

Director's Report  
AHA Board Meeting  
March 14-15, 2014

**Highlights**

- National shows
  - Youth July 19-26, 2014 (6 new classes)
    - 4 sport horse in hand classes
    - Short stirrup reining (no qualification)
    - Western Riding exhibition
  - Canada August 11-16, 2014 (4 new classes)
    - Hunt Seat Equitation Not to Jump AATR with 1 point to qualify for regionals and 3 for nationals
    - Arabian Reining Horse AAOTR
    - Western Horsemanship JTR 18 & U
    - Walk/Trot/Jog Eq. (all seats)
    - All Sport Horse in Hand classes will be split into hunter and dressage type
  - Sport Horse September 24-27, 2014 Nampa Idaho (3 new classes)
    - Warm up Hunt Seat Eq.
    - A/HA/AA Jumper
    - A/HA/AA Jumper ATR
    - All 3 and over Sport Horse in Hand classes will be split into hunter and dressage type
  - US October 17-25, 2014 (3 new classes)
    - Arabian English Trail Horse AAOTR
    - HA/AA English Trail Horse AAOTR
    - Showmanship AATH
- AHA Membership was up!
- 2014 convention is in Denver, 11/19-22
- Youth Convention Theme is 'Spotlight on the Stars.'
- Youth Creative Contest Theme is 'Lights! Camera! ARABIANS!'
- There is a strong market for racing prospects
- Encourage members to put Arabians as first choice when renewing USEF memberships. AHA gets \$3000 plus \$1 for each of their members who select Arabians as first choice
- AHA is the leader in judging education and support and other breeds are coming to AHA for help
- New treasurer Bob Nash asked each region to come up with an idea to increase revenue to AHA or to donate \$25,000 to AHA. I will be following up on this with all of you but if you have any ideas, get them to me
- No motion requiring hoof study participation at regional shows but clubs and regions are strongly encourage to participate voluntarily. I will be following up on this.
- I had a delightful lunch with our wonderful and engaging incoming Youth Director Molly Schwister
- While overall regional entries were up 4.17% and horses were down 0.34%, Region 10 shows were up
  - St. Paul show was up 14% in both horses and entries
  - Sport Horse & Dressage show was up close to 50% in horses and a whopping 93% in entries
- Region 10
  - was the only region in which all clubs had submitted a club profile
  - had the second (MAHA) and seventh (WAHA) largest geographically based club in AHA as of 3/13/2014
  - is the fourth largest region in AHA behind 12, 9 and 7

Passed by the Board:

- Effective January 1, 2015, increased a number of fees, including an increase of \$1 to \$4 per horse show fee (Motion # 6-3/14/14)
- Approved the addition of 3 new clubs (2 in Region 12 and 1 in Region 2) (Motions #14,15,16-3/14/14)
- Added to COMP 1216: "A National Champion or Reserve National Champion in Sport Horse in an Arabian or Half-Arabian/Anglo-Arabian National Championship class may use this qualification for either Dressage Type or Hunter Type (but not both) when classes split by type." Effective: Immediately. (Motion #21-3/15/14-BOD)
- Waived qualifications the Arabian/Half-Arabian/Anglo-Arabian Short Stirrup Reining 10 & Under at Youth Nationals for 2014 and 2015. Effective: Immediately. (Motion #27-3/15/14-BOD)

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 will be available on our new website when it is updated.

**President's Report: Cynthia Richardson**

Cynthia:

- Continues to travel extensively both to Arabian events and to other organizations such as USEF. AHA is well represented at USEF both at the Board level and at the National Affiliates level.
  - In fact, AHA has more members on USEF board than any other breed organization and only the Hunter/Jumper group has more total members.
  - In response to concerns expressed by AHA about the new drug rules, AHA will be adding two veterinarians active in the Arab showing world to the USEF vet committee and the chair of USEF Veterinary Committee will be coming to US Nationals.
  - Jim Hitt and John Ryan were effective in getting some positive changes to the proposed drug rules
- Reminded members again to put Arabians as first choice when selecting affiliations. Each member organization of USEF gets \$3000 plus \$1 for each of their members.
- Would like each club to make special efforts to tie Arabians to the Year of the Horse. Staff is working on ways to help clubs promote the Year of the Arabian Horse.
- Reported that AHA is the leader in judging education and support and other breeds are coming to AHA for help

#### **Executive Vice President Report: Glenn Petty**

Currently, the Senior Director of Marketing position is open. After turning in his resignation, Bill Harless spent his last 2 weeks trying to leave AHA and Marketing in as good shape as possible. For the present time, the EVP is serving as interim in the position with Eri Hook serving as Administrative Assistant. Instead of rushing to fill the position, we are reviewing the position to determine if the Job Description needs amending prior to advertising.

Since convention, AHA's FY15 budget has received much attention from all senior staff. Along with this work, the Executive Committee came to Denver for a historical long range planning meeting.

#### **Treasurer's Report: Bob Nash**

The new treasurer seems to have a handle on things. He complimented Dave Corning and Brad Short on their excellent work. 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. Bob asked each region to come up with an idea to increase revenue to AHA or to donate \$25,000 to AHA.

Most of the discussion was on the FY15 budget. For the first time the budget was based on an in depth analysis of the actual financials involved in each of AHA's activities rather than just tweaking the numbers from the previous budget. The budget includes a 3% decrease in costs across the board except where they would impact critical services and the quality of the national shows. The budget was passed.

Cash flow should not be a problem this year due to the success of the amnesty, dues increase, and profitability of shows. In fact, all of our shows exceeded budget. Membership is up. Even so the continuing downward trends in breeding, registrations, and sweepstakes participation are troubling. We are still trading water without the means to make upgrades to the building or the computer systems, or to implement the strategic plan. Staff retention is also a problem. The budget does include a 3% wage increase across the board. The labor market is improving in the Denver area and staff retention is going to be a problem.

Bob asked each region to come up with a revenue generating idea that is SMART (specific, measureable, attainable, realistic and time driven). I will be asking you all to help me with this!

#### **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.

#### **Committees**

*Amateur Committee:* Toni Marie reported that she sent out an email introducing herself as the new chair (Katie Harvey continues as Vice-Chair) and asked for input to guide the work of the committee for the rest of the year. There is support for continuing to work on the resolutions for allowing non-related amateurs to show in AO classes and interest in again considering a lease option along the lines of what the AQHA does. A Facebook page for the amateur committee will be set up.

*Business 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.

*Competitions Advisory: Margo Shallcross reported that they held discussions about:*

- Trail in hand (will consult with working western and bring resolution in 2014)
- Leveling the Playing Field resolution (will prepare information page for website)
- Criteria for disapproving shows/events (no process needed, take on case by case basis)
- Show leases (should be discouraged, suggestion to Maturity Commission that horse has to be owned by same owner as shows it for 6 months prior to show)
- Changing ages at Youth Nationals (not in favor, referred to Youth Board)

I have comments on a couple of these.

The issue of one region disapproving a show held in its geographic region by a club in another region arose out of a dispute between Region 10 and Region 6. The Arabian Horse Society of South Dakota wanted to have two one day shows, both of which would be Region 10 qualifiers. Region 6 wanted one of these shows to be a Region 6 qualifier and would not budge on this so I asked that the entire AHA Board vote on this. Before a vote was held, Region 6 agreed to allow TAHSSD to hold the shows as Region 10 qualifiers but only for this year.

Changes age splits at Youth Nationals to 14 & under and 15-18 should not be left to the Youth Board to decide. The show commission should be making this decision. If you have a strong opinion on this one way or that other, I suggest you let the Youth Nationals Show Commission know.

*Dressage: Marilyn Weber reported that a western dressage subcommittee has been created with Karen Homer Brown as chair. The subcommittee will be working on any exemptions that might be needed for the Arabian division and on achievement award points and qualifications.*

*Equine Stress, Research & Education: Myron Krause reported that the committee is continuing to solicit data for a formal hoof study and is soliciting information from other breeds. He included a spreadsheet that will be used to record data.*

*Halter Scoring Ad Hoc Study Committee: Cindy Reich reported that they are in the fact-finding phase of the study. They are trying to identify real and perceived problems with the score card system, what breeders vs trainers vs judges want from a scoring system, how to reconcile how to evaluate breeding stock with providing entertainment to spectators, what scoring systems are used in other countries, and the advantages and disadvantages of scoring vs comparative.*

I asked Cynthia Richardson to give a report on this committee since it is one set up by her. Her response was that participation was spotty and that several people had been removed but she was confident that Cindy would get the job done.

*Membership: Georgia Tachaires reported that the committee is working on a way to tie in a membership drive with the Year of the Horse activities. More to come from AHA.*

*Points Monitoring: Georgine Ryter reported that they are working on how qualification points tie into the new Leveling system which goes into effect in 2015.*

*Professional Horsemen Committee: Jim Hitt reported that he and John Ryan met with Bill Maroney of USEF at the convention to discuss concerns about the proposed changes and the fact that it seemed that the Hunter/Jumper people drive rules changes that did not take into account differing needs of the breed organizations and provided some specific examples. After ongoing discussions with AHA and the APAHA, it was decided to send John Ryan and Mary Jane Brown to the USEF convention to represent AHA's interests on these drug issues. They met with representatives of the Saddlebreds, Morgans and USEF officials including the USEF president Christine Tauber and the breed representatives agreed that USEF was not a one size fits all organization and that they should consider the needs of the show horse world differently from the needs of the international disciplines. To see the specifics of what was proposed to be changed, go to the full report. It is my understanding that:*

- an exception for treatment to the back 12 hours (must be by a vet with a medication report required) before a show was added to the proposal to prohibit Shock Wave Therapy prior to 3 days before the show
- the proposal to limit joint injections to 5 days before the show was changed to 4 days
- the proposal to store blood samples for 8 was tabled until USEF's summer meeting but that John and Mary Jane advocated for a 5 year time frame

*Strategic Planning:* Nancy Harvey reported that the plan is basically on hold as there is no money to implement it. The AHA Executive Committee met to set strategic objectives and long term planning for AHA. The Ad Hoc committee will monitor the progress of the various strategic objectives throughout 2014.

*Youth Committee:* Debbie Himmel reported that they are working on forming a volunteer mentor/liaison program to assist Regional youth coordinators and youth club leaders and that she and newly appointed vice chair, our own Stacey Dunn, will be attending the AHYA Board meeting in Denver in March.

On a side note, the adult board had lunch with the AHYA board members on Saturday and it was a delightful experience. These young people are amazing and give me great hope for the future.

Other Youth information from the Marketing Department:  
Youth Convention Theme is 'Spotlight on the Stars.

Creative Contest Theme is 'Lights! Camera! ARABIANS!'

At their November meeting, the AHYA Board voted to donate a total of \$5,000 to the Make-A-Wish Foundation of Colorado for fiscal year 2014. This donation will be made during their March Board meeting; the check will be presented the morning of Friday, March 14 at Make-A-Wish Colorado's Denver office.

The TAIL program has found a permanent home under the Youth & Family Programs umbrella and is taking off across North America. The TAIL manual is currently being reviewed and updated.

The 2013 Arabian Horse Judging DVD is in the final stages of production (at the time of writing) and should be available in the beginning of the second quarter of 2014. There has been significant interest in this educational tool from within and outside the Arabian breed. FFA and 4-H leaders are showing the greatest interest, providing excellent opportunities for growth in the youth judging and youth membership areas.

Our relationship with the Girl Scouts of Eastern Oklahoma is incredibly positive, thanks to rave reviews from attendees of the TAIL program at U.S. Nationals in 2013. Shawna is currently working with them to establish a national-level partnership with GSUSA.

AHYA advertisements will appear in both *Blaze* and *Young & Rider* throughout 2014. We have a breed partnership agreement with *Blaze*, which includes breed posters and postcards to be distributed via TAIL and at youth events. Our placement in *Young Rider* also includes a sponsorship of their very popular "Dude of the Issue" column, which will provide excellent exposure for the Youth association. We plan to advertise in i5 Publishing's (*Young Rider*, *Horse Illustrated*) *Your New Horse* again in 2014, a placement with a shelf-life of 12 months that directly targets new horse owners and enthusiasts.

## **Commissions**

**Judges and Stewards:** Stan Morey reported that  
JUDGES AND STEWARDS STATISTICS AS OF March 1, 2014

Total number of AHA Judges	267 (down 8 since August)
Total National/Regional AHA Judges	153 (down 3)
Total R/r judges (less N/R)	114 (down 5)
Total Number of AHA Stewards	112 (down 7)
Total CTR Stewards	10 (no change)
Total ER Stewards	19 (no change)

The judge's seminar and school in December was very successful with 85 judges attending the Seminar and 55 people attending the school.

Points of emphasis for 2014 will be on the AHA website but were not there as of March 26, 2014. I will email Stan and ask about when they will be available but Stan did say that the points for 2014 includes zero tolerance for altered tails.

He also strongly supports gathering information about shoes. The Walking Horse Industry is trying to counter new government regulations by saying that all of the saddle seat breeds are the same when it comes to heavy shoes and long toes which is not true but we need to take this seriously. We do not want the government writing out shoeing regulations. Stan is working with the Saddlebreds, Hackneys, Morgans etc. to gather data on shoeing and see if we can put some science into this discussion.

**Racing:** Sue Meyer reported that the AJC booth was in Abu Dhabi, IFAHR meeting and Qatar Arabian World Cup in Paris and the World Arabian Horse Racing Conference in Toulouse, France. The Board members were advised that next year's Darley Awards will be held April 4-5, 2014 in Hollywood, California. Ms. Meyer also reported on the UAE Cup Grade 1 race held at Churchill Downs and the UAE Cup Grade 1 race held at Breeder's Cup at Santa Anita, the HH Sheikh Mansoor Arabian Flat Racing Festival, and the Abu Dhabi Global Festival. Cynthia Richardson, President, publicly thanked Ms. Meyer and Kathy Smoke (Racing Commission Chair) for their dedication in representing the Arabian horse in all of the Racing venues. Ms. Meyer and Ms. Smoke received a round of applause from the Board of Directors.

Sue also reported that sales of race horse and race horse prospects are great and most of these horses are going out of the country.

**Registration:** 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.

In addition the Commission is evaluating the current name change process and fees and this will be discussed at the May meeting. Many breeders do not think that breeder designations should be allowed to be changed as it can make it appear that someone bred that horse that did not. WAHO forbids any name changes. The AKC allows a name change but not a change in the breeder's designator.

**Sweepstakes:** Russ Taylor reported that it is the opinion of the Commission that changes to the program are inevitable. A set of questions was previously sent to the Sweepstakes Trustees (which is the same group as the AHA Board of Directors) and there was a lot of discussion about the direction the Sweepstakes should take. There was significant input from Region 10 and appeared to be general agreement with Region 10 that risk needed to be lowered to encourage participation and that sweepstakes money should be awarded at the regional (or local) rather than the national level. The Sweepstakes Commission is going to bring some suggestions to the August meeting.

Russ presented the results of research into other breed or discipline award programs. The successful ones are very focused (single event or single discipline), require annual stallion nominations, limit participation to only nominated horses, and are moving from breeder funded to exhibitor funded. It is interesting to note that the AQHA Incentive fund is also seeing a decline in nominations but is paying out a lot more than it is taking in. If nothing changes at AQHA, their program is unsustainable. One of the reasons for the change in the amount of points payout this year was that we have been paying out more than this program takes in.

Enrollment continues to decline with participation in the points program showing the greatest decline.

### **Department and Show Commission Updates**

Only significant updates are included.

**Personnel & Office Services:** Diann Metzler reported that:  
AHA has

- 37 Full Time Employees
- 4 Part Time Employees
- 4 Vacancies
- Hired 3 people
- Julian McPeak – Communications Specialist (Marketing)
- Breanna Whitlock – Registry Services Rep. (Membership & Registry Services)
- Minh Nguyen – Java Programmer (Business Technology)

**Accounting:** Brad Short reported that:

- The Budget & Finance Committee met in Denver on February 7-8 to develop the FY15 budget. The B&F Committee requested additional improvements to operations during the meeting. A revised budget was presented to the Committee on February 26, with a conference call scheduled on February 28 to review the updated budget before presentation to the Board of Directors.
- Bond calls, sales, and purchases have been minimal over the past few months, as the bond market adjusts to actions by the Federal Reserve. Average yield on our combined bond portfolio is 3.58%.
- Sweepstakes points payments are all processed.

**Competitions:** Leslie Lockard reported the following:

AHA Recognized Competitions

- We ended 2013 with a 1.41% decrease in the total number of entries and a 3.06% decrease in the number of horses.

- In a comparison of 2012 to 2013 Regionals (includes Pacific Slope, East Coast, Eastern and Western Canadian Breeders) entries were up 4.17% and horses were down 0.34%.
  - Region 10 -- The show in St. Paul was up over 14% in both horses and entries in 2013 while the Sport Horse & Dressage show was up close to 50% in horses and a whopping 93% in entries!
- In a comparison of AHA One Day Show figures from 2012 to 2013 we had a 69.77% increase in entries and a 55.36% increase in the number of horses.
- The number of AHA One Day shows went from 26 in 2011 to 42 in 2012 and 88 in 2013.

#### Youth Nationals: July 19-26, 2014 Albuquerque, NM

- Budgeted 800 horses
- Entry close – June 2<sup>nd</sup>
- New classes
  - 4 Sport Horse in Hand classes (Arabian and HA/AA geldings, and mares JTH)
  - A/HA/AA Short Stirrup Reining (no qualification required 2014 and 2015)
  - A/HA/AA Western Riding JTR (exhibition)

#### Canadian Nationals: August 11-16, 2014 Brandon, Manitoba

- Budgeted 730 horses
- Entry close – June 27th
- Bids went out to Calgary, Toronto, and Brandon for 2015 show and beyond
- All sport horse in hand classes will be split into dressage and hunter types
- New Classes
  - Hunter Seat Equitation Not to Jump AATR (1 point to qualify for regionals and 3 for nationals)
  - Arabian Reining Horse AAOTR
  - Western Horsemanship JTR 18 & U
  - Walk/Trot/Jog Eq. (all seats)

#### Sport Horse Nationals: September 24-27, 2014 Nampa, ID

- Budgeted 340 horses
- Entry close – August 4th
- New Classes
  - Warm up Hunt Seat Eq.
  - A/HA/AA Jumper
  - A/HA/AA Jumper ATR
- All 3 and over Sport Horse in Hand classes will be split into hunter and dressage type using 2 judge system

#### U.S. Nationals: October 17-25, 2014

- Budgeted 1750 horses
- Entry close – August 27th
- Trail classes will be in the Pavilion
- All halter classes will be in the Pavilion with champions presented Saturday night
- Omnibus will state that halter classes of 3 or less may be combined
- New classes
  - Arabian English Trail Horse AAOTR
  - HA/AA English Trail Horse AAOTR
  - Showmanship AATH

#### AHA Distance Nationals: September 25 - 28, 2014 at the Teeter Ranch, Oreana ID

- AHA CTR Championship, September 25-26, 2014
- AHA National Championship 50 Mile Ride, September 27, 2014
- AHA National Championship 100 Mile Ride, September 28, 2014
- Budgeted for 43 horses for the AHA portion and 48 horses in the Open portion.

#### Sweepstakes

- For 2014 our Breeding Entry numbers are 1,459 compared to 1,528 for 2013. This reflects a 5% decrease.
- Sweepstakes point payout for 2013 is complete with \$259,156.00 being paid compared to \$369,293.50 for 2012.
- AM CHOSE OTHELLO (Sport Horse discipline) is our top earning horse for Sweepstakes Points payout collecting \$2,250.00.

#### Achievement Awards

- Our 2013 Adult Amateur High Point winner is Hillary Boothe with 525.5 points. Hillary earned 47.5 more points than the second place adult.
- Our 2013 Youth Amateur High Point winner is Camille Reed with 640.5 points. Camille earned 186.5 more points than the second place youth.
- Our 2013 High Point Horse is AL MARAH SWIFT++++// owned by Al-Marah Arabians LLC with 530.5 points. This horse earned 34 points more than the second place horse.

#### **Futurities**

- For 2014 our Halter Futurity nominations (U.S. and Canadian) are 1,932 compared to 2,013 for 2013. This reflects a 4% decrease.
- For 2014, there were a total of 1,287 distinct foals nominated compared to 1,363 for 2013. This reflects a 6% decrease in foals nominated.

Leslie also reported that 8 shows have requested and been granted the right to not use the scoring system including the Badger Classic. The Great Arabian Get Together is in the process of applying.

**Customer Service:** *Debbie Fuentes reported that:*

Registrations: As of February 26, 2014, we had completed 580 Arabian and 204 Half-Arabian registrations. While Purebred registrations continue to decline (2013 down 10% from 2012), HA/AA registrations were up by 14% from 2012), Revenue in both Arabian and Half-Arabian registration continues to be strong due in part to the very successful amnesty program. Export, Transported Semen and Embryo Transfer activity remains a constant source of revenue. The amnesty was a great success with 550 Arabians and 273 HA/AA being registered.

All of the breeds except Paints and Tennessee Walking Horses continue to see declines in registrations. The decline in Arabian registrations is less than that of all breeds except for Thoroughbreds, Standardbreds and Pintos.

Membership: As of December 31, 2013, we had 24,219 members, a 6.9% decline compared to 2012. There is some good news however: as of January 31, 2104, we have 25,386 members!

All of the breeds continue to see declines in memberships. While AHA is overall the third largest in membership (behind AQHA and Paints), on a percentage basis the decline in AHA membership is greater than all of breeds except for Appaloosas and Tennessee Walking Horses.

#### Outreach and Alliance Activity

- AHA had a booth at the Scottsdale Show. The Arabian Horse Association of Arizona generously gave us our booth space again this year. We were well received at the show. The traffic in the booth was strong. We had ongoing communication with the show office regarding the status of entries both horses and members. The Show Manager complimented our staff on the work, expediency and their professionalism.
- Debbie Fuentes attended a Registrars meeting in Doha, Qatar in February. Several topics were discussed regarding the identity of race horses and the eligibility to race. The Qatar Racing and Equestrian Club generously hosted her.
- Focus for 2014 will continue to be with the National Pedigreed Livestock Council, American Horse Council, the Pinto Horse Association, USEF and the American Quarter Horse Association.
- We continue to work with the following organizations in this quarter:
  - Arabian Horse Association of Arizona
  - National Pedigreed Livestock Council
  - International Federation of Arabian Racing
  - American Horse Council
  - Pinto Horse Association of America
  - American Quarter Horse Association
  - United States Livestock Genetics Export
  - United States Equestrian Federation

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

- Website Rewrite Project
- Oracle 10g to 11g DB Upgrade Project
- Hardware & Software Replacements & Upgrades
- Arabian Jockey Club (AJC) Reports/Programming
- Horse Registration System (HRS)
- Strategic & Operational Planning
- Programming for dues change

**Marketing:** *Glenn Petty reported the following:*

Communications:

- Shot, edited and produced four more episodes of The AHA Moment, highlighting Registration and One Day Shows and an “Evening with Thunder” and thoughts from the U.S. Nationals Show Commission.
- Developing a cohesive 2014 National Championship show program cover concept. This cohesive theme that will infiltrate visual communications for all of the AHA national events.
- Gained media coverage of Thunder’s Super Bowl 48 journey through press release and picture distribution (included online equine publications and article in the *New Jersey Star Ledger*)
- Established a connection with *Performance Horse Digest* magazine for a monthly press release and picture spot in online edition of magazine (first edition will be in April, regarding Scottsdale performance and results for working western horses and exhibitors)
- Tracking and recording media coverage of “Arabian horses” and “AHA” through Google alerts and hard copy storage

Corporate Partners/Sponsors:

• AHA is working on sponsorship/partnership proposals for the following companies:

- Shadow Trailers
- Momentous Insurance
- Valero Gas Card
- Triple Crown Feeds
- Cinch
- EMO Insurance
- Frierson’s Suits
- Traceware

- UMB Bank is now starting to implement new affinity credit card programs. Implementation date, June 2014.
- Renewed the Adequan contract for one year at \$15,000.
- Shadow Trailers has agreed to donate a trailer for the 2014 AHA Trailer raffle.

Modern Arabian Horse:

- New media kit in development that will stress that MAH has the largest Arabian breed circulation and incorporates testimonials from advertisers
- In the beginning stages of initiating a MAH LinkedIn
- Receiving continued positive feedback from salespeople regarding content and relevance of MAH.
- Developing a readership survey to collect demographics and topics of interest from subscribers to MAH.
- MAH to expand its commercial advertising in order to provide a greater degree of value to its readers.

Convention: The 2014 Convention is booked for Denver, Colorado at the Marriott Tech Center for November 19 – 22. This convention is a non-hosted convention. There may not be a hosted evening event and other cost savings are being considered. AHA Marketing is working with the Convention Planning Committee to create a convention based on the theme - Connect (2014), Collaborate (2015), Create (2016).

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.

Website Rebuild: Project is currently on time and on budget. The Proof of Concept (POC) has been demonstrated by KGB. The site map and initial wire frame for the home page is in the works

**Marketing Development and Promotions Committee:** *Sue Meyer reported that the main focus for MDP will be the website. They are also working with AHA staff to come up ideas and event templates to tie in to celebrations of the Year of the Arabian Horse.*

**Arabian Horse Foundation:** *Nancy Harvey reported that the Foundation awarded \$500 scholarships to each youth that attended both the Youth Convention and the AHYA board meeting.*