

Minutes from Region 14 Caucus Meeting
November 10, 2022 @ 7:00 PM
Sheraton of Myrtle Beach, SC

Director Jeff Caldwell called the meeting to order with First Vice Dave Daugherty, Second Vice Jennifer Tucker, Secretary Debbie Swigart and Treasurer Joe Hull present. Eighteen (18) delegates and four (4) alternates / guests were present, representing the following ten (10) clubs: Bluegrass Arabian Horse Association (BAHA), Buckeye Arabian and Half Arabian Alliance (BAHAA), Daniel Boone Distance Riders (DBDR), Kentucky Arabian and Half Arabian Breeders Alliance (KAHABA), Kentucky Arabian Riders And Breeders Society (KARABS), Northeastern Ohio Arabian Horse Association (NEOAHA), Ohio Arabian and All-Breed Trail Society (OAATS), Ohio Half Arabian Horse Association (OHAHA), Ohio Valley Arabian Horse Association (OVAHA) and Society for Arabian Horses In the Bluegrass Area (SAHIBA).

Minutes: Debbie asked for approval of two (2) sets of minutes as submitted, from the August and October meetings. Dave moved and Donna Lassanske seconded motions to approve each meeting's minutes. These passed unanimously.

Treasurer's Report: Joe reported that money has been transferred by Cindy Clinton from the regional show account, and that the show was very successful. He also reported there were no other transactions. Pepper Proffitt moved, and Deneb Thompson seconded a motion to approve the treasurer's report as submitted. This passed unanimously. Joe asked that we pick a date for a ZOOM Budget Committee meeting that is a couple of weeks before the regular meeting. Those on the committee are the executive officers.

Director's Report: Jeff thanked those present for supporting him as regional director for the past four (4) years. He hopes that we continue to grow, and he has asked Duane Esser to continue to submit a director's report to keep up the transparency within our association. He then summarized the information from his November director's report (*attached as Addendum*):

- The AHA Board of Directors (BOD) held an urgent ZOOM meeting October 17th called to address a request from the Marketing Development and Promotion (MDP) committee for \$15,000 from their designated funds for the development of a data tracking and management system. This would streamline the information collected at AHA promotional events and how that is used for follow-up contact. They want to use it for the upcoming Keystone Arabian Horse Experience at the Arabian Horse Association of Florida (AHAF) show, Ocala, Florida in November. Jeff and Jennifer both expressed questions at this meeting on who, what, when, where and how this information collected will be used. The funds were approved. But there are still reservations on how this will work.
- The AHA building has been sold for \$2.3 million and we have purchased a new, smaller building – a duplex type building - for \$1.325 million. It is about four (4) miles away from Aurora, with the new address of **6030 Greenwood Plaza Blvd., Greenwood Village, CO 80111**. Stan Morey, Executive Director, is working with the staff to determine what needs to be taken from the three (3) floors of the old building to the new building and what items need to be archived, including museum items owned by the Purebred Arabian Trust (PAT), art magazines, photographic negatives, etc. Our current staffing is 1 part-time and 35 full-time employees.
- Ransom ware update: The ransom ware protection insurance reimbursed AHA \$6.2 million, but the four (4) events that totaled \$25 million. AHA only spent \$2500 per year for that insurance so they were pleased with the coverage. AHA has purchased additional IDX fraud protection services for its members at a cost of \$1.25 million.
- U.S. Nationals (USN) had 1764 horses entered with 1602 shown. We need more tractor drivers to drag the arenas. Dave noted the facility guys work 18 hours/day for 20 days. The show was more efficient with three (3) ringmasters which helped with the awards presentation time, etc. Overall, it was a great show. For 2023, Dave will be the USN commission chair (since Lance Walters is now AHA treasurer) and they will work on re-structuring the schedule. Also, an ad-hoc committee has been formed to search for a new horse show program and new computers for the show office staff.
- Another goal for 2023 is for AHA is to go as paperless as possible. Sherry Lewis asked if we have a cell phone directory for Region 14 members that could be used for communication at events like this convention. We can investigate this and report at our January meeting, since technology is always moving forward. Meanwhile Jennifer is working with Debbie Fuentes on AHA's communication too.
- AHA is mandating that the DNA information for Half Arabians in futurities be on file by the first of the month prior to the national show (including the classes for AEP, AWP, and AHP). This testing is done for AHA by only one laboratory, which is in Canada. And AHA will not accept the DNA testing that is done by another breed (example: a Half Arabian mare whose dam was an Oldenburg mare, and the sire was an Arabian stallion were DNA typed but AHA wouldn't accept the Oldenburg DNA results for the futurity class).

- The Ranch Horse Championship show had 26 horses, but they considered it a success. A task force has been formed to seek information to approve this event for the future. The cutting horse clinic held in conjunction with the show was well attended and the show was broadcast on the Horse Network – great publicity. This show was not a national event, even though AHA listed it with their other national shows.
- Youth Nationals and Mid-Summer show numbers were slightly down (1156 horses for 2022 vs. 1422 horses for 2021). There will be changes in 2023, adding 2 sessions per day for dressage plus adding Ranch Pleasure and Trail classes. Plus, they want a Youth liaison to improve communication.
- Sport Horse Nationals had 536 horses entered with 504 shown and Distance Nationals had 194 entries with 134 shown. The 2023 location for the endurance ride will be Gooding, Idaho.
- A task force has been formed to study holding the Canadian Nationals in 2023. The Canadian Arabian Horse Registry (CAHR) want to have their own national show but wanted AHA funding. Duane noted it was canceled as it would not have been a financial success with many classes only having one entry, not a good representation for a national show.
- A membership report by Debbie Fuentes states that we have 15,000 members with 9,200 holding competition cards. The Purebred and Half Arabian registries are up.
- The dates for the 2023 regional shows are on the AHA website.
- The regional shows showed an increase of 20.6% for 2022, the best numbers since 2008.
- Brenne Johnson reported that there were 17 Youth judging teams and seven (7) Hippology teams. Also, they had seven (7) applicants for Youth of the Year.
- The virtual horse shows will start in December.
- We need to push any knowledgeable young horse people to attend the judging school as we only have 140 judges (down from 220). Plus, we are also need show stewards.

Duane wants to thank Jeff for his service these past four (4) years – they have proved to be very interesting. And we want to present Jeff with a Life Membership for AHA. Jeff noted that the challenges have forced us to draw closer as a region.

Show Approvals: For the remainder of 2022, we have two (2) more Region 14 qualifying shows: the Bluegrass Sport Horse Value show, November 20th in Louisville, KY. and the AHAF concurrent show being held November 24th – 27th at WEC in Ocala, Florida. In addition to the established Region 14 club shows that are approved for 2023, we also are approving the Palmetto Sport Horse show, which is moving to the Tryon International Equestrian Center (TIEC) in Mill Spring, North Carolina, June 2–4, 2023. This will include our offsite Region 14 Hunter Jumper classes. Sherry Lewis asked why we can't bring our Hunter Jumper classes back now that we are at the WEC facility in Wilmington. It is too late to change this for 2023. Jeff noted that Martha Rattner wondered if we could join with the Region 13 Sport Horse show. Debbie Glasener felt that might not be a bad idea, since their show does include over fences classes. Jeff noted that Cindy has given the Palmetto show permission to hold our offsite regional Hunter Jumper classes through 2024.

The Region 14 Youth Scholarship committee will be announced at our January meeting. It was discussed and decided that this meeting will be a virtual ZOOM meeting on Sunday, January 15th at 1:00 PM. Dave moved and Jennifer seconded the motion to approve this meeting date.

First Vice Director's Report: Dave reported that the Sport Horse Commission has signed a contract with WEC in Wilmington to hold the Sport Horse Nationals (SHN) there for an additional three (3) years – 2024 through 2026. And he noted that this show is a blast - very good horses and lots of fun. Debbie G noted that, in the past, the hosting region provided the coffee and donuts for one day at the show. Joe stated that he sent out budget request forms to the club presidents, so Dave will make sure Debbie G gets one. Joe also noted that we had provided \$1000 in 2021 for the Welcome party but received very little recognition. Debbie G will be asking that AHA give out large ribbons and maps at the Welcome Dinner to the barns involved with the Progressive Barn Party. She is working with Mike Moat on this plus some entertainment for that Welcome dinner. More information to be presented in January.

Second Vice Director's Report: Jennifer reported that Equine Affaire will be held April 7th -10th and Breyerfest will be July 14th - 16th. There will be committees working on coordinating these events. She encouraged members to attend to see the outreach that goes on at these events.

She also reported that, although the MDP committee has been quiet because of the PAT lawsuit, they are working with the 2023 Scottsdale show who has partnered with the Rotary Club on the citywide Stallion Stampede to create horse statues for display (www.StallionStampede.com). Molds of different breeds of horses (including our "Goldie" horse mold) have been acquired and are being designed and decorated by artists. They will be on display January through April throughout the city with a final gala on April 15th at the Royal Arabians, where they will be auctioned off for charity. To tie into this event, the

MDP would like to set up a gallery at the Scottsdale show of our current Arabian Horses for Humanity statues. Jennifer did note that there is insurance in place to make sure the statues are covered if they are damaged.

MDP and AHA National Events/Marketing will be working on more positive communication.

Jennifer also reported on the activities of the Local Level Committee (LLC). She worked at her first T.A.I.L. Tour at USN this year. It was a very positive experience. She is working on having the same at this year's SHN. Debbie G noted that they need to promote this towards the Cincinnati, marketing to a more urban area.

The "Meet an Arabian Horse" month went much smoother this year.

She asked that the delegates pass the Resolution #2 as the clubs need support.

AHA formed a Membership Initiative Task Force in March, analyzing our membership and working with the other breeds and the USEF "fan" based membership option.

She participated in the "We Love Arabians" ambassador contest held May through August and is pleased to announce that our Region 14 team - Holland Arabians, Jennifer and Sydney Epley – was awarded the Reserve Championship by AHA. Moving forward there will be two (2) contests per year to encourage participation.

There are still some funds left in the region's promotional budget for 2022 and she will work on putting together another promotional video.

She still needs help with getting information for the monthly AHA Regional Insider. Any information about how we love our horses is welcome, not just shows or meetings. Now AHA will also be sending out a Weekly Spotlight on individual members, so send that to her as well. She also would like to get more help with our social media sites. There was discussion as to "tagging" Jennifer about the information.

She also reminded the meeting the Succession Planning group are working to encourage the youth to get more involved. Duane noted that even USEF is trying to re-populate their committees with younger individuals.

Awards Banquet Report: Debbie confirmed that we are set for March 11th at the Holiday Inn at the Cincinnati Airport (Erlanger, KY). Rooms will be available for club meetings prior to the regional meeting that will be at 3:00 PM. The cash bar starts at 6:00 PM and the dinner at 7:00 PM. And we will again have the BINGO game, in addition to the awards presentation and the Silent Auction.

Regional Show Report: Cindy was unable to attend the convention this year, so Dave presented a brief report. The show was fantastic. There are still a few bills to finalize but we will have a good profit this year. There were some concerns as to Dressage classes' location and also the set-up location of the farrier. There was a minor electrical fire, which led to 911 being called and causing some interruption to the show.

Letters to Colleges: Donna sent the letters out. But there was not a lot of response – letters don't work. It needs to be face to face. She did talk with Midway College who had started a new four (4) year major in Equine Industry and Business Management. It's actually an on-line course with a professor in England. Donna had Danny and Deneb Thompson work on a professional three (3) part 25-minute video about Arabians. There were issues with the details needed so Donna will follow-up with them. Jennifer will add this video to our Region 14 YouTube site. Donna will continue her efforts moving forward. Jeff thanked Donna as well as Danny and Deneb for her work on this.

Delegate Reimbursement: Joe reminded everyone that he would like a copy of each delegate's receipt. This check, for \$231.75, will be presented to those delegates that met the requirements. He also asked that these checks be cashed ASAP so they will clear the bank before the end of the year.

Old Business: Duane noted that he is working on the details to finally get our "Believe" horse out. More information to be presented at the January meeting. Included will be goals for its future and use at events.

New Business: Jennifer introduced Kate Bonafede, our Youth Director. She was elected as the Arabian Horse Youth Association (AHYA) treasurer so we will need to appoint a replacement for 2023. Kate reported that they held a successful Lucky Horseshoe event at the Region 14 show to get the youth involved at the show. She noted that social media is how to get our youth involved. It was also noted the Holly Kratzenberg will be assisting Lorie Henderson as a youth mentor.

The BAHA club held a clinic with Nick Rennekamp and they had four (4) horses attend. That club is working to get back to the grass roots and what our clubs used to do at their meetings, etc.

Jennifer thanked Kate for her work. Budget requests for 2023 will be sent to Joe for the Youth Director. It was noted that Kate took over the BAHA social media and raised its outreach from 300 to over 1500.

Resolutions: There was no discussion of the 16 resolutions.

Kara moved and Debbie G seconded a motion to adjourn the meeting.

Respectfully submitted,



Debbie Swigart
Region 14 Secretary



To All Region 14 Members, November 10, 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 would like to thank everyone for allowing me the opportunity, to be your regional director for the past four years. I hope we continue to grow in the future and ask that we keep transparency to all our members. I feel the directors report is a big part of that, as we move more toward a virtual concept within our breed association, and it gives our members beneficial information that they wouldn't otherwise see.

At our urgently called zoom BOD's meeting on October 17, it was called for by the MDP Committee, chair Hillary Hoffman, vice chair Rebecca Nash, board liaison Lisa Blackstone, MDP is asking for \$15,000 from our designated funds to begin the development of a data tracking and management system. Our goal is to be able to streamline potential member data collected at Arabian Horse promotional events and utilize this data with a strategic follow up campaign. Based on several factors, we desire to use this system in conjunction with the keystone Arabian Horse Experience in November 2022. There were lengthy questions and discussions on the subject, a motion was made and seconded that the board of directors approve a \$15,000 grant to the MDP for promotion of the Arabian Horse (MOTION WAS APPROVED).

Stan Morey report. Status of the purchase of a new building for 1.325 million. The address is 6030 Greenwood Village, CO 80111. It was built in 1979 with significant improvements over the years. The big ticket to look at is the 9000 sq. ft. roof. The mechanical units seem to be in good condition. No significant problems are evident. The windows/gaskets/caulking may be of concern as they are nearing the end of their life. Restrooms are about 20 years old but in good condition. AHA would be 63% occupied of this building so compromises may have to occur in this condominium/co-op situation operating with a 5-member board. The new building, we want to make it more attractive and updated. We currently employ 31 full time employees and 1 part time employee. Stan spoke on how the new employees have stepped up and helped keep

things moving forward after Kelsey's resignation. Brenna Johnson spoke of needing additional time to move out of the previous building. Concerns about artwork, magazine, photo negatives that may be sentimental, and trying to find the best possible place for those.

Ransomware attack. IDX fraud prevention services cost 1.25 million. Insurance reimbursed AHA 6.2 million. AHA feels the insurance premium was affordable, only \$2500 expense to AHA. There were 4-events that occurred 25 M for each in the ransomware attack that totaled 25 million.

PAT lawsuit has a trial date set for December 5th, tried to mediate but was denied.

USN Report from Leslie Lockard/Lance Walters 1,764 entered, 1602 showed

The US National show commission has asked for more tractor drivers to drag arenas as we are wearing the two Matt's we have out. We are in need of new computers for office staff as ours are outdated.

Tony Caughell Stabling (did a super job)

Ranch Horse Championships, we were down in entries. 26 horses, but mostly due to gas prices a task force was formed to seek additional information to improve this event. The cutting clinic was well attended. The Ranch Horse Championship was televised on Horse Network which was great publicity for our breed.

YN/MSN

2022 horses were 1156, 2021 horses were 1422

2023 change show schedule, add 2-session per/day for dressage, requested to add Ranch Pleasure classes and Trail. Also add a Youth liaison for better information and communication.

SHN

536 entered, 504 shown

Distance Nationals

194 entries, 134 shown

2023 location, Gooding, Idaho

Canadian Nationals

A task force has been formed to move forward for 2023, the Canadian Horse Registry doesn't want to be a part of it, so it's difficult for AHA to make decisions on moving forward and plan for 2023. More to come in the near future on this event.

Debbie Fuentes Registry Services & Membership

we currently have 15,000 members, with 9,200 holding a competition card

Purebred Arabian registration was up for 2023 and so was the Half-Arabian

Leslie Lockard

Dates for 2023 regional show are now all listed on the AHA website

Regional shows for 2022 were up 20.26% in entries, best since 2008

Brenna Johnson Youth

17 judging teams in 2022 and 7-hippology teams

We had 7-Youth of the year applicants in 2022

New on-line horse shows starting in December

Show Commissioner Mary Jane Brown

We need to push any knowledge young horse people to attend judging school, we have gone from 220 certified AHA judges down to 140. Also a need for AHA show stewards.

AHA Futurity Commission, DNA Deadline, DNA on file with verification of parentage to purebred Arabian parent with the AHA office, must be on file the 1st of the month prior to the National show. Horses entered into the Arabian and Half-Arabian/Anglo-Arabian Herd Work Futurity are prohibited from showing in the corresponding Open Herd Work Classes. Horses entered into the Arabian and Half-Arabian/Anglo-Arabian Ranch Horse Futurity are prohibited from showing in the corresponding Open Ranch Horse Classes.

Jeff Caldwell

Director Region 14