

**Region 14 Meeting Minutes**  
**March 12, 2022 @ 3:00 PM**  
**Holiday Inn at Cincinnati Airport**

Director Jeff Caldwell called the meeting to order, with Second Vice Director Jennifer Tucker, Secretary Debbie Swigart and Treasurer Joe Hull in attendance. Nine (9) clubs were represented: BAHA, BAHAA, DBDR, KAHABA, KARABS, NEOAHA, OAATS, OHAHA and SAHIBA.

**Minutes:** Pepper Proffit moved and Donna Lassanske seconded a motion to approve the minutes as submitted. This passed unanimously.

**Treasurer's Report:** Joe reported that not much had happened since the January meeting. Highlights were that we received monies for sponsorships for the Awards Banquet and paid out expenses for the website. Pepper moved and Cindy Clinton seconded a motion to approve the treasurer's report. This passed unanimously.

Joe also reviewed how we would be handling payments for the Silent Auction this year. The winning bidder will need to provide their name and email. We will be accepting cash, check, credit card (new this year) and Venmo. Debbie G reviewed how you would get a bidder number, which will also be used to draw for door prizes.

**Director's Report:** [A detailed report is attached as an Addendum to these minutes] Jeff provided highlights of his report that was sent to the delegates and alternates:

- Jeff reviewed how the qualifications for the 2022 show season would work. Duane Esser noted that going forward in 2022, participation in a class counts as your qualification but for 2021, only if you placed, will there be a record with AHA. Jeff also printed information and it will be available in the banquet room at this event. There are quite a few "specialty" disciplines (Dressage, Performance Halter, etc.) that have changed their qualifications.
- For the Halter Futurity, you must re-nominate your horse at a cost of \$135. The deadline is March 31<sup>st</sup>.
- Per a motion made at the board meeting, the commissioners of each national show will determine how many will be allowed to stand with the champions for pictures in the ring safely. This will relieve the burden on the show volunteers.
- Per a general change by USEF in the shoeing of certain breeds, AHA feels this doesn't apply to our breeds. This has been referred to AHA's Equine Stress Research and Education committee for review. USEF is doing this to comply with the perception of the general public and the federal government.
- USEF has revised what jobs amateurs are allowed to be paid for and still maintain their amateur status:
  - Perform general chores in barn including lunging;
  - Give beginner lessons (amateur must be registered with USEF and work in a barn under the supervision of a professional who has signed a log kept by the amateur);
  - They are limited to working no more than 20 hours per week;
  - They cannot give lessons at a show.
  - In regard to Social Media, brand ambassadors and influencers are allowed but paid product sponsors are not.
  - A professional who is 25 or under can go back to being an amateur after a three (3) month waiting period. This can only be done one time in a career.
- Stan Morey is in the process of working with directors on the 2022-2023 budget.
- AHA is looking for someone to fill a position in Human Resources.
- AHA is also conducting a review of how much of the building they would be able to lease out if they can't find someone to buy the building. This includes an inventory of all the donated items in storage.
- Mary Jane Brown is the new Judges and Stewards Commissioner, taking over the position that was vacated when Stan Morey became the AHA Executive Director.
- Maturity classes for 5 and 6 year olds have been added to Sport Horse Nationals this year. He reviewed the nomination fees and payout percentages.
- The age for the Arabian Breeders Sweepstakes Sport Horse Under Saddle AOTR Jackpot Classes has been changed from horses 4 years of age and older to horses **7 years of age and older**.
- Half Arabians/Anglo Arabians will now have a Colts and Geldings 2-year old class at Sport Horse Nationals.
- Horses registered to non-related individuals cannot be shown in the Sweepstakes/Jackpot AO classes at Sport Horse and U.S. Nationals. (Refer to USEF AR 110).

- The 2022 AHA Convention is scheduled for November 9-12 in Myrtle Beach, South Carolina. The room rates at the hotel, the Sheraton at Myrtle Beach Convention Center, will be \$109 for standard rooms and \$159 for junior suites. In addition to state and local taxes per room, a 3% facilities fee will be added. Plus there is an \$8 per day fee for parking. Check the AHA website for details.
- National show dates are as follows:
  - July 14-23 Mid-Summer and Youth Nationals, Oklahoma City, OK
  - August 14-20 Canadian Nationals, Brandon, MB
  - September 3-4 Ranch Riding Nationals, Loveland, CO
  - September 12-17 Sport Horse Nationals, Wilmington, OH
  - September 30-October 2 Distance Horse Nationals, Gooding, ID
  - October 21-29 U.S. Nationals, Tulsa, OK
- Note that there will be new construction starting at the Oklahoma State Fair facility.
- AHA is creating a new logo, awards and class list, as well as adding AHPA classes to Mid-Summer.
- Youth theme for this year is “Find Your Roses...” Jennifer noted that the wording of the theme explanation was poor and AHA President Deborah Johnson agreed that the marketing was misleading. Our Youth Director, Kate Bonafede noted that the AHYA board discussed this and how they can improve the explanation of the theme.
- Registrations for 2021 were 2189 Purebreds and 731 Half-Arabians, which is down 10% for Purebreds and 15% for Half Arabians from 2020. As to memberships, we had 14,998 in 2021 vs. 15,862 in 2020 - a decline of 5.4%.
- Halley Van Fleet has been hired as the new AHA Club/Membership Liaison.
- Jeff noted that at the Regional Summit, held after the board meeting, they were given key issues that must be worked on to retain and grow our memberships. He has been tasked with working with our club presidents to see what can be done.

As to the status of the PAT lawsuit, the judge is requiring PAT and AHA to meet for mediation April 5<sup>th</sup>. The executive board had the Board of Directors create a team. Stan Morey, Deborah Johnson, Lisa Blackstone and Peter Conway are that team and they must be present at the mediation meeting.

Jeff announced the appointments to the 2022 Nominating Committee for Region 14: Cindy (BAHAA/OHAHA) – Chair, Danny Thompson (SAHIBA), Cindy Ryan (KARABS), Rick Tosch (BAHA) and Cassie Greutman (OVAHA). Pepper moved and Debbie Glasener seconded a motion to accept this committee. This passed unanimously. All offices are open this year, including the Director’s position, since this is Jeff’s last year. Cindy asked if our current officers continue – Joe and Debbie said yes. Duane will run for director.

Joe also is asking for someone to step up and become an assistant to the treasurer, so that Joe can mentor them to eventually take over for him. There are a lot of records and details.

**First Vice Director’s Report:** Dave not present.

**Second Vice Director’s Report:** Jennifer reported on what the Local Level Committee (LLC) has been working on. On the AHA website, under OUTRECH, they have included a lot of links and useful information for promoting our breed, etc. They want to make sure that each region’s LLC representative will be available for the local clubs to work with. The Discovery Farm program has had more additions and a new box of supplies is coming out in April. The Lucky Listener is a literacy program – using the animal connection to promote reading. The month of May will be the “Meet The Arabian Horse” month with the following plans:

- First week: Meet The Arabian Horse Events
- Second week: Breed Basics
- Third Week: Learn with Lessons
- Fourth Week: Find your “AHA” Moment – connecting again

They really want to get back in-person events this year. There is a place to register your event on the AHA website so it can be advertised. Jennifer is also on the Youth Committee and they have re-vamped the scholarship form.

Jennifer needs our help getting information for the AHA Regional Insider that is sent electronically out to the membership at the end of each month. She needs folks to send any news to her by the 15<sup>th</sup> of the month. She needs to know who in the clubs is the best contact for information. She is also looking for someone who can help her keep up with the region’s content on social media platforms including Facebook and Instagram.

Jeff commented that Region 14 has a great reputation for promoting our horses. Cindy noted that a lot of this comes from our Kentucky clubs.

Jennifer also asked that each club make sure they keep their contact information for their members up-to-date so that our news and information gets out to everyone who needs or wants it.

**Youth Director's Report:** Kate Bonafede discussed topics from the March AHYA Board Meeting. Kate reported that at this year's Youth Nationals, they will have a block party that will include a dunk tank with trainers as a fundraiser. As to the "Find your Roses" theme, it is not just to re-incorporate finding your worth and winning but bonding with your horse and appreciating the time you get to spend with your horse. She reviewed the dates of our Region 14 shows starting in April. They have a BAHA youth meeting March 13<sup>th</sup> and Danny & Deneb Thompson are having a tack sale March 26<sup>th</sup>.

She is asking for a Youth Nationals T-shirt \$250 sponsorship, which will include Region 14's name and also the names of all the exhibitors' names. Pepper moved and Debbie G seconded a motion to make this sponsorship. This passed unanimously.

She also reported that BAHA has 22 youth members and 15 associates that meet the first Tuesday each month in-person at a member's home. They discuss what the youth want to do and learn. Pepper asked that maybe Kate can arrange to have a "meet and greet" of our youth at a couple of our horse shows. Also can we put some of this information on our regional website and/or set-up a Youth Page.

**Awards Banquet:** Debbie Glasener reported that as of February 28<sup>th</sup>, she had 21 reservations and by March 1<sup>st</sup>, she had 80. At this time, she has 101 reservations. Having the option of paying electronically with Venmo helped quite a bit. She also reminded the meeting that the green tag numbers that are being given out will be for bidding at the Silent Auction and for door prizes. The cash bar will be open from 5:45 – 6:45 PM; dinner will start at 7:00 PM. The BINGO games will be played after the meal, with two (2) games, each with a \$50 VISA gift card, one game with a \$100 VISA gift card and the "cover-all" game for the Flat Screen TV donated by OHAHA. Then we will have the Awards presentation and then one last chance to wrap up the bids for the Silent Auction.

Carl Malicotte reported that the bid sheets will show the bidder number and the dollar amount (whole numbers please – no cents). Some of the top items include Show Packages (stall, etc.) for the Buckeye, Region 12, two (2) for Region 13, two (2) for Region 14 and the AHAF Fall Show; SAHIBA has a great basket, fine jewelry donated from Shirley Nowak's estate and Fadeyille Schott donated a small bronze. SS Tire (Lexington, KY) has again donated four (4) tires. Options cover multiple brands and the tires can be used for any passenger car, SUV or light duty truck. There will be a bid sheet for this but then it will be finalized with live bidding. Joe thanked the Awards Banquet committee for all their hard work.

**Upcoming Events for 2021:** Jennifer reported that Equine Affaire will be live this year – April 7-10 in Columbus. She will be setting up April 5-6. They have nine (9) horses for the demo, with 13 horses total. The Wikel girls from Pegasus Arabians will be helping and Jennifer hopes that they may take over managing the event in the future. She still needs volunteers for the stalls and the booth.

Breyerfest will be a "hybrid" event this year, being a combo of both in-person and virtual sessions. The dates are July 15-17 and we do have a booth space reserved. However, Lorie Henderson will not be available because the dates conflict with Mid-Summer and Youth Nationals and also Jennifer will not be there after Friday. We probably won't take part in the demos. She needs volunteers who can handle Saturday and Sunday and also the wrap-up.

There will be no Equitana this year.

**Regional Show Report:** Cindy reported the World Equestrian Center (WEC) in Wilmington, Ohio has been reserved for August 17-21 for the Silverama and our Region 14 Championship shows. Last year, we were down over 200 horses due to the dates for Mid-Summer and Youth Nationals being too close for some trainers. This year, with many kids starting school in August, we may lose a few youth exhibitors. We will need sponsorships and Pepper has agreed to take that on. Cindy asked the meeting if they still feel the halters are good awards for the champions or are there other ideas. There was a lot of discussion and ideas were presented. Also the exhibitors and trainers appreciate that we give out gifts in addition to the ribbons. The judges she has hired are as follows:

Pre-Show: Karen Homer-Brown – Performance Ring  
Dana Dill Coffey – Halter, Trail & Ranch  
Dr. Donna Richardson – Dressage & Sport Horse

Regional: Karen Homer-Brown – Trail & Ranch  
Kim Morgan, Sheri Odom and Van Jacobson – Performance Ring  
Jennifer Benoit – Dressage & Sport Horse

**Old Business:** none

**New Business:** Jeff had everyone introduce themselves and what club they belong to.

Jeff led a discussion as to our annual meeting, which is an election of our officers this year. Should we have it virtual, which means voting might be electronic via Google or an in-person meeting? If in-person, where would we hold it and when? Cindy can check WEC on dates for an in-person meeting. The meeting agreed to set a tentative date for Sunday, July 31<sup>st</sup> at 1:00PM. Joe Hull made a motion to have the Executive officers decide how to proceed on whether to meet either in-person or via ZOOM. Debbie G seconded. This passed unanimously.

Pepper moved and Debbie G seconded a motion to adjourn.

Respectfully submitted,



Debbie Swigart  
Region 14 Secretary

**ADDENDUM:**



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-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 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. Lifetime 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:**

**Soring 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 1<sup>st</sup> 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
- 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 value, 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