

**REGION 10 DIRECTOR'S REPORT
MARCH 3 & 4, 2006 AHA
BOARD OF DIRECTORS MEETING**

I am pleased to report the following highlights from the AHA Board of Directors meeting held at the corporate offices in Denver CO on March 3rd and 4th.

Some of these items are discussed in more detail in President Krause's March President's Bulletin which you may have received via email and that is available on the AHA website www.arabianhorses.org.

EXECUTIVE SEARCH

The Executive Committee was going to attempt to serve as the search committee for the new EVP. Obviously, finding the proper person to fill this position is crucial. You may recall that the post merger executive search did not produce any viable candidates that were interested in the position. Fortunately our financial performance has improved a great deal since then and the executive committee made the wise decision to hire a recruitment firm, and interviewed a number of firms before proposing we hire M.R.I. Management recruiters, an international firm with over 1000 offices.

This firm should possess the size, scope and experience to bring us a number of qualified candidates. The goal is to have the right person in place by July.

SWEEPSTAKES

We are still a week or so away from having final Sweepstakes Enrollment numbers. From what we have seen so far, we feel in-utero enrollments will come in very close to the 2005 enrollment numbers and all the other categories; i.e., original entries, stallion nomination, nominated Dams, etc. have exceeded the benchmark set in 2001, when the Sweepstakes program began offering "specials" to try and increase participation in the program.

If you want to participate in the **point payment** feature of the program, it is important to make sure you enroll before the start of the show you wish to earn points for. The I.T. staff is hoping to have the web sign up working by April 1st, but in the meantime, you can print the form off the website and mail or fax it in, or call a customer service representative and they can enroll you. Please remember – you can earn points in the designated Sweepstakes classes at all levels of shows, Local Rated Shows, Regional and Nationals – we are projecting a payment of \$8 - \$10 per point, so there is an excellent opportunity for you to get a nice financial return on your \$100 investment.

There is still a lot of misinformation and misunderstanding about the new Sweepstakes Program. If you have questions, there is a lot of information on the AHA website www.arabianhorses.org. – click on the green Sweepstakes logo in

the lower left hand corner to go to the Q & A section. You can also find the rules in Chapter 18 of the 2006 Handbook which also is online. I am happy to answer questions as well – email works the best – meier@wisonline.net.

YOUR SHOW AND SWEEPSTAKES

As you know, Sweepstakes point money is available in selected classes at your local rated show. It is imperative that you use the proper Sweepstake class numbers that are listed in Chapter 18 of the handbook, so your exhibitors can get proper credit for their placings. Make sure you review and understand this when you publish your class list. If your prize list has been published, it is still not too late. Summer Van Velkenberg at the Denver office is working with shows to insure we can offer their exhibitors as many opportunities to win money as possible.

Financial

I am pleased to report that AHA is having another successful year financially. For the year that will end March 31st, 2006, we are projecting an operating profit of between \$350,000 and \$400,000. It is my opinion that the major reason for AHA's financial turn around relates directly to the merger, and it is wonderful that we are approaching financial stability and have the ability to retain some capital.

AHYA BOARD OF DIRECTORS

On Saturday, the AHA Board had lunch with the AHYA Board who were meeting in Denver that weekend. Region 10 was well represented by our Youth Board member, Britta Hegge who led our table's lunchtime discussion about what activities and programs the various Regions and clubs offer their youth members.

2006 HANDBOOK

JUST A REMINDER – the 2006 Handbook is available online. If you want a printed copy, you need to request one online, or by contacting a customer service representative. This change is saving our organization more than \$30,000 a year in printing and mailing costs.

2006 NATIONAL CHAMPION SHOWS OMNIBUS

WATCH YOUR MAILBOX! AHA has published a National Champion Shows Omnibus containing the premium lists for all four National shows, U.S., Canada, Sport Horse and Youth. This will save a considerable amount of printing and mailing costs as well as having all the information and entry forms in one convenient publication.

YOUTH NATIONALS

A new contract has been signed and Youth Nationals will remain in Albuquerque for 2007 and 2008. The Youth Nationals Show commission is also working on an option with Albuquerque for 2009 to 2011.

SHOW DATE ROTATION

The good news is that USEF has determined their new show date rotation program has not worked as anticipated and will be returning to the former system. The bad news is that they are delaying this move until 2009! If your show is still experiencing difficulties, Larry Hoffman has volunteered to assist you with USEF.

In the mean time, the AHA board passed a motion that is awaiting USEF approval that would allow the 250 mile mileage restriction to be reduced to 125 miles for the few cases where (for existing shows only) date/facility conflicts can not be resolved.

STRUGGLING SHOWS

USEF has announced an Outreach Grant Program to assist Breed Shows with expenses! This is an excellent program and I would encourage your club to apply for these funds if your show could use some financial assistance.

Throughout the year there are many competitions which are extremely valuable to the various USEF breed organizations but are a challenge to organize due to required expenses. The USEF wishes to support the widest possible network of shows for its breed members and enthusiasts by announcing a new Outreach Grant program.

A total of \$125,000 has been budgeted in 2006 for grants to financially challenged breed competitions which meet the grant requirements and are approved by the USEF. This program will be on a first come, first serve basis, so applications should be submitted as soon as possible. The maximum grant is \$1000.

Each grant request will be evaluated based on when it was received and on the proposed use of funds, which must be earmarked for certain expenses including EMT's, veterinarians, stewards, and insurance. Application information will be reviewed by the USEF National Affiliate Staff with input from the National Affiliates Working Group. The final decision for the Grant approval will be made by the USEF Executive Office after a recommendation by the National Affiliate Staff.

The Outreach Grant Program criteria and application are available on their website at www.usef.org under the "Forms and Pubs" menu selection on the left side of the home page, then select Breeds. Or use this hyperlink:

<http://usef.org/content/formsPubs/index.php?formSelect=breeds>

For more information about this program, contact Karen Homer-Brown, Managing Director, National Affiliates, at 859-225-6958 or khbrown@usef.org.

MEMBERSHIP INSURANCE

Although the presentation was delayed until the May meeting, AHA is working with several groups to try and bring forward some type of medical insurance for our membership. One of our goals is to offer people more reasons to join our association, and this could be a very key component.

AHA TRAIL RIDE

The 2nd Annual AHA Trail Ride at Fort Robinson State Park in Crawford NE is scheduled for September 27th to October 1st, 2006. The 2005 ride was a resounding success, so I would encourage you to sign up today, as this ride will certainly sell out quickly!

POP-UP BOOTH

Due to high demand, additional 3-piece banner sets (perfect for a 10'x10' booth or local promotional venues) representing the beauty and versatility of the breed are currently in production, for availability in April 2006. These are in addition to the two pop-up booths we've been sending out during this past year.

KENTUCKY HORSE PARK ARABIAN PAVILION

Plans are in place to develop a 20'x30' pavilion within the barns area of the Kentucky Horse Park in Lexington KY. This building will house several interactive kiosks, a panorama display and a theater for presenting short information documentaries about the Arabian breed. Plans are to launch this exhibit in time for the 2006 AHA Convention held in Louisville this year. We will have a ten year agreement with the park for this pavilion.

NATIONAL SHOW OUTREACH

Plans are in place to continue several outreach efforts that have proved to be very popular with the U.S. Nationals and to develop some new ones. These include: Barn Party Series, Past Champion Meet-N-Greet, Vendor Coupon Books and a Saturday evening spectacular act. Also this year the Marketing department will create a "Hall of Memories", pictorial exhibition, within a walkway built to direct traffic from the main exhibit hall to the commercial exhibit wing.

AHA Members are receiving Arabian Community Shows with great excitement and appreciation. Currently, 35 shows are confirmed for the 2006 competition year. The staff feels confident that the MDP goal of 50 shows will be achieved.

The marketing plan for the first year of ACS is highly concentrated on communicating directly to potential ACS Show Hosts, including clubs, local show hosts, and venues with show grounds. Specific efforts include an online communications plan through AHA's website, E-News, and a direct mail campaign to a targeted audience of potential show hosts.

Outreach for ACS includes a marketing plan of AHM advertising, promotional materials at Horse Expos and AHA events, and an online communications plan through E-News and the AHA website. WAHA will host the first ACS in Region 10 this fall.

AHA PRESENCE AT THE MIDWEST HORSE FAIR

Once again this year, the Midwest Horse Fair, April 21st – 23rd, 2006, in Madison WI, has been targeted by the MDP for one of their horse expo promotional activities. AHA will be sending their booth, ample literature and trained staff to promote the Arabian and half Arabian horse.

CONVENTION

The 2006 Convention is November 15th – 19th in Louisville. The co-hosts, Region 13 and 14 have some great extra activities planned – including a tour/dinner at Undulata Saddlebred Farm and a visit to the Kentucky Horse Park.

YOUTH OUTREACH EFFORTS

AHA had an expanded presence at the FFA National convention and packets for youth leaders allowing AHA to collect contact information from more than 250 youth leaders nationwide. A \$2000 scholarship give away (fully sponsored) brought in over 1500 youth survey cards.

An outreach program providing educator materials such as lesson plans for 4-H leaders is in development and slated for release this spring.

MDP/YOUTH COLLABORATION

An AHA 4-H Outreach, spearheaded by Katie Reynolds and funded by MDP, is set for a summer 2006 launch.

HORSE REGISTRATIONS

The Amnesty Program for registrations in 2005 was key in stemming the decline in registrations. In fact, total purebred registrations were 7861 in 2005 versus 7780 in 2004 (+1%) and ½ Arabian registrations were up 15.2%, 4180 in 2005 versus 3627 in 2004.

In my opinion, we still need to be concerned, however, as without the Amnesty Program, it would appear the registrations for purebreds less than 2 years old was down 5.9% (6821 in 2005 versus 7252 in 2004) and for ½ Arabians less than 2 years old was down 5.6% (3321 in 2005 versus 3627 in 2004).

The success of the Amnesty Programs run from time to time proves there are more foals being produced than are being registered. Unfortunately, while there has been a directive to require stallion reports again, the I.T. department is spread thin and programming has not been accomplished.

EMBRYO TRANSFER

Embryo transfers remain a small but growing segment of registrations from 80 registered foals in 2004 to 111 in 2005.

REGISTRATION FEE STRUCTURE CHANGES

Effective January 1, 2006, the registration commission authorized a reduction in the registration fee for a purebred horse that is over 2 from \$500 to \$350. The yearling fee will remain at \$190. This differential should continue to encourage people to register their horses when they are young.

NEW CLASSES AUTHORIZED FOR INCLUSION IN THE REGIONAL AND NATIONAL CLASS LISTS

A/HA/AA Dressage Driving and HA/AA Working Cow JR Horse have been added effective immediately.

ENDURANCE ON COMPETITIVE TRAIL

Arabian and ½ Arabian horses dominate the Endurance and C.T. competitions, yet few who participate in these sports see value in becoming a member of AHA. We are in the process of appointing an advisory group to help develop a program that would encourage membership in AHA, and participation on Registered Sweepstakes nominated horses.

ARABIAN HORSE TRUST 501C 3 AGREEMENT

AHA has entered into an Administrative Services Agreement with the Arabian Horse Trust to allow funding of charitable (tax deductible) qualifying purposes relating to Arabian Horse Association objectives. Hopefully, the 501C 3 will be an effective tool to provide funding on an ongoing basis for specific projects, such as scholarships.

WORKING COW HORSE

\$90,000 added prize money has been raised for the Working Cow divisions at the U.S. Nationals through the generosity of San Simeon Arabians, Wolf Point Ranch and the Ranches of Cherry Creek. \$10,000 added prize money will be awarded in the Purebred Open, Purebred JR and ½ Arabian JR working cow horse championship classes at the 2006, 2007 and 2008 U.S. National Horse Show.

You can see that AHA is accomplishing a lot of positive things. Should you have any questions or concerns, I would be happy to help in any way possible.

Sincerely,

Dean

DIRECTOR'S REPORT MAY 2006

Hello, Everyone! I am pleased to report on the Arabian Horse Association Board of Director's meeting I attended May 12th and 13th, 2006.

New EVP! The biggest news from the meeting is that we met and interviewed our new EVP, Gary Zimmerman, whose employment with A.H.A. was met with enthusiasm by the entire Board. Gary seems to possess all the attributes we were looking for in our new EVP - Marketing, Project Management, Personnel Management and a strong I.T. background which should prove exceptionally helpful as A.H.A. takes on the upgrade and integration of the old I.A.H.A. and Registry computer systems.

Reorganization – you may have read President Krause's broadcast email about the ongoing changes at A.H.A.

Two senior Director's positions have been eliminated and the former Registry Services Department and Customer Service areas have been combined into one department – "Customer Service" under the direction of Debbie Fuentes. This change, in conjunction with the computer system upgrade and some additional cross training, should enable our members to receive better service through a single point of contact for all their A.H.A. questions.

Convention – November 15-19, 2006 in Louisville, Kentucky.
Important dates to note for the 2006 Convention:

June 30	Delegate count deadline
July 8	Delegate mailing
September 16	Pre-registration deadline
September 30	Resolution mailing

Foreign Horse Database

We continue to update and maintain records for the foreign registries. The former Registry created a database to house registration records for purebred Arabian horse registries worldwide in the early 1980's. They obtain this information from the foreign registries' published studbooks and input the data into our database. As a result of a recent trip to South America, we are in the process of updating and/or adding nearly 40,000 horses.

Futurity Programs

Nominations for the Performance Futurity program are due on June 1st. Remember that the nominations can be either paid in full or can be done in installments which require additional payments by July 1st and August 1st. Late enrollments can be accepted right up to the close of U.S. Nationals. **(New for this year, there is a \$100 fee to request a class change. This fee will be charged for anyone wishing to change classes after August 1st and prior to the original close of U.S. National entries.)**

Membership

Added Member Benefits – We are currently investigating added member benefits -

Rental Cars – We have proposals from Hertz, National Car Rental and Avis. We hope to have one or all of them offer discounts to our members.

Member Insurance – We have various insurance benefit proposals from many Companies.

Credit Card – We have extended our affiliation with MBNA for another five (5) years.

Retention/Resources for Clubs – We are developing and designing a one-stop shop for all the tools a club needs to recruit/reclaim a member and to retain club members. This Tool Box will be available via the website.

Sweepstakes

The Sweepstakes Point Program Enrollment is now available on-line. This allows members to enroll their horses prior to the event they wish to compete at for Points Prize money. This is an optional program in which horses previously entered into the Sweepstakes Program as Breeding and Original Entries can opt to enroll for Point Prize Money.

New Educational Booklets

The first of a series of Educational “*Get Started*” booklets, titled: *Get Started: Arabian Racing* is now finished and in production. This booklet provides an introduction to the sport of Arabian racing, its history, current status and how to get involved. The next booklet will be *Get Started: Showing*, followed by *Get Started: Breeding*.

New Brochures

Two new brochures are also in production:

- Endurance & Competitive Trail
- Arabian Breeders Sweepstakes

Public Relations Network

AHA is developing a Volunteer Network of Public Relations Representatives to more effectively disseminate education, awareness, support and resources into the local effort to maximize grassroots breed promotion and membership growth. If you would like more information on what this position entails, please contact me at meier@wisonline.net.

Kentucky Horse Park: Arabian Pavilion

We've secured a 10 year grant to use a building in the Breeds Barn area of the park to develop an Arabian Pavilion. This will include internal exhibition kiosks, a little theater and a panorama wall display. The target date for completion of this pavilion is November 2006.

Breeders Survey

We will be developing and conducting some specific online surveys to fill in some of the blanks in our market research. The first of these will be a breeder survey to help us identify the current state of the Arabian breeding community, their motivations and value perceptions.

U.S. Nationals Outreach and Inspiration Presentations

Several activities are being developed as models for the future. These include:

- Barn Party Series
- Past Champions Live Collection daily Meet-N-Greet presentations
- Final Saturday evening Past Champions formal tribute
- Walk of memories: Louisville's Greatest Moments
- Black Stallion: Arabian Nights Show on the final Friday evening
- Black Stallion & Princess Meet-N-Greet daily presentations

TV 3-part Documentary Series

We are in the process of developing the script/story idea for a three episode documentary series designed for TV and Cable. This is expected to be completed towards the end of this year.

AHA Trail Ride

The 2006 Trail Ride scheduled for this fall is sold out, with more than 100 people on the waiting list for this popular event. We are currently looking at several other facilities to try and expand our offering in 2007.

Arabian Community Shows

There are 47 Arabian community shows planned so far for this year. Several Board members reported that the ACS held so far in their Regions were extremely popular with the exhibitors attending.

Youth – Outreach

“Leg Up: A Ready-To-Use Lesson Series About Arabian Horses” is an innovative new youth outreach program being launched. Leg Up is a free educational tool developed and marketed primarily toward 4-H leaders with a secondary market of scout troops, FFA groups, day camps, and other grassroots youth organizations. Leg Up is packaged as individual lessons which each include a lecture outline, trivia, games, and supporting materials. Lessons can be downloaded at no charge from the AHA website. (You can find the information under “Youth”)

T.A.I.L. Program (Total Arabian Interaction and Learning Program)

This new program has been developed in California with resounding success as a way to introduce the Arabian horse to families and youth groups.

I will show the DVD at the October Board Meeting and have copies available for delegates to share with their clubs. Plans are to launch this program nationally in 2007.

Competitive Trail and Endurance

AHA has formed an advisory committee to try and develop better programs that would encourage participants in these sports to become members of AHA. We hope to have these programs in place before the 2007 competition season begins.

Region 10 Shows

The Region 10 Show is scheduled for June 15th – 18th in St. Paul, Minnesota, with a preshow on June 14th. It takes a tremendous amount of effort to produce a show of this magnitude. PLEASE, PLEASE, PLEASE contact Nancy Miller at 608-825-9986 or nmfr7@isp.com to volunteer to help at the show.

The Region 10 Sport Horse Dressage Show is scheduled for June 24th and 25th in Waukesha, Wisconsin. W.D.H.A. is hosting their Sport Horse and Dressage Show immediately prior to the Region 10 Show, giving everyone an additional opportunity to qualify. Over Fences Classes have been added this year. Again, **PLEASE, PLEASE, PLEASE** volunteer to help at this show. Contact Kristin Urban at 920-863-8253 or urbankristin@msn.com to volunteer.

AND – Please remember to **sponsor a class** at our shows if you are able. Contact Joan Rose at 608-435-6405 for more information.

Region 10 Directory

The Region 10 Directory will be published in the October issue of the *Arabian Horse Times* again this year. Watch for a mailing soon, or contact the magazine for more information.

The 2006 Show and foaling season is in full swing. Hope you all have a great summer enjoying your beautiful Arabian and ½ Arabian horses.

Should you have any suggestions on how we can improve Region 10 or the Arabian Horse Association, or questions or concerns, please contact me, anytime, at meier@wisonline.net.

Dean

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

MEETING WITH COLORADO STATE UNIVERSITY

In response to an inquiry from Dr. Jim Heird of Colorado State University indicating an interest in his school becoming more involved with the Arabian Horse Association, we held a meeting on June 12, 2006. At this preliminary meeting, CSU was represented by Dr. Heird and Dr. Dave Dennison, and the AHA representatives were Chuck Mangan, Jim Hitt and George Johnson. It was decided that it could be very mutually beneficial for the two institutions to establish a protocol using the resources and expertise of each. An additional meeting will be scheduled in the future involving the Chairman of the EEC and others to further explore this promising opportunity.

2006 FALL EXHIBITOR/JUDGES SCHOOL – DENVER, COLORADO

Dates for the 2006 Fall Exhibitor/Judges School have been set for December 7-9, 2006 in Denver, Colorado at the Renaissance Denver Hotel. The live judging portion of the School will be held at the Region VIII Christmas Show.

2007 JUDGES SEMINAR

The 2007 Spring Judges Seminar will be held in Denver, Colorado, March 23-26, 2007 at the Renaissance Denver Hotel. Bill Enk, Meg Schulmann and Dr. Heird have all been contracted to speak again. We have also applied to the NRHA to hold an additional two-day Reining Seminar immediately following the Judges Seminar. The National/Regional interviews are scheduled for March 22, 2007 in Denver immediately preceding the Seminar.

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.

Qualification Points

A motion was brought forward to allow qualifications based on both the current point system and a first or second in a class. This motion was defeated because the Point Monitoring Committee brought forward a motion to reduce the number of points required to qualify for many classes. These new requirements should be posted on the AHA website in the near future.

Committee Structure Reorganization Task Force

Dennis Valentine reported on the recommendations of this committee – several changes were approved that will, hopefully, reduce the number of committees and provide more opportunities for member involvement. The changes were approved and will go into effect in 2008.

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.

Distance Advisory Committee

Mollie Krumlaw, Chair of the Distance Advisory Committee, made a presentation at the meeting. AHA is looking for ways to better serve the Distance Committee that consists of 12,000 – 16,000 people who compete on Arabian and ½ Arabian horses but find little benefit in belonging to our association.

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 to 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 Mickelson 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.

Kentucky Horse Park: Arabian Pavilion

The Kentucky Horse Park Arabian Pavilion is moving forward as follows:

- Secure donated building to house the contents of the current facility
- Expand the existing building to house the exhibit
- Seen-by-Scene Communications to develop internal exhibition kiosks, little theater and panorama wall display

- Target date for completion of this pavilion is January 2007
- A second phase, currently in the video story board stage, will include development of a new high visibility film to be played in the little theater

U.S. Nationals Outreach and Inspiration Presentations

Due to lack of bandwidth, the Walk of Memories has been dropped. Several activities are in full swing which includes:

- Barn Party Series

Past Champions Live Collection daily Meet-N-Greet presentations, comprising of these horses:

Good Thunder	Monogramm
NDL Pericles	Rohara Moon Storm
Scarlet Lace	Countess Vanessa

- Past Champions Formal Tribute Final Saturday evening
- Black Stallion: Arabian Nights Show on the final Friday evening
- Black Stallion & Princess Meet-N-Greet daily presentations
- Coupon Books to the U.S. Nationals Shopping Expo

If you are planning on attending this year's National, I would suggest you get your tickets **NOW** – they are saying first level tickets already have very limited availability

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.

Youth Programs

AHYA – Very few changes occurred this year. Some of the prominent Committees held open forums during the general session for delegates to participate. Gary Zimmerman, EVP, lead a Leadership Seminar and also attended the Youth Commission dinner.

Regional Youth Team Tournament – As of the May 1st deadline, approximately 55 team entries were processed. Plans are underway to streamline this program for 2007 by simplifying the administration at the regional level.

Creative Contest – The Creative Contest continues to be a favorite among AHYA activities. There are 62 entries in the contest this year.

Youth Communication – Generation Equus continues to capitalize on a timely theme based on current programs; this attention to creating a lively resource encourages youth to read about their programs and watch for deadlines. The youth website features frequent updates and youth information is regularly included in the AHA Broadcast E-News.

Leg Up Program – Since the May 2006 Board of Director's meeting, there has been 1,027 hits to the Leg Up program on the AHA website.

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.

Be sure to get your registration in by September 15th to take advantage of the early bird special.

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.

Region 10 Shows

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 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 who managed the show.

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

Dean