

Director's Report
AHA Board Meeting
August 2-3, 2013

Highlights

- Deadline for nominations to AHA committees and commissions is September 1st so if you are interested, please let me know ASAP.
- Dave Corning will not run again for AHA Treasurer.
- USEF has changed the medication rule
- The Registration amnesty which runs until Dec 31, 2013.
- AQHA lost the lawsuit in which they were sued for antitrust violations for not allowing the registration of clones. They plan to appeal. The latest information about the law suit status can be found at <http://www.aqha.com/News/News-Articles/2013/August/081213-Cloning-Lawsuit-Update.aspx>
- Youth Nationals and Canadian Nationals are only one week apart in 2014. I asked chair of Canadian show commission to see if we could move Canada back a week.
 - Youth 7/26-8/2
 - Canada 8/11-16
- Other national show dates:
 - Sport Horse 9/24-27 in Nampa ID
 - US 10/17-25
- 2014 convention is in Denver, 11/19-22
- AHA is creating a disaster preparedness plan format for distribution to clubs to pass along to their members
- Date change for Registration Commission Meeting and Breeders Forum to September 13-14 (originally scheduled for August 23-24) ^{at} the same location: Manny Vierra's farm, Valley Oaks in Northern California.
- Leveling the Playing Field resolution will be submitted at the convention. See Competition Advisory Committee's report
- Western Dressage will be added to the next USEF Rule Book as its own division.
- There is a strong market for racing prospects
- Region 10 had the highest percentage of clubs that have submitted a club profile.
- Region 10 had the second (MAHA) and fifth (WAHA) largest clubs in AHA as of 7/26/2013
 - Just these two clubs have more members than Regions 1, 2, 4, 6 and 18
 - Region 10 is the fourth largest region in AHA behind 12, 9 and 7

Passed by the Board:

- Funding request to rebuild the website (Motion #5-8/2/13)
- The points requirement for Adult Showmanship, Adult Western Horsemanship, Adult Saddle Seat Equitation and Adult Reining Seat Equitation will be the same as the youth requirements (Motion #11-8/2/13)
- Approved the Seven Building Blocks of the Strategic Plan

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

All Director's reports and supporting materials will be available on our new website when it is released—hopefully this week.

President's Report

1. Egyptian Event - down slightly – thought due to breeding as young classes were down in numbers – had many clinics and educational forums – well attended
2. Race at Louisville – big success – 8 horse field – close race – 2nd largest day at Church Hill Downs – great exposure for Arabian Racing
3. American Horse Council – Very diverse group sharing ideas regarding numerous aspects of the horse industry – strength in numbers and knowledge to help everyone – need to continue to participate
4. Youth Nationals – Great show – hard work paid off for an enjoyable show for the exhibitors – numbers were up – over 40 18yr old youth participated – new youth BOD is very strong.
5. USEF Summer meeting – New bylaw changes to reduce BOD from 54 to 20 with Councils under the BOD to take care of rules letting the BOD work on strategic issues. AHA representatives on the Council are Cynthia Richardson, Myron Krause, Jan Decker, and Cecile Hetzel-Dunn. USEF presented a Safe Sport Policy Handbook, - Recognizing, Reducing and Responding to Misconduct in Sport. Plan to run back ground checks for felonies and sexual abuse for all USEF Designees – staff, licensed officials, coaches – anyone that has contact and/or responsibilities for minors. Two motions passed to change the Collapse rule and the inject-able drug rule.
6. Trail in Hand – report from CAC – interest from youth as one more place to show the Showmanship horses

7. Market for non- super stars – can't breed if can't sell – AHA needs to help to establish a middle market for the good horses that aren't quite at the top. Create something to do with young horses that amateurs can do.
8. Emergency Plan – thanks to Georgia Tachoures, Mary Jo Hoepfner, Debbie Fuentes and others for their help in putting this together. A much needed tool for our members in case of a wide range of emergencies.
9. Trailer Raffle at US Nationals to support youth programs– 1 in 300 chance to win – please help to support this effort!
10. Improve our shows with Exit survey to the exhibitors
11. Sweepstakes – positive comments on points with converse that we should just guarantee larger amounts at regionals – really depends on whether you are talking to trainers or owners that don't participate at the top levels. Might want to do a survey from current participants.
12. Live feed – affects the attendance at our shows and vendors feel like they just don't get the traffic that they used to get – one suggested that it not be live, but held for a week.

More on some of the above later in the report.

Executive Vice President Report: Glenn Petty

Chuck Aaron, our new Senior Director of Business Technology, is now on board effective July 1. Since the last Board meeting, both Event Coordinators have left AHA and been replaced from within AHA. Other personnel changes are covered elsewhere in this report. The Website should be ready for budget approval at this Board meeting so that a contract can be signed with KGBTx. Both Youth Nationals and Canadian Nationals surpassed budgets with the most current figures available at the Board meeting. Senior Staff has also devoted a large amount of time working with the Strategic Planning and Executive Committees on both the Strategic Plan and the Integrated Business Plan.

Treasurer's Report: Dave Corning

While AHA continues to improve its financial position, there is simply not enough money to do all that things that need to be done so we either need to defer projects and building repairs or we need to find additional sources of revenue. Dave presented a motion to approve a budget variance of \$222,000 to fund the website rebuild that was approved. Total cost is a fixed price of \$300,000. Funding will come 85% from MDP plus grants from USEF. It is hoped that additional funds will be available from the Trust.

Dave announced that he will not be running for re-election as Treasurer. Dave has done an amazing job for AHA and will be much missed. Next time you see Dave, thank him for his service.

Additional discussion on the website later in this report.

Strategic Plan Discussion: Nancy Harvey

We spend all of Saturday morning discussing the strategic plan. We approved that the plan go forward to the next phase which requires that Strategic owners submit realistic findings and recommendations to the Executive Committee which, upon its review, will submit realistic findings and recommendations to the Board of Directors for approval. Priorities will set based on strategic importance and resources, time lines will be established (1, 3 and 5 year plans), and tasks assigned with specific deliverables and accountability. I have worked on strategic plans and believe that this actually could work. It is very professional and members of the Ad Hoc Committee are experienced in the development and implementation of strategic plans. Clearly resources will be issue but this is being carefully considered in the prioritization of the plan.

The 7 Building Blocks are:

1. Transition to an Information-Based Service Organization
2. Grow Relative Market Share in the Horse Industry
3. Improving Fiscal Soundness
4. Governance Improvement
5. Advocacy, Education, Promotion Effectiveness
6. Effective Management to Drive Business Productivity
7. Improving Competition Events and Programs

I am still planning on having sessions in Region 10 to discuss these in more detail. The plan itself is not for distribution but we are free to discuss it.

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/per/AHA/committeedirectory.cgi?func=start>

I am the Board liaison to the Amateur and Awards committees.

Nominations for boards and commissions were done at the meeting. I nominated Nancy Miller to continue on the Judges and Stewards Selection Committee, Van Jacobsen to continue on the Ethical Practices Review Board, and Stacey Dunn for the US Nationals Show Commission. Andy Sellman was nominated by Dave Corning for Education/Evaluation Commission. Deadline for nominations is September 1st so if you are interested, please let me know ASAP. As part of the strategic plan, there will probably be Ad Hoc committees set up for the seven building blocks. If you are interested in serving on one of these committees, please let me know and I will pass your name along to Nancy Harvey.

Committees

Amateur Committee: Mike Bell reported that the committee briefly discussed and approved that Horsemen's Standard of Conduct as set forth by the AHA Professional's Committee. Discussion will take place on changes to the AO rules and resolutions may be submitted.

Arabian Jockey Club Race Committee: Susan Meyer reported that the running of the Grade 1 UAE President's Cup at Churchill Downs was very successful. A member of the royal family presented the trophies. The Global Festival of HH Sheik Mansoor Zayed Al Nayhan hosted two stakes races in July in California. This sponsor now places over \$100,000 in purses in the US. Media coverage of these races as well as the Darley awards is able to be viewed world-wide

The AJC will again have a booth in Abu Dhabi at ADIHEX (Abu Dhabi International Hunting and Equestrian Exposition) which runs from September 4-7, 2013. We have more international owners of racing Arabians than ever before many of whom are racing in the US and exporting horses purchased here. As a matter of fact, the major problem Arabian racing faces in the US is a lack of horses. Good race bred Arabians sell faster than we can produce them.

The AJC continues to promote the addition of Arabian races to major US tracks on days when major races are held thus exposing millions of viewers to our Arabian race horses. In addition, AJC maintains an international presence with its participation in events such as ADIHEX and the meeting of international Arabian racing bodies world-wide. The members of the AJC who attend these events do so at their own expense.

Breeding and In Hand Committee: Chris Rickart reported that the committee is continuing to get support from other committees on adding comparative judging as an alternative at non-regional/national shows. The Professionals committee was not interested but competitions advisory is considering it.

Competitions Advisory: Gary Hooghkirk reported that they are submitting a 'Leveling the Playing Field' resolution to this year's convention. We were not given a copy or I would be passing it along to you. While the committee recognizes that implementation will be tricky, they feel that this is very important and needs to go forward. AO classes will probably stay but leveling would occur at nationals shows (probably start here and trickle down) for ATR/H/D pleasure classes. We were told that Jim Hitt has really thought this through but we will need to review it carefully.

The committee also approved the following: "The placings in classes with three or fewer horses shall not affect a horse or rider status. The current USEF rule says 'one horse classes. It is not clear to me that this will be a resolution.

The committee discussed but did not report any action on their taking a resolution forward to allow comparative judging instead of the score card at non-regional or national shows.

Equine Stress, Research & Education: Myron Krause reported that the committee is conducting a formal hoof study and is soliciting information from other breeds. He included a spreadsheet that will be used to record data. To see the report and the spreadsheet go to: <http://secure.arabianhorses.org/docs/committeereports/2013/3Q/115.pdf>

IT Technology Advisory Committee: Bruce Johnson reported that they are involved with multiple technology projects including HRS improvements, the website re-write project, the IT strategic plan, competitions support workflow analysis, improvement of AHA internal processes, and enhancements to DataSource, among others. Their detailed report can be found at the link given above.

Membership: Georgia Tachoures reported that the club bio project was a success but there are still many clubs who have not yet submitted their bios. The committee is also working on a disaster preparedness plan format for distribution to clubs to pass along to their members. Finally the committee is suggesting a dues increase of \$5 which would allow all members to get the magazine at no additional cost.

Professional Horsemen Committee: Jim Hitt reported that the committee discussed the request of the Breeding/In-Hand Committee to take forward a resolution allowing comparative judging as an alternative at non-regional and national shows. The majority of the committee was opposed.

Sport Horse Committee: Janet Henderson reported that the committee has been working on an official scribe's guide for sport horse in-hand classes and on defining the Arabian sport horse. The committee narrowly (26-23) approved sending a resolution that would mandate the wearing of approved helmets in all ridden sport horse classes. The committee also noted with sadness the passing of Marilyn Hunter from Region 3 on May 27, 2013. Marilyn was an ardent volunteer and promoter of Arabians.

USEF Arabian Division Committee: Jan Decker reported that the USEF Arabian Chapter reorganization is in final review. The committee, with the assistance of Stan Morey, Leslie Lockard, and Glenn Petty responded to the USEF President Christine Tauber's request for information on AHA's horse welfare programs and procedures. The response outlined AHA's active approach to animal welfare with our committee and commission activities in the areas of shoeing, tails, warm up ring procedures and the Standard of Conduct from the Professional Horsemen committee.

A resolution that will not allow the transition from trot to canter in saddle seat disciplines will be presented to the delegates.

Youth Committee: Debbie Himmel reported that sponsorships and other support for youth activities at the youth nationals were well in hand. A portion of all AHYA fundraiser proceeds will go to the Make-A-Wish Foundation. .

Other Youth information from the Marketing Department:

- A relationship has been established with the Make-A-Wish Foundation of Colorado. Formal announcement to come at Youth Nationals.
- The AHYA section of *Modern Arabian Horse* was debuted in Issue 3. Comments and feedback welcome. We aim to include several recurring sections (i.e. Regional Updates and Where Are They Now?), along with new, fresh content each issue.
- Youth Programs is working with *Young Rider* and *Horse Illustrated* on a potential ad campaign in their Yearbook publication. This would be an estimated \$2,500 cost for a shelf-life of 12 months. We are in the process of negotiating for value-add items, as well.
- We have received all of the promotional items ordered earlier this year. We now have a stock of AHYA-branded sunglasses, camp chairs, water bottles, tumblers, flash drives, notebooks, tote bags, cinch backpacks, lanyards, pens, and more.
- Youth Programs will be debuting a Limited Edition 2013 Youth Nationals ball cap in the Youth Programs office at the show. These hats are embroidered with the "Root for the Home Team" theme logo and the AHYA logo. Only 100 were ordered and they will be sold for \$20 each. If the fundraiser goes well, we will consider increasing sales for the 2014 edition.

Commissions

Judges and Stewards Commission: Stan Morey reported that
JUDGES AND STEWARDS STATISTICS AS OF AUGUST 2, 2013

Total number of AHA Judges	275
Total National/Regional AHA Judges	156
Total R judges (less N/R)	59
Total r judges	60
Total Number of AHA Stewards	119
Total CTR Stewards	10
Total ER Stewards	19

The problem with a small judging pool for national shows was discussed. Stan reported that the same 30-35 judges judge the majority of national and regional shows. Fact that 106 of the N/R judges are 55 and over (49 under 55 and very few of these are under 30). It might make sense to require a judge holding an N/R level card to judge a nationals every so many years or lose the license but this could be a real financial hardship as many judges who are also trainers cannot afford to lose the income associated with showing at national shows in particular. Some N/R level judges have never judged a national show and at some point these judges face losing their N/R status.

Stan has established a voluntary mentoring program for non N/R level R judges. To be eligible to participate in the Mentor Judging Program the Accredited Arabian Judge must have obtained a Large "R" from USEF. The Mentor Program can help judges gain the experience needed to be promoted to the national and regional level. One element of the mentoring program is to get regional shows to hire one R judge who is not an N/R accredited judge to gain experience in judging larger shows. AHA is considering subsidizing these judges to make it inviting to the show to hire an R judge.

Registration: Bob Fauls reported that the commission fall meeting and forum has been changed to September 13-14 (originally scheduled for August 23-24) at the same location: Manny Vierra's farm, Valley Oaks in Northern California.

The meetings in 2014 will be hosted by Isaac Taylor of Taylor Ranch in Provo, Utah and by Ted Carson at Butler Farms Training Center in White Oak, North Carolina.

Three checklists designed to have members with buying a horse, purchasing a breeding and creating a sales agreement are on the AHA Website at http://www.arabianhorses.org/registration/reg_Forms.asp#ref11 under Checklists.

Sweepstakes: *Russ Taylor reported* that they are studying how to increase participation in the sweepstakes. Clearly the sweepstakes is not enough of an incentive to breed if the economy dictates that the foals are not marketable. Also, extra sweepstakes money available at Nationals in Tulsa has not to this point increased the entries in the breeding/in-hand classes. The extra money at the US Nationals was funded for 5 years. This is the third year and the program will be reviewed after this year's nationals. The commission is considering all possibilities including putting more money at regional level.

The statistics all show that the sweepstakes decline in breeding and points enrollments tracks the decline in the economy starting in 2008. Fewer horses being bred certainly means fewer sweepstakes entries.

Allocated Prize Money paid for Regionals as of July 15th:

- Region 1 – \$7,600 (a decrease of \$250 from 2012)
- Region 7 – \$9,850 (a decrease of \$1,850 from 2012)
- Region 8 – \$8,300 (an increase of \$450 from 2012)
- Region 9 – \$12,400 (a decrease of \$200 from 2012)
- Region 10 – \$11,600 (the same amount from 2012)
- Region 12 – \$14,100 (an increase of \$2,300 from 2012)
- 2011 Regional payback totaled \$182,300.
- 2012 Regional payback totaled \$160,700.
- 2013 is currently at \$106,650 with seven regions yet to pay.
- We are on track to continue to payout less than 2011 and 2012.

Department and Show Commission Updates

Only significant updates are included.

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

- As of 8/1, AHA has 41 FTEs as opposed to 58 in May of 200. Three open positions:
 - Programmer Analyst - Business Technology
 - Project & Event Coordinator- Marketing
 - Communications Coordinator - Marketing
- 3 part-time as opposed to 0 in May of 2008
- Hilary Nixon and Kate Cooper have resigned
- New Hires (includes transfers)
 - Chuck Aaron-Senior Director of Business Technology
 - Devin Smith-Competitions Programs Representative
 - Tanya Thomas-Customer Service Representative
 - Kelsey Martinez- National Events Coordinator (US & Canada)
 - Susan Laessig- National Events Coordinator (Youth & Sport Horse)
 - Mercedes Bathrick-Marketing Intern for the summer (unpaid)

Accounting: *Brad Short reported* that no bonds have been called since early May. Bond values decreased dramatically soon after the Fed's statements. AHA's portfolio incurred an unrealized Fair Market Value decline totaling \$400k over the course of May and June. Due to marketplace expectations for rising interest rates, bond calls should be quite limited for the next few months. This is not a problem if we hold bonds to maturity.

Our auditors were on site for the first half of June, performing reviews and testing procedures. Final procedures and annual statement preparation is being done via email. Audit was clean with no faults.

We are in the process of developing a three year financial forecast.

Competitions: *Leslie Lockard reported* that as of July 15th:

AHA Recognized Competitions

Regional Shows:

- Entry numbers are up 7.42% in a direct comparison of 2012 to 2013 numbers

- Horse numbers are up **3.53%** in a direct comparison of 2012 to 2013 numbers
- Regions showing an increase – 2, 4, 7, 8, 9, 10, 12
- Region 1 is flat.
- Regions showing a decrease – 5, 13
- Regions up in entries and down in horse count – 14, 16
- Numbers not available at time of meeting for regions 3, 6, 11, 15, 17 & 18 but Directors reported that 15 and 18 were up

Local Shows:

- Entries are up 9.76% in a direct comparison from 2012 to 2013
- Horses are up 8.65% in a direct comparison from 2012 to 2013
- AHA One Day Shows are averaging 86 entries per show
- AHA One Day Shows are averaging 34 horses per show

Both Youth and Canadian Nationals exceeded budgeted numbers for both horses and entries.

Youth Nationals:

- 837 Horses = 62 horses better than budget
- 2,602 Entries = 277 entries better than budget
- 3.11 classes per horse = better than budget of 3.0 classes per horse

Canadian Nationals:

- 736 Horses = 46 horses better than budget (and growing)
- 2,052 Entries = 223 entries better than budget
- 2.79 classes per horse = better than budget of 2.65 classes per horse.

Gerald McDonald, chair, reported that as of 8/1, they only had 16 stalls left. The show has 53 patrons, greatest number ever. The Commission worked with Marketing to raise the profile of the show with the community. They are looking into plans for additional stalls for 2014.

The current contract goes through 2014 and the Commission will be evaluating other sites. Brandon is still planning on a new building which could house 500 stalls plus a work arena—this will not be available in 2014.

Sport Horse Nationals: *Cathy reported* that the commission has not yet discussed Western Dressage and how/whether it fits in to the Sport Horse Nationals.

US Nationals: There will be a Hall of Legends presentation this year. Ranch Sorting may be added as an exhibition.

Distance Nationals: All awards are covered and entries are coming in. Looks like will be under budget. Locations being considered for 2014 are Idaho and Arizona.

Customer Service: Debbie Fuentes reported that:

Registrations: As of June 30, 2013, we had completed 1,553 Arabian and 400 Half-Arabian registrations. While registrations have experienced some decline (4% Purebred and 21% in HA/AA), revenue in both Arabian and Half-Arabian registration continues to be just slightly better than budget. Export, Transported Semen and Embryo Transfer activity remains a constant source of revenue.

Debbie also reported that AQHA lost the lawsuit about registering clones—they were sued for antitrust violations for not allowing the registration of clones. They plan to appeal. I suggested that AHA file an amicus brief in support of the AQHA position. Most recent information is that AHA will file an amicus brief either jointly with other registries or on our own. The latest information about the law suit status can be found at <http://www.aqha.com/News/News-Articles/2013/August/081213-Cloning-Lawsuit-Update.aspx> .

An amnesty program is in effect until the end of the year. Regions and clubs are encouraged to promote this by adding the attached banner to their websites and Facebook pages.

Membership: As of June 30, 2013, we had 25,759 members compared to 26,449 at that time last year. We experienced a 7.3% decline over 2012. Revenue through June is on track with budget. As of June 30, 2013, there were 13,405 members that have a competition card.

The Club Biographies have been posted to the AHA website. The format of the Contact and Dues Sections were also redesigned and incorporated into the Club Biography section. This will make it much easier for members to find a club in their area that suits their interests. Of the 235 recognized clubs, 118 clubs have submitted a biography. Region 10 had the highest percentage of clubs that submitted profiles—9 of 11 clubs

The Pennsylvania AHA (region 15) won the club membership drive competition, adding 80 new members followed by Western Michigan AHA, Virginia AHA, Montana AHA, and Georgia AHA.

Outreach and Alliance Activity

- Cynthia Richardson, Glenn Petty and Debbie Fuentes attended the National Issues Forum and the American Horse Council meetings in June.
- The Customer Service team represented AHA at the World Pinto Show in June. We had a booth in their trade show. Our focus was on membership and the registration of Half-Arabians. The representatives spoke to hundreds of exhibitors, gathered the contact information of every vendor there, assisted owners and educated exhibitors about the Half-Arabian registration options. There were over 2500 exhibitors and 2300 horses at the show. It was a large and busy show. Darrell Bilke and staff of the American Pinto Association extended a warm welcome and were very supportive of our outreach. The Pinto Association will have a booth at U.S. Nationals as well.
- Focus for the remainder of 2013 will continue to be with the National Pedigreed Livestock Council, American Horse Council, the Pinto Horse Association, USEF, USLGE, Appaloosa Horse Club and the American Quarter Horse Association.

Information Technology: Chuck Aaron reported that the IT is working on the following:

- Automating internal racing reports that will give the AJC website user real time data and will reduce the monthly work load on AHA Customer Service to manually update AJC website content.
- Web Re-write Project
- Online Payments
- Simplifying National Events setup performed yearly by the Competitions group.
- Continuing to enhance HRS including changes that will allow the entry of foreign studbook data, create export controls and reduce the number of HRS activities that require production support from AHA BT to complete

Marketing: Bill Harless reported the following:

National Events: The marketing team is working closely with AHA Competitions staff as well as show commissions to develop an advanced plan for marketing the shows as well as special events. Each show has a comprehensive set of marketing initiatives for promotion including print, radio, PSA, media coverage, social media, and electronic media.

We have secured a sponsor for the US Nationals “Hall of Champions” stalls and mats, Saratoga Stalls. Saratoga Stalls will be supplying the upgraded “European” style of stalls to create a classic, elegant area for the “Hall of Champions”.

Regional Events: Marketing will work with regions to market their regional shows including assisting with email marketing plans, offering Facebook Event pages connected to the AHA Facebook page, and promoting charity/special events via the AHA Insider.

General Promotion: Marketing will soon need to reprint a number of promotional items and will be looking to outside sponsors to fund these projects. Designs for a new tradeshow exhibit are being drafted as well as a new AHA brochure. The marketing department has been working to promote current programs at AHA. Though no promotional funding has been approved, we are using social media, e-blasts, banner ads and more at no cost to AHA. Current banner ads that run on Arabianhorses.org are; Youth Nationals, AHA Moment, Distance Riding, Learn to Ride, Registration and Registration Amnesty.

Communications Highlights

- Shot, edited and produced two more episodes of The AHA Moment, highlighting Registration and One Day Shows.
- Launched a campaign to promote the Amnesty Program
- Developed a congruent, “Road to U.S. Nationals” theme that will infiltrate visual communications for all of the AHA national events.
- Developed the first of six eBlasts for Sport Horse Nationals and U.S. Nationals
- Developing ongoing communication with show commissions regarding promotion and media for each show.
- Worked with volunteer, Lori Davisson, to promote the TAIL program at Youth Nationals to Albuquerque Girls Scouts and other youth groups.

Corporate Partners/Sponsors Highlights

- Contracts were signed with WeatherBetta, USA now the Official Horse Blanket of AHA (provides budget relieving product in kind, approximately \$44,000 and \$7,500 cash up front) and Wintec (Official Endurance Saddle of AHA).
- Other active opportunities include Cinch, Shadow Trailers, Momentous Insurance, Farnam, Novartis Pharmaceuticals, Valero, Cadillac, and Vettec Hoof Care.

Modern Arabian Horse Highlights

- Earned three awards during the annual American Horse Publications meeting
- Search to expand commercial sales opportunities
- Added additional products to print offerings: stallion cards, farm brochures and bookmarks that farms can use as promotional tools
- Revenue goals are being set by issue and by individual rep. We continue to educate the sales team on the importance of planning, tracking and reporting our sales efforts.
- Need to increase commercial advertising

2013 Convention November 20-23, 2013 Lexington KY

- Offering an offsite tour to the Kentucky Horse Park's International Museum of the Horse to visit the Al-Marah Arabian Horse Galleries on Friday Evening and will include transportation, a meal, and a cash bar.
- Region 14 is planning optional pre-convention farm tours as well.
- AHA will set the same firm October 1st registration deadline as last year.
- Registration is now live on the website.
- Convention Planning Committee is seeking bids for hosted convention in 2017

Website Rebuild: The website rebuild was approved. The contract had not been signed since the funding had to be approved but the fixed price contract is done and should be signed by the end of August. The vendor selected is KGBTx which is Katie Harvey's company (Katie is a long time Arabian exhibitor) so we have will a practical approach be people who understand the industry. The new website could be ready in a year but we all know how these things go so I wouldn't hold my breath! In addition to being a much improved promotional vehicle, the new website will greatly improve day to day interactions with membership.

Marketing Development and Promotions Committee: *Sue Meyer reported* that the committee was involved in the vendor selection process for the new website. Four responses were received and evaluated and KGBTx was selected. Price was negotiated down from \$378,000 to \$300,000 fixed price contract.

Arabian Horse Foundation: *Nancy Harvey reported* that the Foundation is now administering the UPHA Saddle Seat Scholarships. Consideration is being given to moving all AHA scholarships to the Foundation.