registration of 4,241 purebred and 2,325 Half-Arabian and Anglo-Arabian registrations. We are extremely pleased to

report that the number of completed registrations has increased compared to last year. The number of purebred registrations is up six percent and the numbers of Half-Arabian and Anglo-Arabian registrations are up 36 percent. Much of the increase can be attributed to the highly successful amnesty program that was offered September 2004 through March 2005.

### **SOUTH AMERICAN REGISTRATIONS**

We have completed the necessary changes to the registration program to accommodate the provisions and caveats outlined in the settlement. The # sign will be included in front of the name and the agreed upon description will be included on the affected horse's certificate of registration.

### **INFORMATION TECHNOLOGY**

The IT staff, lead by Bob Huff, continues to develop the specifications for the new computer implementation project. While this is in development, they continue to improve the system we are using, and since the May BOD meeting, significant improvements have been made in the support areas of Shows, Membership, Registration, Marketing and the Data Source.

Estimates for a complete computer upgrade are in the 2-3 million dollar range - \$175,000 was approved from this year's budget to start the upgrade while options for funding the project are studied.

### EDUCATION

#### **NRHA SESSION**

We have successfully completed negotiations to co-sponsor a 2-day NRHA Session to be held immediately following the 2006 Judges Seminar in Denver, CO. This seminar is open to anyone and allows our Judges to obtain a specialty card and also gives us an opportunity to expose other horse owners, trainers, etc. of other breeds to the Arabian world.

#### **2006 SPRING SCHOOL**

The 2006 Spring School will be held in Calgary, Canada, in response to a request from clubs and members in Region 17. We are currently in negotiation with two hotels and more details will be following

#### **DIRECTORY**

The 2005/06 Judge & Steward Directory has been mailed out to all Judges and Stewards, and a copy of the directory has been loaded onto the website. Additional printed copies are available from the Commissioner's Office for \$15.00.

#### **NEW VIDEOS**

The final two new training tapes, "Showmanship" and "Western Pleasure" in the "Standards of Excellence" series of videos, have now been completed and are now available for purchase.

### **501C3 TRUST**

The Board has directed Barbara Burck to proceed in developing a 501C3 charitable trust. This could prove to be a valuable step, as it would allow funding for some projects from the trust that will be funded by tax deductible donations.

### **CORPORATE SPONSORS**

One of the keys to establishing outside funding for AHA Programs, is our Corporate Sponsor Program. To keep our current sponsors and successfully recruit new sponsors, it is important that we, as members, support their businesses.

The corporate sponsors are listed on the AHA website. Please try to think of them when you are making an equine related purchase.

### **BUSINESS DEPLOYMENT PLAN – BDP**

We spent part of Saturday reviewing the Business Deployment Plan for our organization. We focused on prioritizing objectives and initiatives that will address the four AHA cornerstones – Breed Growth, Communication, Financial Stability and Organizational Efficiency. I feel we are on track in the use of this tool in managing our business.

### **REGION 10 SHOWS**

While the financial numbers have not been finalized, it appears that the 2005 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 significantly as well.

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

We are also appreciative to all the Region 10 members who volunteered to help at the show. Both Van Jacobsen (Ringmaster) and Jill Frieders (Paddock Master) deserve special thanks as they both volunteered their services due to the financial issues our last two show experienced.

The new format of a Stand Alone Region 10 Sport Horse and Dressage Show was a success as well. The number of exhibitors was up a bit, and most of the comments we received were very positive.

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 and Audrey Grimm, with assistance from Sunde Nelson, donated their services. Candy and Dwayne 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, Nancy Miller managed the show.

I hope you all had a great summer. Feel free to contact me anytime with questions or concerns.

Dean

DIRECTOR'S REPORT – NOVEMBER 16<sup>TH</sup>  
AHA BOARD OF DIRECTORS MEETING  
FORT WORTH TX

Region 10 was well represented by our great group of delegates at the AHA Convention in Fort Worth. This was the first year for the new 3 day format, which seemed to work well for the most part. I heard several people comment that it was difficult for them to attend some of the meetings they may have traditionally attended because, obviously, there are less scheduling options with a shorter schedule.

The new Sweepstakes Program was approved by the Board. They say “the devil is in the detail” and, due to the time constraints imposed on the task force, the decision was made to take a few weeks and get additional input from exhibitors, trainers and show manager, especially concerning how we will be handling the new AAOTR performance classes. The good news is that the decision has now been made to continue to split these classes and the allocated money payouts at the Regional and National level, and allow the local shows the option of revising the age splits, or combining into an AAOTR class as the demographics of their shows require.

The Sweepstakes Program presentation and a Q & A document can be found on the AHA website [www.arabianhorses.org](http://www.arabianhorses.org). The new class specifications and rules are being worked on now and will be included in the 2006 Handbook which is due to be published in mid-December. There will also be a new Q & A posted to answer questions from show managers and exhibitors.

Changes in the Sweepstakes Program were mandated by the huge losses the program has endured over the past 6 years – paying out almost \$3.6 million more than it took in. The Sweepstakes Program was developed during the time when our breed(s) were experiencing rapid growth. Unfortunately, as registrations fell, Sweepstakes participation mirrored that decline and the huge losses occurred.

The new program includes many of the great ideas brought forward by the Sweepstakes Commission, but is more focused on trying to increase grass roots participation and build our breed from the bottom up.

The new program offers a cash incentive based on our new point qualification system at the Local rated show level. To participate in this program, there will be a \$100.00 annual participation fee. That fee is due only in the years an exhibitor plans to show and is not due until you make that decision. Based on 2005 statistics, we anticipate each point being worth between \$9.00 - \$10.00 and you earn one point for each horse you beat (plus 1 for yourself) up to 6<sup>th</sup> place at a local show, Top 5 at a Regional and Top 10 at the National shows.

There will continue to be added prize money allocated to the US, Canadian and Sport Horse National shows as well as Regional Shows.

For the first time, the breeder/nominator (the person who nominates the in-utero foal) will receive 10% of the resulting horse's point earnings for the life of that horse. This should encourage people to nominate their foals, as they finally have an opportunity to get a return on their nomination fee.

Another BIG change is that the ongoing specials we have offered in the past will end March 1, 2006. Our research showed that many breeders had stopped nominating their foals in-utero – waiting instead until the horse was ready to enter the show ring and then joining as an original entry at a bargain price.

These specials have conditioned our members to wait for a deal to nominate, much like the US auto industry has created an environment where car sales drop off precipitously when the rebates expire as people wait for the next promotion. This policy has also contributed to the decline in the Sweepstakes Trust Fund balance, as an owner would nominate only their super stars and many times win payouts that far exceeded their contribution.

To prevent this, the new original entry fee will be \$15,000.00 after March 1, 2006. Not only will this encourage people to nominate their foals in-utero, it should also create an environment where a sweepstakes horse has more value than a non sweepstakes horse. We feel this will be especially true of the low to mid market horses that people are having a hard time marketing – especially when you consider the opportunity their owners will have to earn Sweepstakes money without ever incurring the expense of attending a Regional or National Show.

Most importantly, we have created a flexible financially sound program. The current Trust Fund balance will not be depleted any further. Because all payouts are based on percentages and allocations, it will be easy to adapt the program going forward as our industry evolves.

We have extended all deadlines until March 1, 2006 for next year only. This will give every member ample time to understand the program before they nominate. In the meantime, please feel free to contact me at [meier@wisonline.net](mailto:meier@wisonline.net) with your questions or concerns.

There were only 23 resolutions this year. Many were just housekeeping issues, several were withdrawn, but there were several revolutionary resolutions that will have significant impact.

Region 10's own Lori and Peter Conway did a masterful job of presenting Resolution 12-05 and 12-06, which both dealt with shoeing issues. Resolution 12-05 incorporated

the use of a gage to determine the legality of a shoe, rather than requiring the shoe be pulled and weighed. Lori and Peter really did their homework – this system is patterned after similar systems used in other breeds. They came to the convention armed with sample gages and display boards with dozens of sample shoes so each delegate could try the gage for themselves while Lori and Peter patiently answered their questions.

Lori and Peter were also instrumental in the passage of Resolution 13-05 which lengthens the allowable toe length on ½ Arabians only to 5” paralleling the rule already approved by Equine Canada.

There were two other resolutions of note - #23-05 dealt with rescinding the rule that allows a Regional Show to offer a full Top 5 regardless of class size, and Resolution 8-05 which would allow a competition to conduct classes with up to three judges placing the class individually. Like most things, there are advantages and disadvantages to both ideas – both were defeated, but I would expect them to return next year.

Other items of note from the Board meeting –

#### NATIONAL EVENTS –

	<u>2004</u>	<u>2005</u>
Youth Nationals	1089 Horses	1059 Horses
Canadian Nationals	967 Horses	949 Horses
Sport Horse Nationals	388 Horses	588 Horses
US Nationals	2067 Horses	1950 Horses

The Youth Show numbers go up and down with the 17 and over exhibitors not being able to return. Canada was a pleasant surprise as we expected the numbers to be down significantly due to the VSM issue. Sport Horse Nationals was a tremendous success – far exceeding projections for both income and entries. US Nationals was one of the largest Albuquerque shows to date.

#### INFORMATION TECHNOLOGY –

The IT department continues to improve our computer functionality across many areas of our organization. The Board was presented with several scenarios for funding our computer project and approved going ahead with that program. This initiative should produce better member service and lower overall costs to our organization.

#### ARABIAN COMMUNITY SHOWS –

Complete information on this new show concept developed by the Market Development and Promotion committee can be found at [www.arabianhorses.org/ACS](http://www.arabianhorses.org/ACS). I attended a presentation on these shows and they appear to have a high level of support. The goal is to produce 50 of these shows in 2006. There are several financial incentives offered

to the first 40 shows - \$200 from AHA, a blanket from Turtle Neck Partners and a gift certificate from Ariatt.

Interest was high – so if your club is considering putting on a local show in 2006, I would encourage you to consider modifying your class list and supporting this concept.

#### MEMBERSHIP –

The new membership structure is being implemented 2006, and all members are moving to an anniversary renewal. I would encourage all club officers and membership secretaries to review this program, as I am sure members will have many questions.

#### REGISTRY SERVICES –

Purebred registrations are up 2% and ½ Arab registrations have increased by 23%. The increase can be attributed to the highly successful amnesty program that was offered from the end of 2004 through March 2005.

#### FINANCIAL –

Fiscal 2006 is half over. The results are maintained at a level that, if continued, will result in a profitable year. Our net operation income YTD is just under \$298,000 compared with a loss of \$140,000 for the same period last year. This is an improvement of \$438,000. The staff and show commissions continue to work hard to improve our financial performance.

**I would like to wish you all a joyous Holiday Season and a new year filled with healthy foals and true enjoyment of your wonderful horses!**

Sincerely,

Dean Meier