

2016 AHA Convention Report

Irvette Timms, President, PAHA

Thursday, November 17th

GENERAL SESSION

The location of the Convention was to originally have been Denver but due to a hotel remodel, it was changed to Tulsa yet again. Notice was given rather late and airfare reimbursements were available to those who booked ahead for Denver.

Cynthia Richardson presented the State of the Association. Her main points were:

PB Arabian Trust (PAT) has brought suit over the registration system. AHA has spent \$2.8 million in development costs and now the Trust is claiming all rights to it.

AHA Future State: Unfortunately, this project is at least 5 months behind schedule. The financial system proved to be a huge process to unravel and rebuild. There will be some down time at the end of Nov/beginning Dec while things are migrated. We need good emails for all members. If anyone ever Opted Out, they cannot receive emails so encourage them to Subscribe again.

Shows: It was a good year for shows. Volunteers are still an essential part of a successful show.

Youth: Back in Oklahoma at a newly upgraded facility and all indoors.

Canadian Nationals: Show went well. Adult Showmanship was new there this year. A new building may be on its way at Brandon.

Sport Horse: in Nampa added a day back in. The sweepstakes promotion for young dressage was successful.

US Nationals: Had great weather and lots of activities. A group wants to remove halter from US Nationals. There were 3 sweepstakes Jackpot classes. WPHA futurity was successful. Tulsa Expo Center to undergo further improvements.

Central Park Show: We are the only breed that is there.

US Nationals Distance: Outside at Tulsa. Brought in an Appaloosa group and will continue this in future.

Breeding: Numbers are down, but the middle priced horse market is up.

Promotion: Of the activities last year in competition with riding, tennis and golf were closest in numbers. Hunter/Jumper is growing with lots of lesson barns. Trainers need to start lesson programs and apprenticeships and use Time To Ride promotions for Open Houses, etc. USEF is working on Joy of Horses videos. Pony club outreach is a good place to concentrate as many "ponies" are Arabians or halves.

AHA Financials needed a huge overhaul. The start of Cynthia's tenure we were \$2M to the negative and end of FY '16 we were at breakeven which was 2 years earlier than expected.

The HQ projects were done and no debt was incurred.

Treasurer's Report from Bob Nash:

In relation to Budget: \$24K under on revenue, \$14K over on expenses, .04% off on estimates. Challenges continue in declining Memberships.

Results of the various Committee Elections were announced and uncontested offices were also announced: Nancy Harvey, President, Bob Nash, Treasurer and Jan Decker, Secretary.

USEF

New strategic plan to look at shortcomings to make the association more relevant . USEF to become more collaborative in evaluating processes, procedures, etc. Goal is to bring the joy of the sport to as many people as possible AHA's dynamic program can help USEF grow and make it a better group.

There is talk about automatic membership renewals. Lori Nelson is the direct contact for AHA affiliates.

ARABIAN RACING

Andrea Tubb Sweeney:

2014 - \$1M was paid in to horse shows for a few thousand pay out

\$2M was paid out in racing to 238 horses, avg of \$8,400/horse in the US

Resale market in racing is very robust and they are a super friendly group.

SPORT HORSE COMMITTEE

Resolution was brought forward to make sure that all appointments match, i.e. hunter vs dressage, to present a cohesive picture.

Discussion was had about the bits and whether there is discretion by the judges on this. Talked ensued about more stringent regulation.

There was also discussion regarding the versatility question, again hunter vs dressage. Where do Driving and Show Hack fit in? Right now shows can split or not split In Hand.

RACING COMMITTEE

They need more horses running. Many horses are being sold to the Middle East depleting horses available for purchase here. Heritage Arabian Racing Club wants more Arabian type back the horses and thus needs to diversify the gene pool. The group wants to give support to new participants so just ask for help.

One way to start with racing is through a partnership. It is low risk, you have a mentor, and it is a great way for a group of friends to get involved. There are horses available for all budgets. Looking for more investors in the sport.

ADEQUAN

Attended the Adequan session and learned a lot about the mechanism that the product uses to provide relief

AHYA COMMITTEE

There was an involved discussion about the requirements being considered in order to become an AHYA officer. The group would need \$22-25K to fund \$1,000/student scholarships and so is looking at ways to have the officers "earn" that. Discussion of the requirements for serving as a regional Youth Director were also talked about and how those related to being eligible for scholarship monies. This is not a done deal, but only discussed as a possibility. Youth members need an adult to help coordinate activities in all areas.

REGIONAL CAUCAS MEETING

The Region 15 Caucus meeting was held off site. For minutes of that meeting, contact a member of the Regional Board.

Friday, November 18th

EQUINE STRESS RESEARCH and EDUCATION COMMITTEE

Various kinds of stress – Bio, Environmental and Mechanical were discussed. Shoeing was discussed. USDA regulations will not affect the Trotting Breeds.

Public perception == We need to educate them, get them in close to what is going on and explain things. Observers from outside may not understand the what and why. TAIL tours are a good educational opportunity

MEMBERSHIP COMMITTEE

Arrived late due to presence in Equine Stress Committee. Missed everything except vote on show qualification resolution which did not pass committee.

AMATEUR COMMITTEE

Russ Taylor talked about the Sweepstakes Jackpot at Nationals. They were the largest classes at the show. Prize money does not attract entries, entries attract prize money. Goal of the Sweepstakes is to have something available over the life of the horse. \$39,500 at every Regional Show was the figure given. This adds value to nominated horses so breeders want to nominate and the Sweepstakes is really for the nominators, not the current owners.

Discussion was had about the resolution 6-15 for joint ownership to spread out expenses and decrease cost of showing so increase entries. There was a talk about a system of lesson programs progressing to an academy program to a purchase where you could own a horse with a friend. Concerns about paper swapping and limiting the ability to transfer a horse back to its original owner within the same year were brought forward.

MDP

Arabian Horses for Humanity - Marketing tool for the breed – each horse costs \$3,500. Need to find a place to put each one for exposure. Media kit available on website. Regions can sponsor the auction of a horse. Various charities could be paired up to be the beneficiaries of the auctions.

GENERAL SESSION 2

Agenda was amended.

Glenn Petty, AHA EVP, gave a report on staff numbers and open positions. We are still seeing drops in shows though national events are fairly stable

On the web, we have a presence across all forms of social media and many “fans” and “followers”

The Horseman’s Distress Fund has paid out \$422K. Over \$20K was raised at convention during the annual pledge

The position of Vice President was contested. Both candidates spoke regarding 4 questions.

The remainder of the resolutions were voted upon.

Saturday, November 19th

GENERAL SESSION 3

We need to keep welcoming new people – brand new to the breed

Registrations are down 66% in the last 10 years. Older riders are the ones who have been keeping the industry going. Grandparents are bringing the grandkids in. We are fighting the urbanization of the younger crowd who want to live downtown where they have a Starbucks, farmer’s market and their urban chickens.

The youngest generation are 3 screeners – the I Generation. AVIRTUALHORSE.com

TIME TO RIDE is about promoting the benefits of riding. Sitting is the new smoking. There is a downturn in sports overall, massive declines in golf, skiing, etc.

Look at the 35-44 year old females with kids 7-14 y.o. with no horse experience – they have the time and money to begin to get interested in horses if we can get them to a “rent a horse” experience

Time to Ride Challenge gave an incentive to work with newcomers. They were able to capture 90K new people. 1,500 barns participated – nonbreed affiliated. 1,000 events took place at 218 different host sites. 2017 rewards will be based on retention of the new people who came in during 2016. Also outreach to colleges. Recreational riding facilities need to reach millennials. And you have to bring kids in and get them involved.

CONVENTION 2017

Will be in Denver at Marriott Tech Center but then back to Tulsa fro 2018 – 2019. Would like to go back to having a Region host in 2020.

ARABIAN HORSE FOUNDATION

This was started in 1979 as the nonprofit arm for Research and Education. 1% goes to overhead expenses. Impact has been seen with CID and lavender foal. Researchers get foundation support and can get more funding from outside. They have given over \$1M in scholarships. In 2016, they gave \$16K in direct scholarships, \$20K in Youth Nationals scholarships and \$11K in Research Projects. In conjunction with AHYA they want to structure 2 new scholarships as was briefly reported on in the committee section.

MARKETING

Julian McPeak reported that we have presence on 9 social platforms in paid as well as free advertising. FB reaches a general population as well as AHA people. Hashtags are being used on lots of promotional materials. She encouraged everyone to open an Instagram account.

The community outreach at local level is important. May is Arabian Horse Month and various activities were set up to promote the horse and benefit local communities. Time to Ride has been very important as well as TAIL.

There are new PDFs that can be made into trifolds for clubs to customize to their needs at the website.

The magazine is being revamped and sent to all members once again and will contain many articles that go beyond showing.

RACING

Sue Meyer gave a talk about the state of racing and this is one area that the breed seems to be excelling in and the market is growing.

STATE OF THE EQUINE INDUSTRY

Bill Pendergrass gave an overview of the industry through the American Horse Council. He talked about regulatory advocacy, the National Forest Trails Stewardship Act, Horse Protection Act

Proposed Rule regarding zoning and who this would apply to. He pointed out that we will have 70 new representatives in Congress and it is important to talk to them about the priority issues such as tax reform, immigration rules for workers, trade policy and recreation on public land as access may be decreased due to oil and gas extraction.]

Stan Morey gave a brief report on the Judges and Stewards Commission.

Judges were announced for the upcoming national shows.

Deborah Johnson was announced at the new Vice President.

Respectfully,

Irvette Timms

Martin E. Kleiner

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CONVENTION REPORT 2016

General Items:

1. Web site will be down for approximately one week from November 30 to December 5 for reformat at software update for financials and access.
2. Breeding numbers are leveling out but not continuing to decline
3. Delegate attendance was less than 56% of those eligible.
4. New magazine titled Arabian Horse Life will replace Modern Arabian Horse and will be free to all members
5. Convention will be held in Denver for 2017 and in Tulsa for 2018 and 2019.
6. U.S. National will be in Tulsa through 2022.
7. 5% decline in membership again this ytd.
8. AHA has 98,000 on Facebook and is active on Twitter with 16,500 followers plus snap chat and instagram.
9. Horseman's Distress Fund disbursed over \$400,000 in 2016; over \$20,000 was donated from the floor of the convention.
10. 268 judges: 153R/N, 56R, 49r. 109 stewards

Committee Reports:

Bylaws Reviewed Resolution 1-16 and approved (was passed by convention): reduces club membership count to 2 members to keep charter

 Reviewed Resolution 2-16 and approved (was passed by convention): housekeeping on past president left over from merger

 Reviewed Resolution 12-16 and disapproved (was withdrawn). Was felt by the committee that rules for an extraordinary resolution were already defined and that possibly another designation such as Expedited Resolution may be added to the handbook, if necessary.

U.S. National Show Commission

 Show will be held in Tulsa through 2022

Handled a number of concerns about the show grounds and lack of safe tracking for golf carts and horses from outer barns.

Unsafe stalls in River barn due to use of livestock fencing as part of dividers.

Footing in Riverspirit barn.

Adding of Hunter Futurity class like the Western and English. Sponsored by the Hunter Pleasure group.

Looking into Halter concerns for judging/scoring and way classes are conducted.

Budget & Finance

 Reviewed Resolution 3-16 and approved as amended (was passed by convention) for dues increase as of April 2018

 Reviewed Resolution 12-16 and disapproved (was withdrawn)

 Reviewed Resolution 15-16 and disapproved (was withdrawn)

In general several points were made: Magazine continues negative income prospects appear that the new magazine will be closer to break even. At this point AHA is \$38,000 behind budget; revenue \$16,000 behind budget and expenses \$31,000 behind budget. For the first time in a number of years AHA is not in the red and has a working capital balance.