



To All Region 14 Members,

March 11, 2022

I feel as your regional director; I have an obligation and responsibility to keep you informed, as to what is happening in our association.

I also ask that you get familiar with the “NEW” Participation/qualification requirements, if anyone has question now would be a good time to seek help and ask questions!

Leslie Lockard at AHA is the person to ask questions for these “NEW Participation/qualification requirements”.

Qualification Reminder - Remember that you can use qualifications from the 2021 competition year. Placings which were recorded by AHA at local recognized competitions (1st through 6th) and Top Fives awarded at Regional Championships, Pacific Slope and East Coast Championships may be used to qualify you for the 2022 Regionals and Nationals. This year AHA will be recording all participations from the 2022 competitions.

Open Qualifying still exists Many disciplines are eligible to use participations earned from open shows. These are shows which are not recognized by AHA but are recognized by the appropriate governing body for that discipline. The following may use open qualifying reporting: Dressage, Working Hunter, Hunter Hack, Jumper, Cutting, Working Cow Horse, Ranch Horse, Reining, Reined Cow, Eventing/Trials, Combined Carriage Driving and Driven Dressage. Note that some of these disciplines do not require qualifications, however, we will still record the open results submitted for the Achievement Award Program.

Please go to the AHA website: https://www.arabianhorses.org/export/content.export/aha-docs/AHA_Participation_Qualification.pdf

<https://www.arabianhorses.org/export/content.export/aha-handbooks/current-handbook/CHAPTER15.pdf>

Sport Horse In-Hand Participation Qualifications Sport Horse In-Hand falls into Category II and requires one (1) participation at an AHA Qualifying Show in order to compete at any and as many Regional Championships you wish to attend. For Nationals, you will need a Regional Top Five or better or participate at two (2) AHA Approved shows (one of which may be a participation from a Regional Championship if you do not place in the Top Five).

Note: Two-Year-Old Sport Horse In-Hand will now require participation qualifications, as outlined above.

USDF All-Breed Awards The Arabian Horse Association partners in the United States Dressage Federation All-Breeds Awards. This program honors horses and their owners for competing at both AHA Recognized Competitions and Open USDF/USEF Competitions.

Participation in this Award Program is a two-part process;

1. It requires yearly enrollment to AHA prior to September 1 of the current competition year (\$35 if enrolled within 30 days of the first competition, \$45 if after 30 days)
2. Life time declaration with USDF – for first time participants this must be done by August 1 of the current competition year. Late declarations will be accepted August 2nd through 31st with a \$100 late fee and September 1st through 30th with a \$300 late fee. Additional requirements may apply, **[check with USDF for rules](#)**.

AHA's participation agreement assures that five placings will be awarded by USDF in the following categories;

Training Level
First Level
Second Level
Third Level
Fourth Level
Prix St. Georges
Intermediate I
Intermediate II
Grand Prix
Junior/Young Rider (Training – Grand Prix)
Vintage Cup (Training – Grand Prix)
Adult Amateur (Training – Grand Prix)

In addition to the awards given by USDF, AHA will award the first place participant in each of the above categories with an engraved AHA Award.

New Classes Added for 2022 Sport Horse Nationals! Two new classes have been added for the 2022 Sport Horse National Championship Show. These classes include:

Arabian Sport Horse Under Saddle AOTR Maturity
HA/AA Sport Horse Under Saddle AOTR Maturity

These classes are for horses that are 5-6 years of age. Horses must be enrolled into the Sport Horse National Performance Maturity Program in order to participate in the class.

Note: Half-Arabians competing in the Maturity Classes must have parentage DNA verified to the purebred Arabian parent on file at the AHA office before they are allowed to compete.

Halter Futurity Renominations Did you miss the January 3, 2022, deadline to renominate your horse(s) in the US and Canadian Halter Futurity Program?

You can still renominate your horses for \$135 per horse/per country (for horses that are current in the program) up through March 31, 2022. You can submit renominations to the AHA office or you can log on to the member section of the AHA website and process your renominations.

Performance Halter Qualifications Explained

Performance Halter does not require qualifications from a specific section like other classes at Regionals or Nationals. The “qualifications” required are from the show/ride the horse is currently competing at and is determined as follows:

- All horses three years of age and older must have been entered and shown in a performance class (Under Saddle and/or Driving) at the same show as the one in which the performance halter class is being held.
- If a horse is disqualified, excused, or voluntarily withdrawn from a performance class, that class may not be used to qualify for Performance Halter.
- Have completed an AHA or AERC sanctioned Endurance ride or a Competitive Trail Ride recognized by AHA or sanctioned by an AHA recognized Competitive Trail riding organization in the past 90 days, exhibitors must present dated proof of completion to the show secretary.
- If Performance Halter classes are held in conjunction with an AHA or AERC sanctioned Endurance ride or a Competitive Trail riding organization, all registered Arabian and Half-Arabian/Anglo-Arabian horses entered in the ride are eligible to compete.

Performance Halter Classes can be run as Open, Amateur and Junior Exhibitor. Classes will not be split by horse's age with the exception of "Prospect" class for horses two and under at the discretion of show management. Classes must be separated by Arabian and Half-Arabian/Anglo-Arabian. In addition, they must be separated by:

- Stallion
- Mare
- Gelding

The above rules are for AHA local qualifying, Regional Championships, East Coast, Pacific Slope, Eastern and Western Canadian Breeders, and National Championships.

For the full rules on exhibiting in this class, please refer to AR123 of the USEF Arabian Rules

Motion 21A Number in photo: Whereas, Not all rings/arenas are built the same, and Whereas, The National Show Commissions should be able to determine what is best for their show exhibitors based on the ring/arena dimensions and safety factors, **Therefore, Be It Moved, That COMP 206.9 be changed by striking out and adding the following:**

That the number of individuals (other than authorized personnel) for the Championship and Reserve Championship award ceremony photographs at each National Shows ~~allow up to (5) five people other than authorized personnel for award photographs~~ be determined by that particular Show Commission and be indicated in that section (Youth, Sport Horse, Canadian, U.S.) of the AHA Omnibus. Effective: Immediate

Motion 13A Halter Futurity Buy Back: Whereas, Horses that have been dropped from the Halter Futurity Program can be reinstated by paying a buyback fee per horse/per year/per country missed; and Whereas, The buybacks can be done up to the first day the show office opens; and Whereas, Buyback fees are calculated into the prize money; and Whereas To validate if a horse is eligible to participate in the Halter Futurity Class at that show; **Therefore, Be It Moved,** Horses may be reinstated and buyback into the program by the original closing date for that show; and **Be It Further Moved,** Horses not reinstated into the program by this date will be notified and will be given seven (7) days to buy back into the program. Effective: Immediately

Motion 23A USEF GR Shoeing Rule: Whereas, USEF has received a GR rule change request which reads:

Whereas, GR839.4 Tracking #056-21 Draft #1 Active

GR839 calls for humane shoeing regulations, but this rule only limits itself to specific horse breeds (not open to all horse breeds). Please consider opening GR839 to all horse breeds. I've seen warmbloods at dressage shows with inhumane shoes, but these breeds were not applicable to this rule because the rule was too specific.

GR839 Paragraph 4, section o:

Springing and/or the use of an action device on any limb of a Tennessee Walking Horse, Racking Horse, or Spotted Saddle Horse (each a breed not recognized by the Federation), or any horse breed in any class at a Federation Licensed Competition is prohibited. An action device is defined by the USDA as any boot, collar, chain, roller, or other device that encircles or is placed upon the lower extremity of the leg of a horse in such a manner that it can rotate around the leg or slide up and down the leg so as to cause friction or strike the hoof, coronet band, fetlock joint or pastern of the horse. (Protective bell boots or heel boots are specifically excluded from this definition). The use of a weighted shoe, pad, wedge, in conjunction with a hoof band or other device or material (commonly referred to as a performance package) placed on, inserted in, or attached to any limb of a Tennessee Walking Horse, a Racking Horse, or Spotted Saddle Horse (each a breed not recognized by the Federation) or any other horse breed constructed to artificially alter the gait of such a horse, and which are not protective or therapeutic in nature, at a Federation Licensed Competition is prohibited. and,

Whereas, It is felt that the AHA Board of Directors should issue a statement to be included with the USEF Arabian Division Committee statement which currently reads:

“The committee feels this proposal is unnecessary and will have a larger impact on breeds than the proponent may realize.” Therefore, Be It Moved, That the AHA Board is in agreement with the statement issued by the USEF Arabian Division Committee, and Be It Further Moved, That AHA has a committee in place named the Equine Stress/Research & Education Committee whose charge is:

- Discusses the types of stress-related horse abuse that occurs today and makes recommendations on how to eliminate or reduce stress.**
- Fosters and encourages educational programs, specifically breed improvement and animal husbandry, through seminars and symposiums, either separately or at the Annual Convention.**
- Studies and makes recommendations on related topics of drugs and medication, stress, research contributions and other subjects. and, Be It Further Moved, That the Equine Stress/Research & Education Committee has currently written the Arabian shoeing rules which are in place that protects our breed in competition. Effective: Immediately**

Amateur Committee Meeting 11/16/2021 Meeting called to order at 10 AM Central time by Chair Katie Harvey Initially 112 attendees which increased to 144.

First order of business, Lisa Blackstone on the USEF Amateur Task Force

The amateur Task force has met every other Tuesday since last March to discuss changes in the current amateur rules

4 rule changes were proposed:

1. Amateurs can work in a barn doing general chores AND NOW THEY CAN ALSO LUNGE HORSES without changing their amateur status

2. Allowing amateurs to give beginner lessons, these are up/down lessons for the very beginner riders

Parameters include:

- a. the amateur must be registered with USEF
- b. they must work less than 20 hours/week
- c. they have to work under the supervision of a USEF professional
- d. they cannot give lessons at a competition
- e. there must be a log that can be reviewed by USEF if requested

This proposal has been passed by breed organizations but not by discipline groups (H/J, dressage)

3. Social media activities/reimbursement

- a. Brand ambassadors are allowed
- b. Influencers are allowed
- c. paid product sponsors are NOT allowed

4. Professionals who are 25 and under will be allowed to get their amateur status back after a 3 month wait, this will only be allowed one time in a career

5. There was discussion to pass the Jr. Rider age to 21, this was NOT passed

Stan Morey Executive Director's Report:

Budget Process

- Key personnel have been involved in the budget process.
- Directors created plans for the 2023 Fiscal Year
- Regular meetings with Directors
- Pending litigation expenses

Human Resources:

Wish Christina Miranda the best as she advances in her career.

- Actively recruiting for the HR position
- Diversity
- Flexible scheduling
- Kaitlyn McGarry is helping in the interim

Building:

- Right-sizing discussions
- Location
- Meeting rooms
- Staff workstations/offices
- Storage
- Realtor
- Different approach
- Retrofitting part of building for possible lease
- In preparation of a move/downsizing
- On-going development of Document Retention policy for each department.
- Purge
- Scan
- Keep hard copy
- Art inventory

- Inventory
- Appraised value
- What to keep, sell, donate, or store

Overview & Goals:

- Hiring of Mary Jane as new J&S Commissioner
- Stan Morey is now Full time as Executive Director
- Additional goals for 2022 calendar year
- Continue to monitor personnel needs for efficiency
- All 4 nationals – hotel/tourism sponsorships
- “Fan” membership concept

Qualification Reminders:

- Qualifications earned last year (2021) can be used for this year. These would be any 1st through 6th place at AHA local recognized shows and Top Five earned at Regional, Pacific Slope and East Coast Championships.
- Open qualifying still exists for certain disciplines and is outlined in chapter 15 of the AHA Handbook.
- An amateur can qualify a professional, but a professional may not qualify an amateur.
- A participation qualification Q & A has been created and is posted to the AHA website under Competition/Resources/Qualifications and is updated as we receive additional questions.
- The “Recognized Sections” is also posted on the web under the path listed above.
- We have been including qualification information in the Insider eblasts that are sent weekly to the membership.

Maturity Reminder:

We have 2 new Maturity Classes for horses 5 to 6 years of age offered at Sport Horse Nationals:

- Arabian Sport Horse Under Saddle Maturity AOTR
- Half-Arabian/Anglo-Arabian Sport Horse Under Saddle Maturity AOTR

To Qualify:

- Exhibitors must pay a nomination fee of \$700 which can be done in full or by monthly time payments starting on May 1st or pay the late nomination of an additional \$750 prior to the close of entries.

Office fees and late payment fees are additional.

Payout:

- 25% awarded to Champion
- 15% awarded to Reserve Champion
- 7.5% awarded to each of the remaining Top Ten

Note: If fewer than nineteen horses are in the class, 50% of the class, rounded up, will be eligible for Performance Futurity/Maturity prize money. Any remaining Top Ten money will be divided equally between all Top Ten placings.

Sweepstakes Reminder:

- The age for the Arabian Breeders Sweepstakes Sport Horse Under Saddle AOTR Jackpot Classes have changed from horses 4 years of age and older to horses **7 years of age and older**.
- The HA/AA Gelding 2-year-old Class at SHN has been changed to HA/AA Colt/Gelding 2-year-old Class.
- Sweepstakes Yearling Classes at U.S. Nationals, Sport Horse Nationals and Canadian Nationals are restricted to Breeding Entries only.
- To qualify for a U.S. National Yearling Sweepstakes Class, the Breeding Entry must have placed as a Top Ten from one of the corresponding 18 Regional Yearling

Sweepstakes Classes.

- Horses cannot be shown under the two distinct non-family co-owner rule in the ABS AO Jackpot Classes at Sport Horse Nationals; the AAO Jackpot and ABS AAO Performance Halter Classes at U.S. Nationals. (Refer to USEF AR 110)

Convention 2022:

- Will be an in-person convention held at Myrtle Beach, SC at the Sheraton Myrtle Beach Convention Center Hotel.
- Reminder that this year Convention is earlier, with the Board meeting being held on Wednesday, November 9th
- Room rates are \$109 for traditional and \$159 for junior suites
- ☒ An additional charge of \$10 per person, per room, per night will apply for triple and quadruple occupancy
- ☒ Rooms are subject to applicable state and local taxes
- ☒ There will be a 3% imposed facilities fee to the room rate
- ☒ Hotel parking available at the prevailing rate of \$8 per day/overnight guests

Youth and Mid-Summer Nationals: July 14-23,2022 Oklahoma City

- Working on new awards package for Mid-Summer Nationals
- New ideas for AHYA events held at the show
- New class list for Mid-Summer Nationals
- New construction to the Oklahoma State Fair Park to start
- AHPA classes at Mid-Summer
- Working on new logo for Mid-Summer Nationals

Canadian Nationals: August 14-20,2022 Brandon, MB

- Moving forward for 2022
- New COVID and Border Restriction protocols to be addressed
- Moving towards a Canadian based event staff
- Combined a few classes, improved efficiency of the show
- Different judges' structure for 2022

Sport Horse Nationals: September 12-17,2022 Wilmington, OH

- New changes for 2022:
- Working with the facility to create a better experience for exhibitors
- More food options
- New warm up ring for 2022
- Plan to move some of carriage classes outside
- Complete Re-Vamp of Schedule
- Addition of Judge to Under Saddle rotation

Distance Horse National Championships: September 30 – October 2, 2022 Gooding, ID

- Distance Nationals will be September 30-October 2 in Gooding, ID in conjunction with the Autumn Sun Pioneer Rides
- Tagline this year is “Ride with the Best”
- Offering 24 rides across the three-day event including Breed Championships, Open Endurance Rides, and an Open Competitive Trail Ride
- Renewed partnerships with Appaloosa Horse Club and American Saddlebred Registry for 2022-2024 rides

Ranch Horse Championships September 3-4, 2022 Loveland, CO

New in 2021, AHA brings you the Ranch Horse Championships, in Loveland, CO. The event will feature the complete slate of ranch horse versatility classes as well as an exciting prize lineup.

US Nationals: October 21-29, 2022 Tulsa, OK

Schedule available for exhibitor input

- Trail beginning on Thursday
- Shifted reining and cows in Mustang Arena
- Continue to push external marketing and commercial vendors to the public

Marketing Updates:

2022 Staff Goals

- Membership Retention
- mailings, emails, and video
- Continuing expansion on existing programs
- Tying Meet an Arabian Horse Month to the Discovery Farm Program and a variety of Local Level Programs
- Increased external marketing efforts across all shows

What's New

- Meet an Arabian Horse Month Promotion
- Integrated an MAH event signup section on the website so members can list their MAH events

- This year our focus is geared toward encouraging farms/clubs to host their own events
- Working closely with the Local Level Committee to accomplish both internal and external marketing efforts
- Spring Discovery Farm boxes will be branded as a special 'Meet an Arabian Horse Month' box
- Regional Show Promotion
- Working to create a social media guide for each region to use as a resource for their own social media promotion
- Hosting a webinar to assist regions with their social media coverage and to provide more of a spotlight on each regional show through AHA specific social media platforms

Projects Looking Ahead

- Comprehensive Sponsorship/Media Kit
- Working on creating and distributing a comprehensive media and sponsorship kit that will reflect updates and current social media advertising options

Growth in 2022

- AHA's digital engagement across all platforms continues to trend upward
- We have made the switch to short form video content across all platforms to continue to meet the industry standard
- We have started working with a promotional video company to help us promote our programs using video content Horse Week 2022
- Looking forward to working with the Equine Network to promote the Arabian breed
- In 2022, the Equine Network will be working to highlight each industry partner individually on their respective Horse Week TV social media channels

Youth Programs:

Youth Nationals theme will be "Find Your Roses"

- AHYA will again be promoting the RUOK program, bringing awareness to mental health
- We will be sending 3 youth to the American Youth Horse Council Symposium in Tennessee in March to represent AHA.

AHYA Judging Contest

- Looking to expand our reach within the 4h and collegiate judging teams through increased outreach and promotion of the current AHYA Judging Contest

Registration:

We completed 2,189 Arabian and 731 Half-Arabian registrations in 2021

☐ Arabians were down 10% and Half-Arabians were down 15% from 2020

☐ Registration revenues remain strong

☐ Record breaking month for completions in December of 2021

Membership:

We had 14,998 members in 2021 compared to 15,862 in 2020

☐ This is a decline of 5.4%

☐ Of the 14,998 members, 9,151 held a Competition Card (including adult and youth)

☐ In 2020, 8,972 of our members held a competition card – the 2021 number increased by 2%

☐ The decreased number of horse shows available in the Spring and Summer of 2020 significantly affected our member numbers that year -the competition card holders rebounded some in 2021

Staff Update:

Haley Van Vleck ☐ Started in January 2022 to serve as our Club/Membership Liaison

Human Resources Manager: Christina Marinda Resigned

AHA Regional Summit:

On Saturday March 5 AHA held a Regional Summit Zoom Meeting and discussed the following

AHA Strategic Plan Refresh – Accountability/Responsibility/Ownership

Who is AHA, it is everyone involved with AHA, the breeders, trainers, owners, exhibitors, AHA staff, AHA officials, youth and more!

Key Foundational Elements of AHA Vision – Where AHA aspires to be & Impacts AHA wants to have

AHA Vision Statement: AHA exists for growth in the number of people having a passion to own and enjoy the Arabian, Half-Arabian and Anglo/Arabian horse.

Key Foundational Elements of AHA: AHA's Business Goals & AHA's Business Philosophies

Key Foundational Elements of AHA Purpose: Why AHA Exist & What good AHA aspires to do in the world

Key Foundational Elements of AHA Culture: What makes AHA distinct: shared norms, mindsets, and behaviors. Enables us to work effectively together

Key Foundational Elements of AHA Values: Fundamentals beliefs and principles AHA uses to influence the way our people relate to each other and our customers

Key Foundational Elements of AHA Value Proposition: AHA offers to its employees and volunteers, the experience they can expect

AHA Values Statement: AHA provides to its membership the opportunities to enjoy their Arabian, Half-Arabian and Anglo/Arabians through an overall structure of community and involvement in the horse industry. Whether you wish to compete at any level or simply enjoy the proud ownership of your horse, AHA welcomes you to the Arabian family!

Guiding Principles of AHA: Promote Arabians as the Horse for Life, Cultivate Growth in a changing environment, Build affinity and trust in AHA, Foster association relationship teamwork

Strategic Focus Areas 2022-2023: Comprehensive Marketing Plan, Elevate Registration Value, Operational Excellence and Agility, Member Experience, Association Relationship Cultivation

Strategic Plan Framework: Elevate AHA's Brand as a Premier Breed Association

Mission: Growth in breed, preserve breed Integrity, Increase Arabian Horse Activities, Industry Arabian Breed Recognition, Ensure Member Benefits

Values: Opportunity to enjoy Arabian Horses, Structure of Community and Involvement, Compete at any level, proud ownership of Arabian Horse, Welcome to the Arabian family

Guiding Principles: Promote Arabians as the horse for life, cultivate growth in a changing environment, build affinity and trust in AHA, foster association relationship teamwork

Strategic Priority Focus Areas: comprehensive marketing plan, elevate registration valve, operational excellence and agility, member experience, association relationship cultivation

“Breakout Room Topics”

- How are we going to get younger?
- What two things (products, attributes, etc) are we going to “own”?
- What current project, product or initiative should we cut?
- If we could change one thing about our association, what is it?
- If we want to accomplish just two strategic initiatives in the next 2-years - what are they?

Next Steps: Involve committee leaders in their respective areas, involve staff in their respective areas, complete the AHA annual communications plan 2022-2024, develop strategic objectives and initiatives within each strategic focus area, assign roles, determine key performance indicators, ensure metrics are in place for tracking, solicit feedback, review plan and refresh.

Sincerely,

Jeff Caldwell

Director Region 14