

**ARABIAN HORSE ASSOCIATION
DEPARTMENT UPDATES
MARCH 2016**

(Written report – route questions to Directors.)

The following provides a summary of activity and accomplishments by division.

EXECUTIVE

Executive Vice President

As can be seen from the detailed department reports that follow, AHA has been busy since convention. As usual budget work kicks in gear immediately following convention. But this year the much needed Future State project ran concurrently with our budget work which greatly affected Accounting and Brad in particular. But the juggling of time worked for both Brad and all the Senior staff. I also want to say thank you to all AHA staff for helping bring forward a budget that makes possible our continued development of Future State. Once completed, Future State will make AHA one of the most modern in the IT area of virtually all our sister organizations.

ADMINISTRATIVE SUPPORT SERVICES

Accounting & Finance:

- The FY17 budget (for April 2016 through March 2017) was developed over the past three months by a combined effort from staff, management, committees, and commissions.
- The FY17 budget was presented to B&F Committee during its February 25 & 26 meetings in Denver.
- Multiview financial software system development began with a kickoff meeting on January 18 & 19 in Denver. Much of the work has involved developing a new chart of accounts (the financial coding system), as the chart of accounts used for so long in Oracle is incompatible with Multiview.

Human Resources/Office Services

Total Number of Current Employees: 47

45 Full-time

2 Part-time

New Hires include the following:

Blair Bennink – Graphic Design & Publications Manager

2015 Annual Compliance Audits

- ERISA & Annual Retirement Statements/Services 401K
- Health Care Reform, Healthcare IRS tax reporting compliance FY2015 along with the Affordable Health Care Act confirmation.

Results: AHA received compliant licensures & documentation from Federal & State of Colorado Department of Labor for annual audit February 2016

Family Medical Leave Act (1993) Updates and Employer Obligations

- Evaluated eligibility and determined qualifications of leave
- Medical certifications updated documents
- Calculated entitlement of leave and continued treatment terms
- Pre-determined time frames and methods for calculating FMLA
- Serious health conditions and qualifying exigency have been modified
- Intermittent and reduced leave scheduled have been modified
- Revisions: Calculation document of leave hours updated and provided by the United States Department of Labor
- Education on challenges facing employers and methods to avoid cause for liability

AHA has submitted FMLA guidelines and all rules have been certified awaiting approval by US Department of Labor. ETA: late March 2016

Healthcare Reporting IRS

- IRS reporting obligations for employers, health insurance carriers and healthcare
- Patient Protection and Affordable Care Act (ACA)
- Individuals to maintain affordable coverage. Offer of coverage must be documented (burden of proof on the employer).
- Prepared 1095B for all employees insured under AHA group Health plans
- Individuals may have up to 90 days in a year without coverage and not be assessed a penalty
- Penalties are \$250 for each required report, up to \$3 million cap—subject to good faith/reasonable cause defense—IRS has announced it will not impose penalties for simple errors on a report for employers.
- Willful disregard of reporting is \$500 per form and there is no “cap”

Future legal obligations and compliance rules expected to impact AHA 2016

- White Collar Ruling 2016
- Affordable Healthcare Act and IRS reporting audits for 2016

Neopost Mailing Solutions

- Updated all-in-one equipment needed for postage accuracy has now replaced Pitney Bowes machine and mailer
- 57 month lease including \$0 for first 6 months (postage & shipping pay only)
- Folder/stuffer function replaced by large copy/printer.

Building Maintenance for the Future

- Carpet replacement in areas
- Painting
- Front entry concrete steps – coating replacement
- Pre-Cast Panel expansion joints

BUSINESS TECHNOLOGY

STAFFING:

Database Administrator: We continue to try different database support scenarios and are again transitioning to a new support arrangement. With this latest iteration we will continue to use RegorTek for DBA services but we have discontinued our relationship with DatAvail. In lieu of the DatAvail support we are in the process of developing an internal BT resource – Minh Nguyen into our new PLSQL developer.

BT INFRASTRUCTURE:

Server Environment: In FY2015 and FY2016, AHA invested in new servers and hardware backups for old ones. These servers are now online and as time permits we are moving applications off the old servers. Once the applications are ported then the old server can be retired. This is still very much a work in progress.

Data Backups: The protection of our data continues to be our highest priority. Significant work has occurred over the last 8 months to organize and improve how we handle and safeguard our data. We have successfully transitioned some of this backup activity from an external contractor supplied service to an automated internal solution. We are in the final stages of this effort.

FUTURE STATE:

Event 1: Presentation of the new website at the 2015 AHA convention November 19.

Event 2: Release of the static content portion of AHA website on January 11th, 2016.

The new website was released with great fanfare, high interest and a few embarrassing hiccups. After the dust settled we have been working primarily on improving website performance and resolving the myriad ssl configuration issues we've encountered. We have modified the issue tracking software used for HRS to handle like functionality for the website. We are initially planning on small website repair/enhancement releases on the first business day of each month. The first one is planned for March 1st, 2016.

Event 3: Replacement of the existing Oracle Financials application with one from MultiView.

The BT group has become a major player in this effort. We had the kickoff meeting onsite at AHA with Multiview on January 18 -19. Since then our group's primary focus has been identifying the interfaces that will be needed between Multiview and our existing applications (HRS, Oracle, Website) and to provide the initial load of financial related data to the Multiview application. The absence of in-house Oracle Financials expertise will only exacerbate and complicate the effort.

Additionally, we are working with an open source Java solution called **Kona Kart** for our new website shopping cart. We will be working with our website contractor - Gray Sail to get it properly designed and configured.

Event 4: Membership/ Member Home Page, Club and ASC added to our new website.

In preparation for Event 4 we are currently working on website infrastructure projects as follows:

- Business Process Management: We are working with an open source Java application called **Activiti** for transaction support in Future State
- Reports: We are working with an open source Java report application called **Jasper Reports** to replace the non-financial reports currently existing in our old Oracle environment.
- We are working on two transaction-related Business Requirement Documents initially scheduled for Event 2 – Customer Login and Event Calendar. Due to time constraints these were only partially implemented for the January website release. We continue this effort which has additionally become a validation of our development processes and the above named infrastructure components.

HRS:

HRS Release 2.5 was put into production on 30 November, 2015. This was a minor scheduled maintenance release containing 6 tickets. 4 of the tickets were related to CAHR with a couple bug fixes and logging enhancements for AHR.

COMPETITIONS

AHA Recognized Competitions

- We ended 2015 with an overall 0.50% increase in the total number of entries and a 0.70% decrease in the number of horses. This reflects relatively flat numbers.
- In a comparison of 2014 to 2015 Regionals entries were up 4.07% and horses were down 1.07%. Adding in the Pacific Slope, East Coast, Eastern and Western Canadian Breeders to the Regional figures, the entries were up 5.03% and horses were down 0.43%.
- In a comparison of AHA One Day Show figures from 2014 to 2015 we had our largest increase yet since the inception of these shows. We had a 45.67% increase in entries and a 36.43% increase in the number of horses.
- The number of AHA One Day shows went from 26 in 2011 to 42 in 2012 to 81 in 2013 to 79 in 2014 and 89 in 2015.

Sweepstakes

- For 2016 our Breeding Entry numbers are 1,480 compared to 1,470 for 2015. This reflects a 1% increase. The previous comparison (2014 to 2015) reflected a 4% increase.
- Sweepstakes Breeder/Nominator payout for 2015 is complete with \$17,035.56 being paid compared to \$25,022.50 for 2014.
- MONACO JULLYEN V is our top earning horse for Sweepstakes payout in 2015 collecting \$6,116.25 (\$5,825 in Allocated payback and \$291.25 in Breeder/Nominator payback).

Achievement Awards

- Our 2015 Adult Amateur High Point winner is Rebecca Fielding, Region 4, with 492 points. Rebecca earned 106 more points than the second place adult.
- Our 2015 Youth Amateur High Point winner is Keeley Clark, Region 12, with 1002.5 points. Keeley earned 164.5 more points than the second place youth.

- Our 2015 High Point Horse is HAVE ANOTHER+++++// owned by Laura B. Gordon, Region 12, with 820.5 points. This horse earned 336.5 points more than the second place horse.

Futurities

- For 2016 our Halter Futurity nominations (U.S. and Canadian) are 1,801 compared to 1,923 for 2015. This reflects a 6% decrease in nominations.
- 2016, there were a total of 1,239 distinct foals nominated compared to 1,294 for 2015. This reflects a 4% decrease in the number of potential foals.

NATIONAL EVENTS

All show commissions have had their planning meetings since convention and the National Event Department has been very busy planning for 2016. The omnibus has been sent to the printer and you should be receiving it very soon. For all the shows, the National Events department has been working on developing manuals and methods for consistent scoring. Additionally, the department has been conducting research on native mobile applications that may be available for horse shows and publishing results for all the National Events. Below are a few updates featured for each National Event:

Youth Nationals

Many new and exciting changes have been implemented with the move of the show to Oklahoma City this year. New activities will be offered for youth and adults that will include a college career fair, patriotic day, and a progressive barn welcome party. The commission has made many adjustments to the schedule to better accommodate exhibitors and a new facility, the schedule is already posted online and can be found on the Youth Nationals page. The Youth National show will have access to the Jumbotron in Jim Norick Arena which is an exciting opportunity to showcase many of our sponsors and better promote individual classes and our breed. Oklahoma City is very excited to host Youth Nationals, and in turn we have received many more complimentary hotel rooms for our staff. The budgeted number of horses for Youth this year will be 795.

Canadian Nationals

The Canadian Nationals planning meeting recently took place at the end of the Scottsdale Show. Kelsey attended both the Youth and Canadian National Planning meetings in Scottsdale.. Many new classes were added for the show, which include concurrent AOTR reining classes and a split of Walk/Trot Equitation and pleasure classes by disciplines. The budgeted number of horses for Canadian Nationals this year will be 730.

Sport Horse Nationals

The budgeted number horses for Sport Horse Nationals this year will be 380 horses and it will be held in Nampa, ID. The Sport Horse Commission came to Denver in January and was able to meet with a number of AHA Staff including the National Events Department, Marketing and Brad Short regarding their budget. The meeting was very beneficial and National Events has already made many changes regarding discussion during the meeting.

Distance Nationals

Distance Nationals has completed and posted their Sponsorship, Event Flyer, and Entry forms; this is the first time they have been completed this soon. Marketing in conjunction with National Events has been working on an advertisement for several different outlets including MAH, NATRC Hoof Prints, Endurance News, Facebook, etc. They have been actively seeking sponsors and have made several good connections. The AERC Convention gave Distance Nationals a great platform to seek these sponsors and to represent the event. Paige and the Distance Nationals Commission have maintained a great relationship with the Appaloosa Horse Club and have Appaloosa owners excited about this year's ride. Paige is working hard to complete tasks sooner than previous years so as to not leave any outstanding or last minute tasks. The commission is actively looking and lining up ride sites for 2017 & 2018. There is still opportunity for regions, which have not already committed, to support our Distance Nationals with a sponsorship.

U.S. Nationals

National Events is gearing up for the 50th anniversary of U.S. Nationals. National Events, in conjunction with Marketing and the Show Commission, has designed a 50th anniversary logo and commemorative items that will be available this year. Many changes were made at the Commission Planning Meeting in Denver in January and are available in the U.S. Nationals Commission Report. The budgeted number of horses for U.S. Nationals this year will be 1760.

MEMBERSHIP & REGISTRY SERVICES

Registrations

- We completed 3,207 Arabian registrations in 2015.
- We completed 905 Half-Arabian/Anglo-Arabian registrations in 2015.
- While the number of registrations completed in a year has experienced a decrease over 2014, we recognize that the increase in 2014 can be solely attributed to the Amnesty registration special. The significant increase in registration numbers in 2014 was an anomaly that was the result of the amnesty. In comparing the registrations completed in 2015 to the number completed in 2013, they are relatively close. Although anecdotal, we see this as a positive sign.
- Activity in Exports, Transported Semen and Embryo Transfer activity continued to be strong in 2015. We completed 637 exports in 2015 which is up 12% over 2014. We issued a passport for the majority of the horses that were exported in 2015 and all that have been exported this year. This has resulted in a significant boost in revenue.

Special Services Investigative Files

- There were 131 investigative files opened in 2015. Of that number, 99 have been closed. There are 40 files currently in process.
- Files established for various reasons (i.e. parentage exclusions, coat color genetics issues, markings discrepancy, legal issues, forgeries, etc.).

Membership

- On December 31, 2015, we had 20,905 members compared to 22,433 in 2014 which is a decline of 6.8%.

- Of the 20,905 members, 11,843 held a Competition Card compared to 12,492 in 2014 which is a decline of 5.2%.
- In 2015 we had 27,000 unique members compared to 29,165 in 2014.
- A successful membership promotion was done at the Scottsdale Show. The memberships are still being processed. The results will be shared at the meeting.

Outreach and Alliance Activity

- AHA had a booth at the Scottsdale Show in February. AHA of Arizona generously gave us our booth space again this year. The traffic in the booth was very strong. We have a good relationship with AHA of Arizona and share the same customer base. Their Show Staff again complimented our staff on the work done and on their professionalism.
- In early May, Glenn Petty and Debbie Fuentes will be representing AHA at the National Pedigreed Livestock Council (NPLC) Annual meeting in Columbus, Ohio. The United States Trotting Association will be hosting the meeting. Ms. Fuentes was reelected as Vice President.
- Debbie Fuentes was recently asked to join the All Nations Cup Committee. The All Nations Cup Show is held in Aachen, Germany at the end of September. The Kuwait International Festival held All Nations Cup classes for the first time on the weekend of February 6th and 7th. An All Nations Cup Committee meeting was held during this time. Bait Al Arab of Kuwait hosted this meeting and covered all of the expenses for Ms. Fuentes to attend.
- We continue to work with the following organizations in this quarter:
 - 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 Professional Horseman's Association
 - American Saddle Horse Association
 - American Morgan Horse Association
 - USEF

Tutorial Videos

- The Registry Services Team is working on a video series geared toward creating a better understanding of the registration process. The video details the process for registering your Arabian, Half-Arabian and/or Anglo-Arabian.
 - The series also covers Race Registration and provides a detailed explanation of the Colors and Markings recognized.
 - At the 2016 Scottsdale Arabian Horse Show, 25 breeders were interviewed on the importance of registration and their perspective and advice regarding breeding.
 - This is an ongoing project that will cover as many topics to provide valuable and information to our customers (i.e. breeders, owners, members, etc.).

New Booth

- The Purebred Arabian Trust has generously sponsored the purchase of a new booth manufactured by Skyline Display and Design in Colorado. This booth is modern in design and style. It was very well received at the Scottsdale Show. We received numerous compliments on it.

- Our new booth offers a lightweight and functional design with a modern look that pairs with our new website. It features professional photos taken at various Arabian Farms and promotes the equine lifestyle and importance of registration.

Registration Commission

- The Registration Commission (RC) will be meeting at the Arabian Breeders World Cup in Las Vegas on April 14th and 16th. Their fall meeting will be hosted by Peregrine Farms, Mark Wharton and Quentin Naylor, in Lexington, Kentucky in either late August or early September.
- At each meeting, the RC hosts a Breeders Forum. They have hosted a forum in over 30 venues over the past 15 years. Each has been well received by our breeders and owners. The purpose of the forums is to gather feedback regarding all registration related work. They have all been highly productive.

MARKETING/PUBLICATIONS

2016 Marketing, Communication & Sales Objectives:

- Increase marketing/advertising for AHA membership and the benefits that membership provides
- Retain current Corporate Partners & Sponsors, while searching out opportunities for others in lifestyle and fitness brand markets that are attractive to women and families
- Build brand awareness in the general, equine marketplace
- Rebrand *Modern Arabian Horse* magazine to be a better fit for the majority of AHA members – new look, new feel, new advertisers
- Effectively sub-brand products and programs in alignment with our market
- Re-define the brand of the Arabian horse – align all marketing materials and methods with a common underlying message structure and promote the Arabian breed as such
- Increase communication with membership, establishing AHA as the go-to source in North America for all things Arabian Horse
- Reinvigorate interest in our products and programs (i.e. Discovery Farms, Sweepstakes, Futurities & Maturities, Frequent Rider Program, Learn to Ride)
- Teach our membership to use social media as a go-to source for information and reliable AHA communication and updates
- No longer settle for a declining membership rate, but rather research the tactics other breeds and non-equine associations are putting into place to grow and retain their membership – research how to gain funding for outreach, advertising, etc.
- Work with various departments to begin tracking marketing's effect on enrollment and participation
- Create dynamic marketing and promotional plans that help to increase member participation and draw in new members
- Support, promote and continue to grow the Arabian Horse Youth Association – develop new strategies for retaining youth through their teen and early college years
- Bring cohesive direction to all marketing, communications, and PR efforts for AHA programs, services, events and activities
- Increase positive public perception of AHA by improving communication via multiple avenues
- Increase video marketing and YouTube presence for 'Arabian horse'-related searches

- Provide staff with continuing education opportunities to allow for growth, improvement and innovative ideas to increase marketing efforts
- Redefine and determine marketing plans for OEIP, CDP and ACS
- Streamline current programs and determine the best way to provide them as a member benefit for AHA members

Staffing:

- **Blair Bennink** joined the Marketing/Publications Team as the Design and Publications Manager in December, 2015.

Communications:

- Establishing working relationships with local community-related associations and businesses in order to better promote the Arabian horse in AHA's own, local community
- Established working relationships with local media outlets both in Denver, as well as in all cities where national events/shows are held for event coverage
- Using video as a source of communication and advertising for AHA across a variety of departments (marketing, competitions, membership, registration in 2015/2016)
 - New website tutorial videos
 - Tutorial/Informational videos for registering horses with AHA
 - Daily Updates from National Events
 - Member bios/testimonials
 - Commercials for products and programs
 - Fun films for AHA Insider and in-house advertising
- Consumer/user research of AHA programs including Discovery Farm, Learn to Ride, Sweepstakes, Futurities/Maturities, FRP, OEIP, CDP and ACS
- Using a variety of cross-media channels (i.e. Social media, e-blasts, Insiders, show newsletters) to communicate the theme, brand and important messages for National events
- Monthly management of AHA Insider, AHYA Insider, AHA Insider Flash, Modern Arabian Horse e-blasts, and AHA Regional Insider. All regions should take advantage of the Regional Insider.
 - Regional Insider and AHYA Insider have brand new look and feel. Content has been updated – using more video and member stories in order to increase readership and provide salient information to members
- Tracking and recording media coverage of “Arabian horses” and “AHA” and our National events through Google alerts
- Building cohesion with *Modern Arabian Horse* magazine through cross promotion on social media
- Utilizing the magazine as a major communication/marketing tool to reach an audience outside of just our membership, with articles that are salient to the general Arabian audience
- Continue to use social media as a means of public relations and FREE outreach to our members and potential members – social media platforms continue to grow at a weekly rate
 - Heavily utilized social media advertising as a means for promoting AHA products and programs. Heavy benefits are that the advertising is relatively inexpensive and casts a wide net of reach

- Will continue to utilize the AHA 'Blue Room' concept as a means for communicating and encouraging interaction via our social media platforms during major AHA events.
- In office communication between Marketing employees has been greatly enhanced by utilizing Google Docs spreadsheets for master planning and implementation of marketing strategies, promotions and executions; as well as the implementation of Salesforce between some marketing staff and sales staff
- The addition of a Marketing Administrator (Uriah Quezada) as the customer service representative for the marketing department has allowed us to increase communication with and serve our customers in a new way – their direct and pleasant interaction with Uriah regarding magazine, DataSource, Marketplace and other-related questions has increased interest in AHA marketing initiatives and involvement in Marketing-related programs.

Corporate Partners/Sponsors:

- **Markel Insurance** has renewed as a Corporate Partner for 2016
- **Hat Lady** has renewed as a Corporate Partner for 2017-2018.
- **Equine Creative Group (dba Arabian Horse Global)** has changed ownership, Corporate Sponsorship terms unchanged. Terms to be reviewed for contract renewal in December 2016.
- 2016 renewal for **All Things Equine** and **Frierson's Suits** to include increased sponsorship pricing.
- AHA will send out RFP's this year for bids for the Apparel Corporate Partner Contract
- **Other Partner/Sponsor Negotiations in Progress:** NightWatch (contract negotiations in progress), Wrangler, Purina
- Marketing is in the process of evaluating all contracts as they come up for renewal to ensure that the most benefit is being reaped for AHA, as well as the proper fulfillment for each individual Partner/Sponsor.
- Executed effort will be implemented for travel for the specific purpose of pursuing new Corporate relationships

Modern Arabian Horse:

- New, contract only sales team members hired for 2016, with new contracts
- Implementation of sales goals and tools will be used to provide the MAH sales team with the opportunity for increased sales
- Continued Use of the CRM tool, Salesforce, for better sales planning, tracking, nurturing and exposure
- Significant effort will be put into promoting the magazine to our entire membership in 2016, with an emphasis on having all members of AHA subscribe to the magazine
- Concerted effort to broaden and increase MAH's visibility across events, including new booth pop-up, branded table covering and magazine racks, along with dedicated personnel at events
- Social media platforms have been created to help build awareness
- 2016 MAH Readership Survey sent in January/February 2016. Results have revealed current demographic information, which will be utilized for re-branding
- Re-branding of the magazine is in its initial stages
 - New look, feel and texture of the cover
 - Division of content to make information easily accessible and sell ads towards a certain audience

- Consideration of a new name being taken into account for launch in 2017
- New Media Kit, Demographic Information sheet and show special packages have been formulated as sales tools
- Will utilize ISSUU as an online, digital platform for allowing subscribers to digitally read the magazine as well with their print subscription, if desired
- Several articles, covers and advertisements have been submitted for the 2015 American Horse Publications Awards

Convention:

- The 2016 and 2017 Annual Conventions will be held at the Denver Marriott Tech Center in Denver, Colo.
- Continued use of the Connect, Collaborate and Create themes will be utilized for 2016, with “Create” being the major focus of this year
- New activities planned for 2016
- President’s Banquet format is being evaluated
- 2016 general Convention information is available online
- Sponsorship forms will be sent to the board in April

Marketing Efforts for National Events:

- The marketing team works closely with AHA National Event staff as well as show commissions to develop an advanced plan for marketing the shows as well as special events.
 - Cohesive marketing theme for 2016: ‘Go for the Gold’ was selected by the Youth Board and will be used to loosely co-brand AHA National events
 - A cross-sectional, promotional plan that allows for both interior and exterior promotion across multiple channels for each show will be developed, including:
 - Outdoor – Billboards, bus panels, airport advertising
 - Radio – 60, 30 & 15 second radio advertisements and live, remote broadcasts on site
 - Paid, print advertising through popular event magazines with ads in varying sizes, strategically placed
 - Free promotion, including PSA’s, press release distribution, social media advertising, e-blasts and more
 - Defining sponsorship opportunities that allow for an even trade in advertising for the show
 - Developed interior, special events specific to each show that will engage members, exhibitors and horse people alike.
 - The #AHABlueRoom – designed to utilize social media to engage exhibitors with one another, with AHA and with the National events.
 - Continued development of relationships with CVB’s, tourism and local media outlets to increase positive relationships and public trust.
 - Facebook event pages have been set up for each National Event in order to allow an open conversation between exhibitors/riders, Commissions and AHA staff
- Special Event planning is in progress for 2016 National Shows. Suggested concepts are as follows:

- Canadian Nationals:
 - Continuation of ‘Armed Forces Day,’ on the last Friday of the show. Designed to work closely with a local base in Brandon to promote support of Canadian and U.S. troops. Asking all exhibitors and guests to wear red in support. A few small events planned during the day.
 - Continuation of museum exhibit, which will showcase the history of the Canadian National show and the top riders, owners, breeders and horses of Canadian National history
 - Looking into cardboard cutouts of famous Canadian National horses, similar to those used at U.S. Nationals in 2015.
- Sport Horse Nationals:
 - Continuation of the exhibitor party, with a new fun activity.
 - Second Annual silent auction benefitting AHDF and a local, Nampa area charity. This promotes good will for AHA both in the Arabian community and in the local Nampa community.
- U.S. Nationals:
 - The ‘Tour of Arabian Horse Legends’ mini-exhibit of the Arabian horse will be set up again to showcase the history of the breed. Added displays to celebrate the 50th Anniversary of U.S. Nationals will be included
 - Tail stations will return for the second time, allowing tours to be centrally located in the commercial exhibits
 - Some smaller activities for celebrating U.S. National’s 50th Anniversary are also in the works
- T.A.I.L tours will be scheduled for all 4 National Shows, as we served nearly 800 people through them in 2015

General Promotion:

- Social Media continues to play an expanded role in AHA’s marketing mix in 2016 –we have expanded social media use into doing some promoted advertising. This is a very low cost way to reach hundreds or thousands of people organically and attract newcomers to the breed
- AHA plans to continue “Celebration of the Arabian Horse Month” promotion for May 2016. In 2015, AHA and MDP compiled a ‘toolkit’ to be published on the website for clubs to use as a reference for their own outreach in their area – designed to be grassroots efficient
 - Examples of activities included: Silent auctions benefitting charitable groups; TAIL tours at shows and barns; the Arabian Horse Association of Wisconsin had the governor declare May “Arabian Horse Month” in Michigan; drawings for free riding lessons and more. Our hope is to continue this next year.
 - This year AHA is planning on doing three local outreach activities for Arabian Horse Month:
 1. Furry Scurry, May 7: AHA will formulate a team and participate in the walk/run for charity. Donations will be made to the local chapter of equine rescue in the name of the Arabian horse. Arabian horse material may be included in the run/walk publicity bags
 2. Crafts with the children of the Colorado Children’s Hospital: Kids will work with AHA staff to do a few Arabian horse-related crafts, including a horse mask and ‘Design your own Native Costume’

- project. Kids and parents will be provided a ‘Get Well’ postcard from AHA that invites them to a fun outreach event in their area
3. Arabian Horse Demonstration at Colorado Horse Park: the date for this event in May is TBD. This will take place during a Hunter/Jumper show at the park and will expose show exhibitors and public to the Arabian horse breed. A meet and greet will occur after the demonstration and raffles for free lessons at local Arabian barns will be given out.
 - AHA will encourage AHA members/clubs/regions/individuals participating in Arabian Horse Month to include their event in the ‘Time to Ride Challenge’ contest.
- A Marketing & Communications campaign for Sweepstakes and Futurities & Maturities have been researched, written and are currently being implemented again for 2016
 - Continue to utilize partnership with USEF to push out press releases and information. Working closely with Marketing Director to ensure proper promotion of the breed through USEF.
 - AHA will be hosting an ‘Arabian Horse Day’ at Arapahoe Race Track in Aurora over Father’s Day weekend in June. The event is designed to promote the Arabian horse and racehorse to a new public.
 1. Collaboration with the Colorado Horse Council, CANTER (racehorse rescue in Colorado that includes Arabian race horses) and other equine-related associations
 2. Day will deemed Arabian Horse Day at the track
 3. Biggest purse for Arabian horses at Arapahoe Park will be run that day
 4. Colorado Horse Council will host a morning trail ride
 5. Pancake fundraising breakfast will be (possibly) sponsored by 4H
 6. Kids will have various activities to do throughout the grounds
 7. TAIL tours will be given through the Arabian Race horse barns
 8. Equine related vendors will be allowed to set up tables (including AHA)
 9. Track will provide a special, low-priced lunch included in admission
 10. AHA will submit this event as a “Time to Ride Challenge” event for a chance to win in the association category
 11. Various raffles to win riding lessons at Arabian-area barns, VIP visits to the track and more will be offered throughout the day
 - AHA will be hosting a radio show on Horse Radio Network for 1 weekend a month, for 6 months starting in April. A sponsor is being found to headline the shows. The reach is huge and will allow AHA to reach a new audience of horse-interested people.
 - Marketing is currently developing a Literacy Program to implement locally, in conjunction with the Arabian Horse Foundation. The idea is still in the development phase, but local schools have been contacted and are on board for allowing us to do this in their schools – planning is still in progress
 - The Discovery Farm program has really begun to take grow in participation. An increased marketing effort has been put behind this program in order to really utilize it as a platform to bring in newcomers to the breed. Recently, we partnered with CHA and allowed CHA barns, who were also AHA members, free access to the program in order to encourage other lesson barns to join.
 - A headlining sponsor was recently found for the Frequent Rider Program (FRP). This will allow for better quality prizes. The goal will be to entice people to join the program

because of the better prizes. AHA marketing sees this program as having huge potential to pull in our non-show audience and provide a member benefit for AHA members.

- Marketing will play a role in helping to promote the Arabian's showcase at the Rolex Central Park Horse Show in September, 2016
- A new brochure has been designed to replacement the Arabian Horse Guidebook. The brochure will be a tri-fold that simply promotes the Arabian horse. Then individual PDF's of all of AHA's different programs, products, activities, etc. will be created as inserts for the brochure. These can be easily edited as changes occur and will be hosted on the website, so that people can print them for their events as needed.

Marketing's Work With Future State:

- Small campaign was launched for website release, which included press releases, print advertising and social media campaigns to drive clicks to the new website
- As Marketing receives feedback from users/members/staff regarding the new website, marketing is cataloging this suggestions and will work with IT to make improvements/changes as necessary (if deemed to be in alignment with new AHA business rules) in order to continue to improve the user-friendliness of the site
- Marketing holds the Publish button for all static content on the new site and will serve as the brand holders for content, pictures, navigation and static changes
- Process has been formulated for content changes and edits, as well as for informing the Publisher of desired edits
- Training for staff for learning OpenCMS and editing content needs to be scheduled as soon as possible
- Marketing has several tickets in the Trac system for improvements/enhancements on the functioning of the website, which will allow for greater service to our members and/or newcomers for different products and programs
- A communication plan is currently being outlined by Marketing for the remainder of the Future State schedule. This plan is designed to keep members informed of the progress of the project, as well as prepare them for major event release dates.
- Email blasts, specifically branded for Future State have been designed to help members recognize when they are getting update regarding a Future State project

Market Development Committee FY17 Priorities:

- Looking for a way to conduct market research of members and prospective members
- Currently in the process of looking for funding sources for marketing initiatives and promotional materials
- Currently planning a promotional project for 2016 that closely mirrors the Cow Parade concept – designed to raise some money, but mostly to promote the Arabian horse across the country, while creating good will and public relations for the breed
- Looking to re-define how AHA markets the Arabian horse – more of a healthy lifestyle concept, focused on health, fitness and sport.
- MDP will work closely with AHA Marketing to continue to revamp and revive some of AHA's programs – placing emphasis on the Discovery Farm program in 2015.
- Continued front end work on the new AHA website as needed.
- Planning to bring forward for vote a new member for MDP to replace Gary Millar, who has submitted his resignation from the committee.

Youth Update:

- The Youth Board held their last board meeting of 2015 at the AHA Convention in Tulsa, OK – they discussed new initiatives for 2016, activities for Youth Nationals and fundraising and marketing ideas.
- At their November AHYA meeting, the AHYA Board voted that the theme for Youth Nationals will be “Go for the Gold.”
- This year was the second year for AHYA to have a booth at the Scottsdale Show. It was a great success. There was a push for people to become our SnapChat friend and the youth did some short video interviews asking youth what they loved most about their Arabian horse.
- Brenna, along with two Youth Board members will travel to the American Horse Youth Council meeting in late April – providing a networking opportunity for our youth and a promotional opportunity for AHYA. There will also be numerous seminars allowing the youth an opportunity to learn more about how we can promote our breed within the industry. This year, members on the youth board will have the opportunity to present on how to set up and start your own TAIL tours.
- Due to the TAIL tours large success last year, TAIL tours have been scheduled again for all of the 2016 National events. This year we will be focusing on reaching more school groups, Girl Scout troops, and 4-H groups.
- AHYA will be busy at Youth Nationals with a Board meeting on Thursday evening, July 21st. Before the Board meeting, the AHYA youth will decorate the Youth Hall for the AHYA Convention which is changed to Friday afternoon, July 22nd.
- We will once again have the Judging School/Clinic by Stan Morey, open to all youth exhibitors and their parents. The presentation is free and handout materials will be provided for all that attend. It will be held on Friday, July 22nd from 9:00 am. to 11:00 am.
- Markel is once again funding the Arabian/Half-Arabian Youth Nationals Highpoint Scholarship. This year they are funding an additional scholarship for those entered in sport horse/dressage disciplines.
- The 2013 Arabian Horse Judging DVD has been completed and copies are available for purchase. 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.
- AHYA advertisements will appear in *Blaze* throughout 2016. We have a breed partnership agreement with *Blaze*, which includes breed postcards to be distributed via TAIL and at youth events. Other new advertising and promotional activities are being pursued as well.

AHYA received a grant from USEF that will be utilized to help fund a new college day and fair at Youth Nationals. We want to provide our youth the opportunity to see what college programs are out there where they can continue to pursue their equestrian passions.