

Director's Report  
AHA Board Meeting  
March 15-16, 2013

**Highlights**

- Up to \$300 is available to clubs or regions for promotional activities in 2013.
- Minn-I-Kota is now officially a Region 10 Club. The vote was unanimous.
- Since USEF does not have a complete published list of all forbidden substances/ingredients, you could run afoul of the drug rules if you use herbal products that contain unlisted but forbidden ingredients. USEF suggests that a horse be off ALL herbal products from 7 to 10 days before the show.
- Lunch with our Youth Director, Allison Johnson.
- Region 10 Championship show was up 1.49% in horses and 5.52% in entries.
- The addition of AATR classes to the 2014 Nationals is not a done deal but the US Show Commission is working very hard to accommodate at least some AATR classes for 2014.
- Can sign up for Sweepstakes Points program at the show.
- Western Dressage was added to the AHA class list conducted, scored and judged using the rules, tests and class procedures as defined by the Western Dressage Association of America (WDAA). [Note: WDAA is the association referred to by the Morgan Horse Association for their Western Dressage classes in the USEF Rule Book.]
- Promotional money from USEF is based partly on memberships so remind your members to select Arabian when renewing USEF memberships.
- The top Sweepstakes Points payout was \$3,160.
- Results of the Membership Survey were presented. Clearly getting youth involved young is critical to our future.
- Molly Gunning, Sr. Director of IT has left AHA.
- First elements of new website should be available in November
- Youth Nationals
  - Not able to change age groups to 14 & under and 15-18 due to language in the Handbook even though the Show Commission wanted to. Not clear if this was going to be changed for 2014.
  - Added 4 classes
    - A/HA/AA Dressage Seat Equitation for 13 & Under, and 14-18
    - Arabian and HA/AA Cutting, both 18 & Under
- Canadian Nationals
  - Added 3 classes: Showmanship AATR (no qualifications required for 2013) and Arabian and HA/AA Sport Horse under Saddle Junior Horse.
- Sport Horse Nationals
  - Added 7 classes including Arabian and HA/AA Sport Horse Under Saddle AOTR
  - There are many other events in the Lexington VA area at the same time as the Sport Horse Nationals so make hotel reservations early.
- US Nationals added 8 classes including
  - Four AOTR Side Saddle classes(English Side Saddle and Western Side Saddle for Arabians and HA/AA)
  - Arabian Mounted Native Costume AOTR

We were supposed to consider an appeal by the Arabian Celebration (held in Louisville KY, region 14). Region 14 had turned down the approval request of the Arabian Celebration so the show would not be AHA approved. Two IMHO contradictory reasons for the disapproval were that the breeding/in-hand classes were not going to use the score card (same as in 2012) and the negative financial impact on a show in Ohio. We did not vote on this because we were told that the Celebration has agreed to use the score card so the whole show would be AHA approved. Shortly after the meeting, we were informed that this is not the case. At this time, the entire Arabian Celebration is not AHA approved. If the Celebration files an appeal from the Region 14 decision, the AHA Board will consider it at the May meeting.

For the text of all actions taken by the AHA Board (unapproved), go to: [http://www.arabianhorses.org/bod\\_motions.asp](http://www.arabianhorses.org/bod_motions.asp)

All Director's reports and supporting materials are available at [http://www.region10arabians.com/director's\\_report.htm](http://www.region10arabians.com/director's_report.htm)

**President's Report**

AHA has four members on the USEF board: Jan Decker, Cecile Hetzel-Dunn, Myron Krause, and Cynthia Richardson.

Cynthia reported that AHA received \$11,000 from USEF to be used for promotion. Every breed affiliate received \$3000 plus \$1 for each member. Make sure when renewing to select Arabian as your first choice.

Cynthia met with AHA of Arizona president Jay Allen at the Scottsdale show as well as attending the Arabian Horse World Forum Call to Action' held during the show. Cynthia also attended the recent forum in Wisconsin.

### **Executive Vice President Report**

Since the Convention, considerable time has been spent by senior management on developing the FY14 budget for Board consideration. In addition, Marketing in particular has spent considerable time working with MDP on development of functional requirements for the new website. IT has spent considerable time on developing the Racing Reports and is now attending to other work within the building as well as HRS. A co-operative agreement has been finalized with the Ranch Sorting National Championship, a very successful new discipline that is enjoying huge popularity including participation by large numbers of Purebred and Half Arabian. AHA also has cooperation agreements with the NRHA and the National Carriage Driving Association.

### **Strategic Plan Discussion**

This is still in progress and in the hands of the Committees. Hopefully the Board will have content to review prior to our May meeting. Nancy Harvey has been put in charge of the strategic plan process.

### **Committee and Commission Activity Reports**

Following is a list of significant committee and commission activity. For a complete list of committee activity go to

<https://secure.arabianhorses.org/perl/AHA/committeedirectory.cgi?func=start>

#### **Committees**

*Amateur Committee:* Our own Mike Bell chairs this committee. Items for discussion this year include allowing leased horses to show in AO classes, allowing two unrelated amateurs to show in AO classes, and the 'leveling the playing field' initiative.

*Breeding and In Hand Committee:* The issue of the age splits in breeding/in hand classes at the US Nationals was discussed. While a slight majority of members are in favor of eliminating the splits and going back to JR and SR championships, it was decided to not recommend any change for 2013 since people are relying on the current splits in their planning. The Committee has a full agenda for 2013 including educational items, resolutions to allow runners, comparative judging as an option, and a survey.

*Budget and Finance:* The budget is the result of months of ongoing input and meetings with AHA staff, committees, and commissions. The initial budget draft was presented to the Budget & Finance Committee in early February, and was discussed in detail during the B&F Committee meetings. The Committee recommended certain revisions to the budget. In late February a revised budget was presented to B&F Committee. On February 26 the B&F Committee approved the revised budget. Challenges identified by the Budget and Finance Committee include slowing but continued decreases in memberships and registrations, building maintenance and upkeep, offsite storage logistics, updates to financial software and hardware, and lack of MDP funding. The budget assumes continued declines in memberships and registrations and is very conservative in projecting revenues. FY2014 projects a modest increase in revenue.

*Competition Advisory:* This is the committee that is working on the "Leveling the Playing Field". Jim Hitt is heading up this effort and hopes to present a proposal at the May Board meeting for input before presenting a resolution at the 2013 convention.

The 'dead tail' issue was discussed. There is complete agreement that a horse with a dead tail should not be allowed to compete, but enforcement and defending a disqualification in court are sticking points.

Brought motions to Board to add Western Dressage and Herd Work/Ranch Cutting to the AHA Class List. Both motions passed. There are three groups that sponsor variations on western dressage. The motion specifically requires the use of the rules and procedures of the Western Dressage Association of America which is the one that the Morgans follow and thus is already in use at USEF shows. The other two groups are North American Western Dressage and Cowboy Dressage.

*Equine Stress, Research & Education:* This report was distributed with our March meeting materials. The two main areas of concentration for the committee this year will be tack and training procedures allowed in warm up areas and a reevaluation of the shoeing rules. The chair, Myron Krause, suggests that it is time for another hoof study which would include weighing thrown shoes, pads, nails etc to get an idea of the actual total weight carried by horses. Myron would have the steward do this plus provide an approximate height and weight of the horse along with the discipline. As a steward, I would be OK with the weighing (providing it is not counted against the time for putting the shoe back on) and recording the discipline but I am not sure that I want to deal with the height and weight. Region 10 delegates who are on this committee, please keep us informed.

At the convention, it came to light that USEF does not have a complete published list of all forbidden substances/ingredients. Many over the counter products may contain a forbidden substance that is not listed making it very difficult for a trainer or exhibitor to know what to use. USEF suggests a horse be off ALL herbal products from 7 to 10 days before the show. Ray Cerniga will take this up with Dr. Schumaker at USEF.

Research concerning the number of horses that showed in 2003 Western and English futurity classes at US Nationals that were still showing in 2012 was presented. Results are:

- Arabian Western Pleasure 23 shown in 2003, 13 shown in 2012 (13 were sold in 2003)
- HA/AA Western Pleasure 29 shown in 2003, 5 shown in 2012 (11 sold in 2003)
- Arabian English Pleasure 38 shown in 2003, 12 shown in 2012 (12 were sold in 2003)
- HA/AA English Pleasure 22 shown in 2003, 11 shown in 2012 (16 were sold in 2003)

*IT Technology Advisory Committee:* In addition to working on the functional specs for the website re-write, this very active committee is working on, among other things, a complete rewrite of both Halter Futurities and Performance Futurities programs, replacing manual work in Competitions with new applications, analysis of financial systems and Oracle upgrade/replacement options, and enhancements to DataSource.

*Membership:* Request for club bios have been sent to all clubs. The Membership Executive Committee has reviewed the membership survey completed in 2012 and will make a presentation at the 2013 Convention.

*Points Monitoring Committee:* Looking for members to serve on committee. If you are interested, let me know.

*Youth Committee:* They are discussing revamping the Regional Youth Team Tournament program to counter decreasing participation. The program will be publicized via Blaze magazine and social media. The theme for the 2013 Youth Nationals will be "Root for the Home Team" with regions encouraged to showcase their region. I am sure that we will come up with something really cool although we may have to have Packer and Vikings fans play nice! The 2013 Creative Contest theme is "Arabians: The Root of Every Breed".

Other Youth information from the Marketing Department:

- The AHYA Board was in Denver, Colo. March 15-17 for their spring meeting. The main topic of discussion was Youth Nationals activities and Youth Convention. They joined the adult board for lunch on Saturday.
- The AHYA President and Vice President have confirmed their availability to attend the American Youth Horse Council Symposium in Hartford, Conn. in April. Funding for this trip will be provided out of the FY13 \$25k Youth budget (code 0248). We have also sponsored the event and will have a booth present.
- AHYA has partnered with *Blaze* magazine for 2013, which includes 4 ½ page full color ads throughout the year, in addition to an Arabian breed postcard to be distributed in the magazine, at events, and to us for our own promotion.
- Youth Programs is working on a new youth brochure to target both current and potential members. The brochure will be distributed at upcoming industry events, such as the AYHC Symposium, in addition to being available at the AHA booth at national events.
- We are in the process of working with local Girl Scout councils to plan activities at both Youth Nationals and U.S. Nationals, which will open conversations with the national council about a potential partnership nationwide.
- Youth Programs will be filming the 2013 Arabian Horse Judging Contest (a project postponed last year due to staff changes). This will add further educational resource materials to our current library available to youth leaders and judging teams across the country.
- We launched a "Sponsorship Opportunities" webpage to inform potential donors of the options available to support Youth activities and programs throughout the year. This page can be found at: <http://www.arabianhorses.org/youth/youthsponsorship.asp>. We will be seeking sponsors for Youth Nationals and the Arabian Horse Judging Contest, as well as donations for the Silent Auction, throughout the year.

The highlight of the meeting for me was the opportunity to have lunch with Allison Johnson, our Youth Director. Allison is an intelligent, thoughtful young lady who had many excellent ideas which I will pass along to the appropriate people.

## **Commissions**

*Futurity:* The survey on changing the English/Country English maturities back to 4 & 5 year olds showed a preference for leaving the ages at 5 & 6 so there will be no changes for 2013. The survey was sent to 232 participants (owners and trainers) from 2008-2012. Of the 74 votes returned (30% return rate), 41 wanted to leave the age at 5 & 6 while 33 voted to change it back to 4-5 year old horses. The Commission will revisit this issue for 2014.

*Judges and Stewards Commission:*

JUDGES AND STEWARDS STATISTICS AS OF MARCH 1, 2013

Total number of AHA Judges	255 (down 3)
Total National/Regional AHA Judges	147 (down 1)
Total Accredited/AHA Judges (less N/R)	108 (down 2)
Total Number of AHA Stewards	124 (down 17)
Total CTR Stewards	17 (down 2)
Total ER Stewards	25 (down 1)

Stan is concerned about the drop in CTR stewards and ER stewards and is contacting the ones that did not renew to see what's up.

Updated guidelines for sport horse judges are available at <http://www.arabianhorses.org/competitions/j-s/forms/JudgesGuidanceForSportHorse.pdf>.

Stan attended Youth Nationals, Canadian Nationals, Sport Horse Nationals and U.S. Nationals in 2012, and the Scottsdale show in February.

2013 will be a challenging year in that 9-90 fees have been and will continue to be declining in our AHA recognized shows. Stan is working with Competitions to find the solution on the collection of these fees. The continuing decline in participation at the recognized shows has resulted in a substantial loss of revenue to the Judges & Stewards Commissioner's office which they hope to offset with the additional fee for concurrent shows and the increase in the recognized show fee of \$1.00 as voted on by the Board at the convention.

Our judges/exhibitors school had a total of 65 attendees and evaluatees; and 55 who attended seminar; 39 sat for new or renewing n/r judges interviews. Comments from attendees were very positive about what they learned at the school and seminar.

Stan addressed the problem with dead tails in the reining division. It was noted that this is an issue with reiners in part due to what NRHA judges are used to looking at. Stan had addressed this with the judges time and time again to little effect and feels that this is better addressed outside the ring. We should have zero tolerance for dead tails but the problem is detection and enforcement in a way that would withstand court challenges. Stan will work with USEF on this issue. FEI is not touching this issue and NRHA has no rules about tails.

*Racing:* Worldwide there are more Arabians racing than any other breed. Working to have an Arabian race on the undercard for all Triple Crown races. Due to the sponsor not meeting Pimlico's deadlines, there will not be an Arabian race on the Preakness undercard in 2013.

More tracks are adding Arabians races but we need more horses to fill the cards. If you were ever interested in getting involved in Arabian racing, this is the time.

*Registration:* The next meeting and Breeder's Forum is on May 3-4 at Michael Byatt Arabians, outside of Houston. The Fall meeting will be at Valley Oak Arabians (Manny Vierra) in Northern California. No date has been set.

*Sweepstakes:* Entries continue to decline in both the breeding entry (23% compared to 2012) and Points enrollment categories. In the breeding entry category entries declined both in real numbers and as a percentage of registrations. Most sweepstakes entries come from the 1-2 horse owners.

Revenue from the Points program is not covering costs. The Sweepstakes Commission is considering significant changes in the Points program which should be presented to the Board in May. The top Points payout was \$3,160 to DA Durado exhibiting primarily in Sport Horse Under Saddle.

The Commission is also considering changes to the entire program. The additional money paid out in the breeding/in-hand classes at US Nationals has not been taken from the principal. This experimental program has several additional years to run.

New this year, Sweepstakes Point Enrollments may now be taken at each AHA Recognized Show by the Show Secretary prior to the Sweepstakes class. Enrollments are to be submitted with show results.

I requested that the Commission consider allowing Regions to run a single yearling class with separate placings for the sweepstakes horses. They will consider this for 2014.

## **Treasurer's Report**

The FY14 Budget was reviewed and approved. The FY14 budget assumes an Operating Net of \$326,993, with positive cash flow (prior to expenditures for AHA's website rebuild) of \$201,156. Expenses for the website rebuild are estimates to be \$187,000.

Operating cash in January 2013 is up by \$700,000 over January 2012. Improvements will slow from now on as we have taken all of the low hanging fruit. With trends in memberships and registrations still down, future improvement will be limited.

The Accounting Department is caught up for the first time since Brad came on board as Controller.

## **Department and Show Commission Updates**

Only significant updates are included.

*Personnel & Office Services:* Heather Ellzey reported that:

- Molly Gunning, Sr. Director of IT has left AHA. Jim Lawless is acting Sr. Director until a replacement is found.
- AHA has 40 full time and 3 part time employees.
- Diane Metzler is the new Accounting Supervisor

*Accounting:* Brad Short reported that:

- Investment bond volatility down somewhat. Average yield on AHA's combined bond portfolio is 4.2%.
- Sweepstakes Points payments have been issued.
- Form 990 corporate tax returns have been filed.
- Business insurance renewal in process.

*Competitions:* Leslie Lockard reported that:

### **AHA Recognized Competitions**

- Compared to 2011, for all shows, entries were up 1.66% and horses were up 2.39%.
- One Day shows were up from 2011 from 26 to 42 shows with a 113.75% increase in entries and 112.71% increase in horses.
- In 2012 AHA had 310 qualifying shows.
- Region 10 Championship show was up 1.49% in horses and 5.52% in entries.

### **Youth Nationals July 20-27, 2013**

- Added 4 classes
  - A/HA/AA Dressage Seat Equitation 13 & Under, and 14-18
  - Arabian Cutting and HA/AA Cutting, both 18 & Under
- Budgeted for 775 horses (2012-850 horses)

### **Canadian Nationals: August 12-17, 2013**

- Added 3 classes
  - A/HA/AA Showmanship at Halter AATR
    - Requires no qualifications for 2013
    - Class is completely sponsored
  - Arabian and HA/AA Sport Horse Under Saddle Junior Horse
- Changed
  - Arabian Country Pleasure Driving to ATD from AAOTD
  - HA/AA Pleasure Driving to ATD from AOTD
- Budgeted for 690 horses (2012 675 horses shown / 690 entered)

Still working on flights to Brandon. Allan Erlich has already exceeded budget for patron sales.

The Commission asked permission to set up a Canadian non-profit that could accept donations from Canadian companies or individuals to sponsor the Canadian Nationals. Some Canadian entities either cannot or do not sponsor events unless the sponsorship goes to a Canadian Non-Profit. After much discussion the motion was withdrawn and replaced by a motion to fund the prep work to establish a non-profit in Canada. This motion passed with a report due at the May meeting.

### **Sport Horse Nationals: September 18-22, 2013**

- Added 7 classes

- Arabian and HA/AA 14.2 & Under Working Hunter
- Arabian and HA/AA Sport Horse Under Saddle AOTR
- A/HA/AA Carriage Pleasure Driving Scurry Obstacles
- A/HA/AA Low Jumper
- Beginner Novice Combined Training Exhibition–Test B
- Budgeted for 500 horses(2012 budgeted for 400 horses / 305 entered)

There are many other events in the Lexington VA area at the same time as the Sport Horse Nationals so make reservations early. If flying in, use the Roanoke Airport (US Airways and Delta) and drive 30 minutes to the horse park.

There have been extensive renovations and there will be a new food vendor.

#### U.S. Nationals: October 18-26, 2013

- Added 8 classes :
  - Arabian and HA/AA AAOTR English Side Saddle and Western Side Saddle
  - Arabian Mounted Native Costume AAOTR
  - 2 English Trail (Arabian and HA/AA)
  - Ranch Sorting Demonstration and Exhibition
- Budgeted for 1750 horses
- Changes:
  - The show office and photographer will be moved to the Commercial Exhibits area.
  - Office fee will be per horse, not per class

The Show Commission met with the People for Positive Change group about adding AATR classes to the US Nationals. While the Commission understands the desire to add these classes, time is the problem. It is estimated that adding AATR classes for all disciplines would add 16-18 hours to the show. They are working on adding at least some AATR classes to the 2014 show but there are no guarantees at this time.

I asked why they had time to add the above classes and the response was that they do not anticipate any impact on the overall schedule since there will be fewer sections in the other classes.

#### AHA Distance Nationals: October 24-28, 2013

The 2013 ride will be in Region 11 at the Jim Edgar Panther Creek State Fish and Wildlife Area near Chandlerville, IL. In addition to the 6 National Championship rides, there will be 11 'open' rides of varying distances and disciplines. Sponsorships are absolutely necessary for the financial success of these rides. AHA has budgeted for 73 horses in the AHA Recognized portion.

*Customer Service* Debbie Fuentes reported that:

#### Registrations

As of December 31, 2012, AHA completed the registration of 3,653 Arabians and 1,173 HA/AA with Arabian registrations down 7.2% and HA/AA registrations up about .5% from 2011. Registrations were flat for HA/AAs to a slight decline for Purebreds, but revenue for both continues to be just slightly better than budget. Export and import transactions, Transported Semen and Embryo Transfer activity continues to be strong.

Comparisons of 2012 and 2011 registrations for 9 popular breeds showed that all declined except for Saddlebreds which were up 3.7%. Arabians were down 6.5%, an improvement from the 2010 figures. Walkers suffered the largest decline of 11.8% followed by the Paints with 8.9%.

#### Memberships

As of December 31, 2012, AHA had 25,759 members compared to 27,770 at that time last year. We experienced a 7.3% decline over 2011. Revenue through January is just slightly better than budget. As of January 31, 2013 we have 25,049 members compared to 28,826 January 2012.

#### Survey Results

AHA conducted a survey of 17,100 former members in 2013. The survey had a return rate of 25% which is excellent and enough to make the survey statistically significant.

The three top reasons why members did not rejoin AHA were:

1. Do not show horses
2. Do not like the politics and/or the people
3. Simply not interested in being a member of AHA

Following are results from the survey that I found interesting:

- 38.8% of past members had their initial involvement with horses by age 11.
- 26% owned their first horse when younger than 10 years of age with another 24.4% by the age of 14. Clearly most past members got involved young.
- All but 9.1% of past members still own horses with 28.8% owning 2-3. Most of these horses are Arabians or HA/AA but a significant number are unregistered.
- A strong majority of past members expect their horse activities to increase or stay the same.
- The largest single area of participation is Recreational/Trail Riding (40.6%) followed by showing/competing (18.8%) and Companionship (12.1%) with Breeding at 5.8%. Distance Riding was 9%. Youth programs came in at 1.8%.
- Not surprising, few past members belong to local AHA clubs (10.6%) but 65% used to be members. 21.8% are likely or will definitely rejoin AHA in the next year.
- AHA past members are overwhelmingly white (95.2%), female (88.8%), and middle aged with over half (57.9%) between the ages of 45 and 64. They are also well educated with all but 7.1% having at least some college and 54.5% having at least a 4 year college degree. Household income was not gathered for past members but it would be safe to assume that it is comparable with the current members (47.1% with total household incomes in excess of \$100,000 and another 31.5% earning between \$50,000 and \$100,000).
- Recreational and social opportunities were the single most important element that would positively impact growth in membership (27.1%).

These results were consistent with past surveys.

Past members are less positive about AHA than current members but overall past members were either positive or neutral on AHA. For example, 38.1% strongly agreed or agreed that AHA offers programs of interest to all members and activities (not too show oriented) while 28.3% thought that AHA provides good value, and 52.9% said that AHA is strongly committed to the well-being of the breed. In these three categories, the disagree/strongly disagree percentages were 24.4%, 26.4%, and 19.9%. On a rating scale of 1-5, members gave AHA a good or excellent rating 38% of the time with a 'fair' rating from another 42.3%. Below average/poor ratings were 19.7%.

AHA also conducted a survey of current members. Following are results that I found interesting:

- 27.1% of current members owned their first horse when younger than 10 years of age with another 25.8% by the age of 14. Clearly most current members got involved young.
- The more horses that you own, the greater the likelihood that the majority are Purebreds. Members who own 1-3 horses are more likely to have a HA/AA than a Purebred.
- A strong majority of members expect their horse activities to increase or stay the same.
- The largest single area of participation is Showing/Competing (36.5%) followed by Recreational/Trail Riding (25.3%) and Breeding (9.5%). Youth programs came in at 1.8%--this is something that we should be concerned about. If the adults aren't involved with youth programs, our kids won't be involved either.
- One third of our current members do NOT belong to a local AHA club now but 43.6% of these used to belong to a club.
- Most (56.4%) will renew membership while 28.8% are likely to renew.
- Those not likely to renew mostly did not think that AHA membership offered them anything of interest or use (26.1%) or did not have any registration business to conduct (20.2%).
- AHA members are overwhelmingly white (96%), female (85.8%), and middle aged with over half (56.6%) between the ages of 45 and 64. We are also well educated with all but 8.4% having at least some college and 55.1% having at least a 4 year college degree, and wealthy with 47.1% having total household incomes in excess of \$100,000 and another 31.5% earning between \$50,000 and \$100,000.
- Positive Publicity was the single most important element that would positively impact growth in membership (30.5%).

Overall members were either positive or neutral on AHA. For example, 45.3% strongly agreed or agreed that AHA offers programs of interest to all members and activities (not too show oriented) while 41.9% thought that AHA provides good value and 57.5% said that AHA is strongly committed to the well-being of the breed. In these three categories, the disagree/strongly disagree percentages were 19.9%, 19.7%, and 14.7%. On a rating scale of 1-5, members gave AHA a good or excellent rating 44.4% of the time with a 'fair' rating from another 37.8%. Below average/poor ratings were 17.7%.

I will bring the entire survey with me to the Region 10 show and the next meeting so people can take a look at it.

### Outreach and Alliance Activity

Focus for 2013 continues to be with the National Pedigreed Livestock Council, American Driving Society, American Horse Council, the Pinto Horse Association, USEF, the American Quarter Horse Association, and Ranch Sorting National Championship.

AHA continues to work with the following organizations:

- National Pedigreed Livestock Council (NPLC)
- American Horse Council (AHC)
- Pinto Horse Association of America
- American Quarter Horse Association (AQHA)
- American Paint Association
- United States Livestock Genetics Export (NPLC)
- Appaloosa Horse Club
- American Driving Society (ADS)
- Ranch Sorting National Championship (RSNC)

*Information Technology:* Jim Lawless reported that:

- The Racing modules are complete and ready for the AJC when they modify or rewrite their website.
- IT staff and the IT Advisory Committee are participating in the Web Rewrite project to ensure that the resulting product meets AHA technical requirements and can accommodate the complexity of the AHA environment.
- Once the web rewrite contract is final, IT will be directly involved with the vendor to ensure that new code properly interfaces to AHA data and meets our technical requirements.
- Online Payments system has been in production for 6 months now. Adoption is gradually increasing, and we have experienced no issues with it.
- IT is now analyzing and improving the systems that National Events/Competitions work with. We conducted joint workshops to understand where the pain points are, and worked with the team to prioritize the needs.
- HRS Release 1.11 is currently being defined and scheduled.

*Marketing:* Bill Harless reported that:

- Created skeleton schedule for social media to include calls to action/education about membership, registration, prize money programs, AHA programs, Friday trivia freebies.
- Daily management of social media – Facebook, Twitter, Pinterest, YouTube (We hit 50,000 Facebook fans in January!!).
- New development of Pinterest account including a concentrated effort to engage people with Arabian Through History board.
- Video blog “The AHA Moment” featuring current AHA President and others will be live in March.
- Billboards will be posted for the summer travel season.

Corporate Partners/Sponsors:

- Prospect Pipeline: Valero Gas Card, UMB Bank Card, Purina Mills, Dover Saddlery/Smith Brothers, Platinum Performance, Ariat, SmartPak, Red Brand Fencing, MD Barns, Farnam, Automobile Manufacturer and Woodford Reserve. **(Help is appreciated from any Director or Region member with ties to these or similar companies.)**

### Modern Arabian Horse

Less than half (43.6%) of AHA members get the magazine. In order for all members to get MAH, a dues increase of \$5 in base membership is required.

Mail circulation has declined to under 12,000. However, declines appear to be leveling with less of a drop in FY2013 from FY2012. Sales for Issue 5/2012 (October) were strong with a healthy-sized issue (156 pages, compared to the historical average of about 140 pages). Issues 6/2012 and Issue 1/2013 had final overall page counts of 132 pages and 92 pages respectively (historically Issue 6 and Issue 1 should be around 156 and 124 pages respectively). Production costs are steady. The department is evaluating the overall yearly schedule to see whether we can accommodate regional requests for additional print projects. These projects will only be accepted if AHA is able to show a profit.

### 2013 Convention November 20-23, 2013

The 2013 Convention is booked for Lexington, Kentucky at the Hyatt Regency Lexington. The room costs will be higher than in Denver at \$158 per night. For Region 10, I suspect this will be offset by cheaper transportation costs as many



people will drive and share rides. Also for those who fly, there will be a free shuttle from the airport in Lexington to the hotel. Registration costs will go back to \$225. Tours of the Horse Park and Thoroughbred farms are being planned.

### Social Media

- Twitter—10,012 followers
- YouTube—136,127 video views
- Facebook
  - Fans – 51,381
  - Friends of Fans – 17.4 Million! (*AHA's reach*)
  - Unique people who have seen content associated with our page week of March 4: 26,804
  - Launched a targeted “Liker” ad on Facebook on 3/8, with the main goal of generating a larger fan base for the AHYA page.
  - Targeted people with horse or agriculture-specific interest of all ages.
  - Will launch a new ad targeting 13-25 year olds in March.
  - From launch, we have seen 3,415 new fans, 153 photo views, 149 page post likes.
  - Our click through rate is 1.407%; a competitive rate on Facebook would be 0.05%.
  - Our average cost per click is \$0.01; industry average is closer to \$0.50.
  - An AHYA Instagram account has been established.
  - Recent studies have reported that teens are turning to other social networks versus Facebook.

### Discovery Farms

AHA marketing and IT staff are working on a large Discovery Farms Clean-up in hopes to really promote the active farms in 2013 and use them to partner with groups like FFA, Girl Scouts, 4-H, etc

### Website Rebuild:

- Revised Functional Requirements with MDP Committee.
- IT Dept, Marketing & Sales and MDP were integral to developing the revised functional requirements.
- Next step is to gain approval and agreement on the functional requirements document from MDP and IT.
- Once approved the functional requirement will be forwarded to KGB-Texas. They will be asked to re-confirm their pricing or provide a new project quote.
- If necessary the project will be sent out for re-bid.

### Market Development Committee FY2013 Priorities

All efforts and resources are being directed at the design and implementation of the new AHA website. The Committee is working to complete new Functional Requirements document, Statement of Work and eventual Contract. It is hoped that at least part of the new website will do live in November 2013.

The goal for the AHA website is to make it the most visited website promoting the Arabian Horse in the world. It will focus on logical, easy to use navigation, robust search capabilities, be the source for vibrant and historic content on the breed and be attractive to both youth and adults.

### Arabian Horse Foundation

They are working on updating and reorganizing the website so that the scholarship information is easier to find. Also working on taking over the management of the UPHA Saddle Seat Equitation scholarships at Youth Nationals.