

# 2019 Convention

**Glenn Petty**  
Executive Vice President  
November 2019



ARABIAN  
HORSE ASSOCIATION

# Capital Improvements



# Human Resources

- Total employee head count: 40
- Total full-time employees: 38
- Total part-time employees: 2

Total staff head count was 60 when I came on board in July 2008



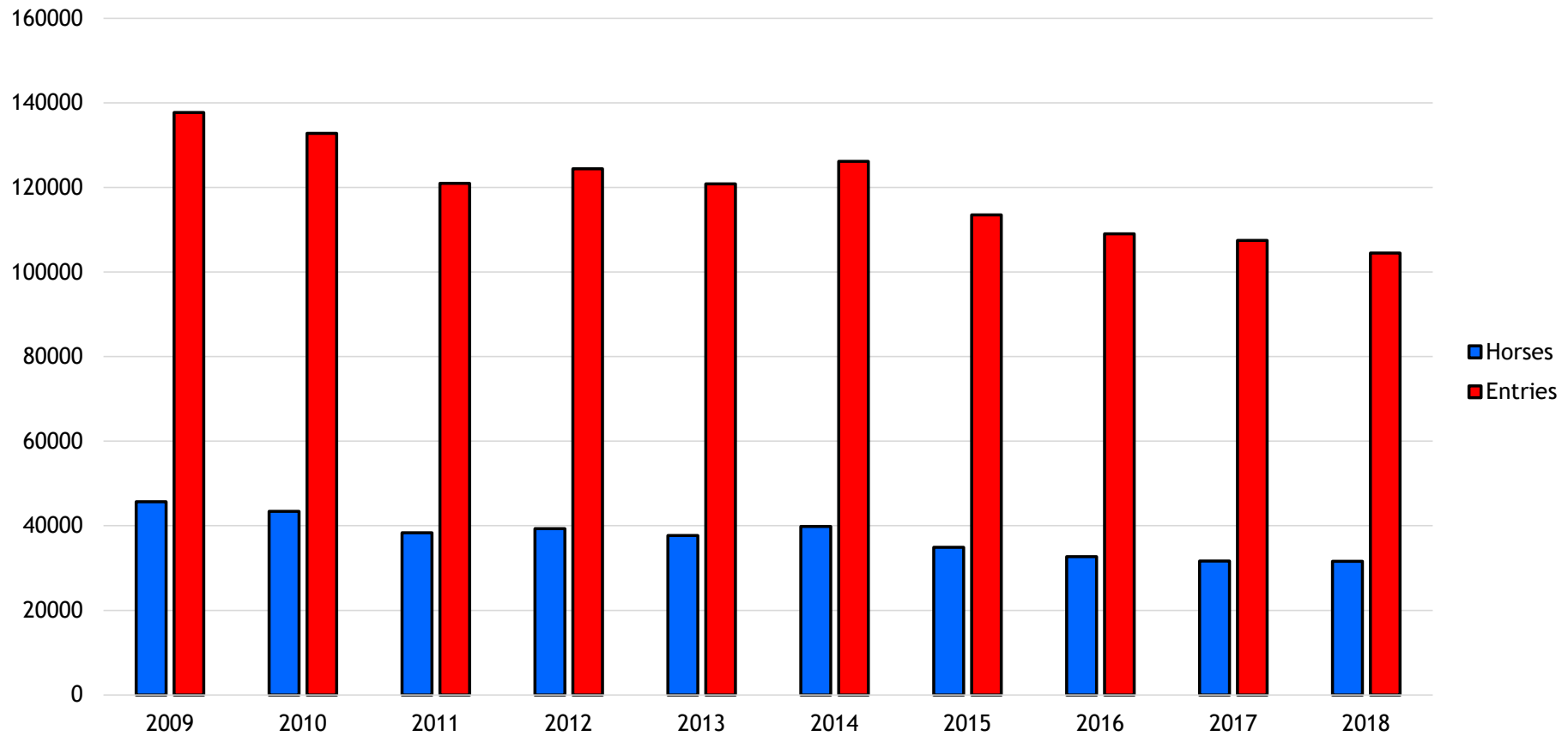
# Human Resources- New Hires

- Shayna Balley – Registry Services Representative
- Alyssa Vignone - Registry Services Representative
- Isaac Wilkinson - Registry Services Representative
- Katie Feighner – Special Services Representative
- Robert Quimby – Graphic Designer – Marketing

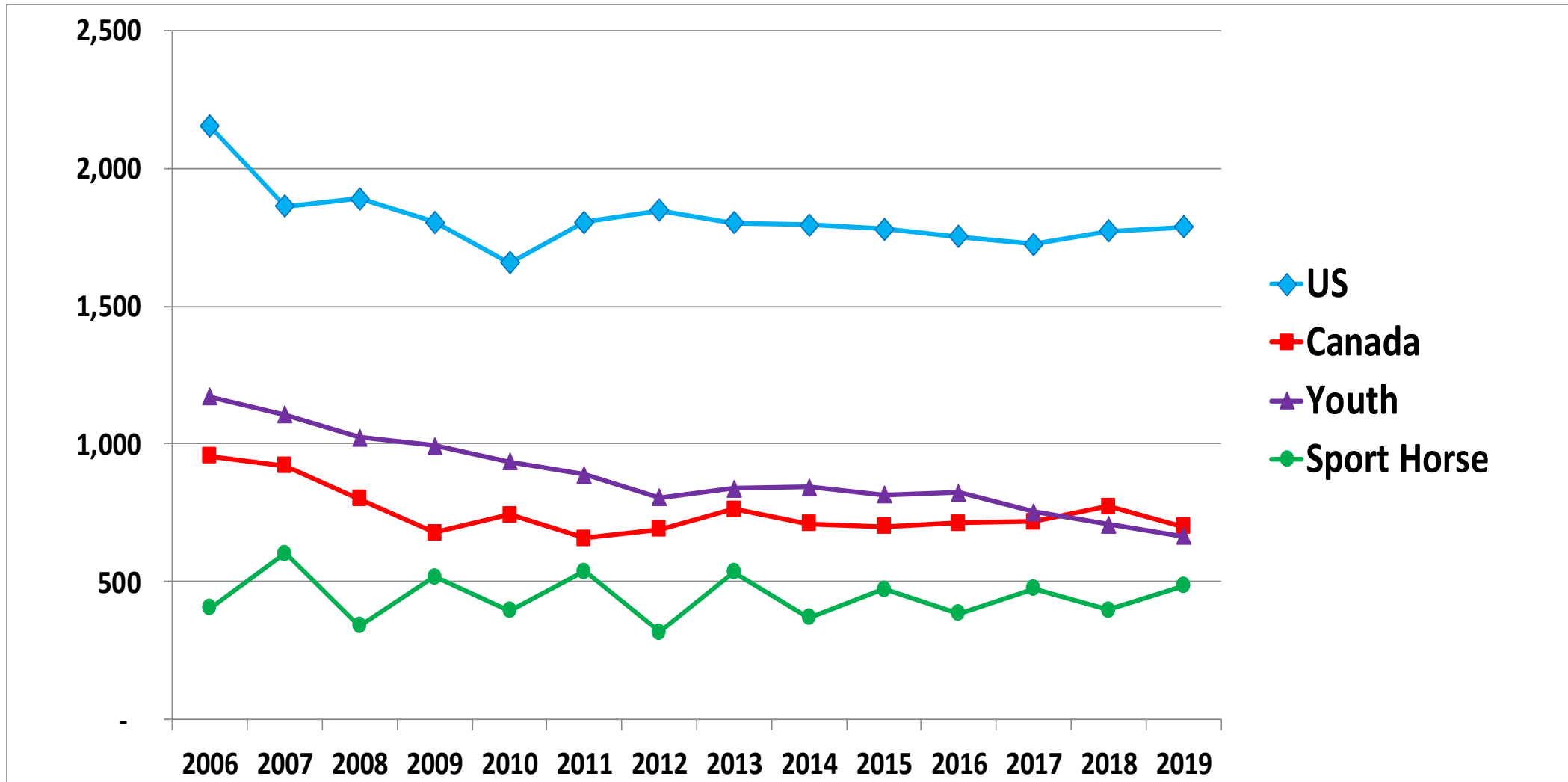


# AHA Qualifying Events

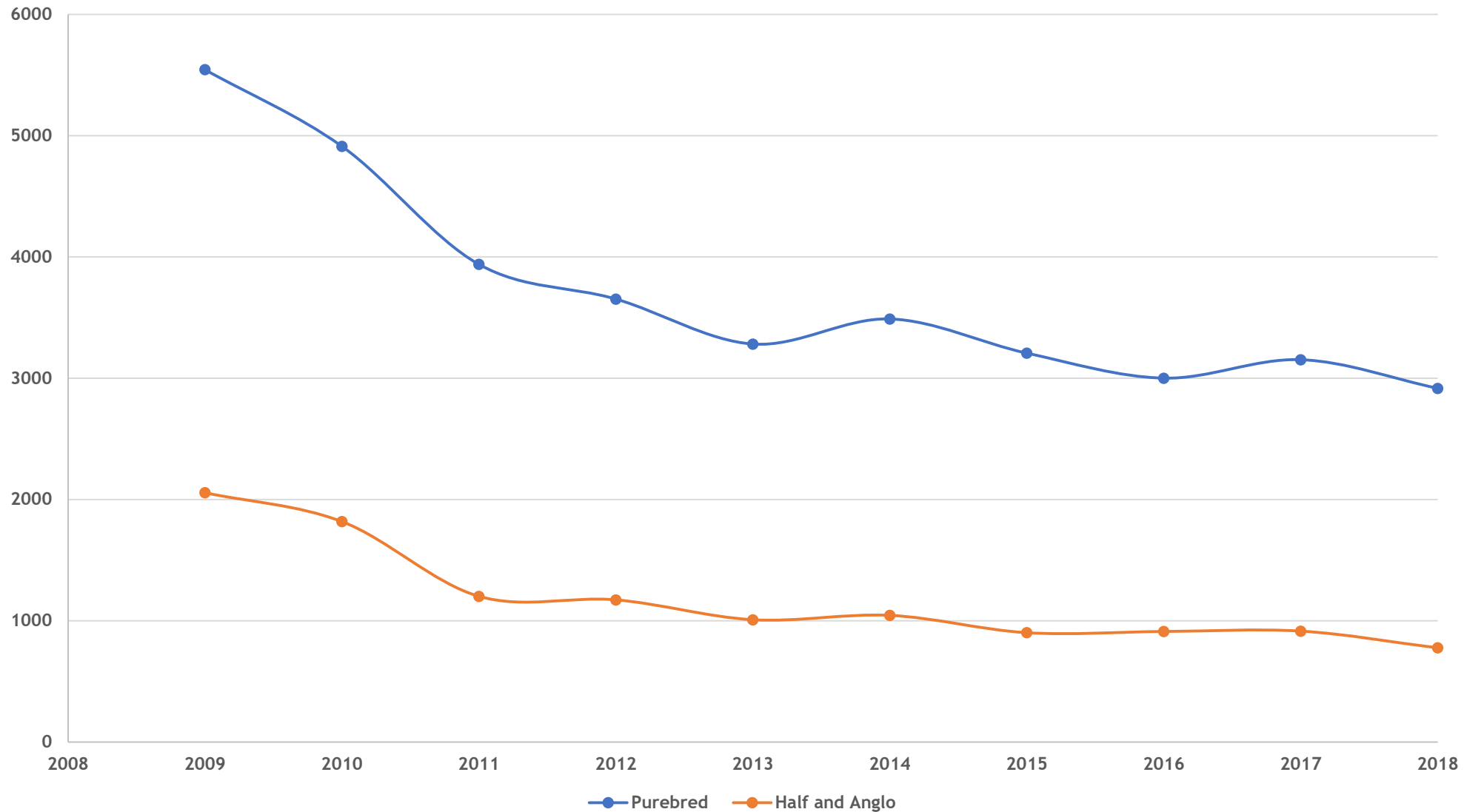
Includes Data from all Qualifying Shows and Rides



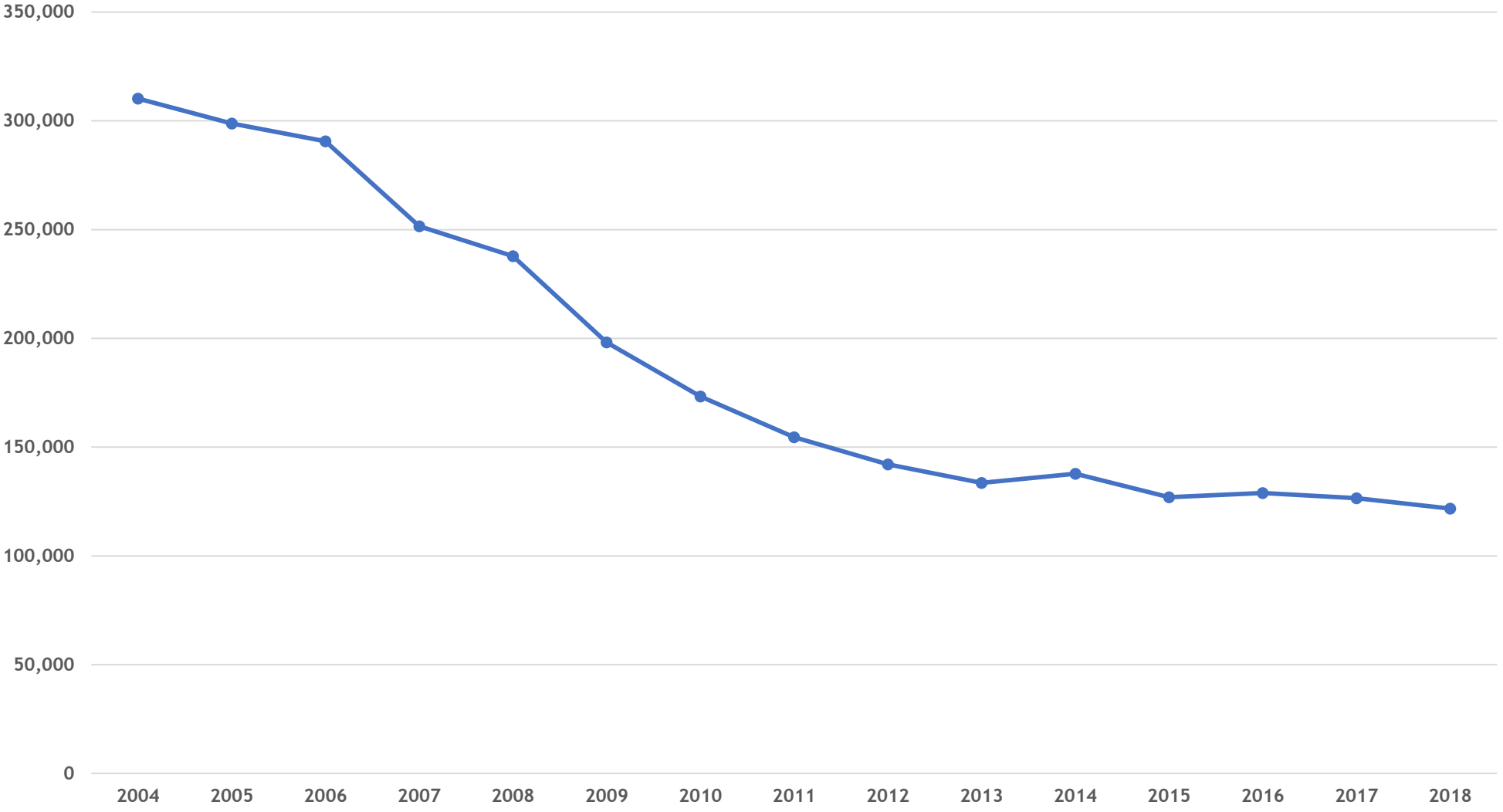
# Horses Entered Per National Show



# Yearly Registrations

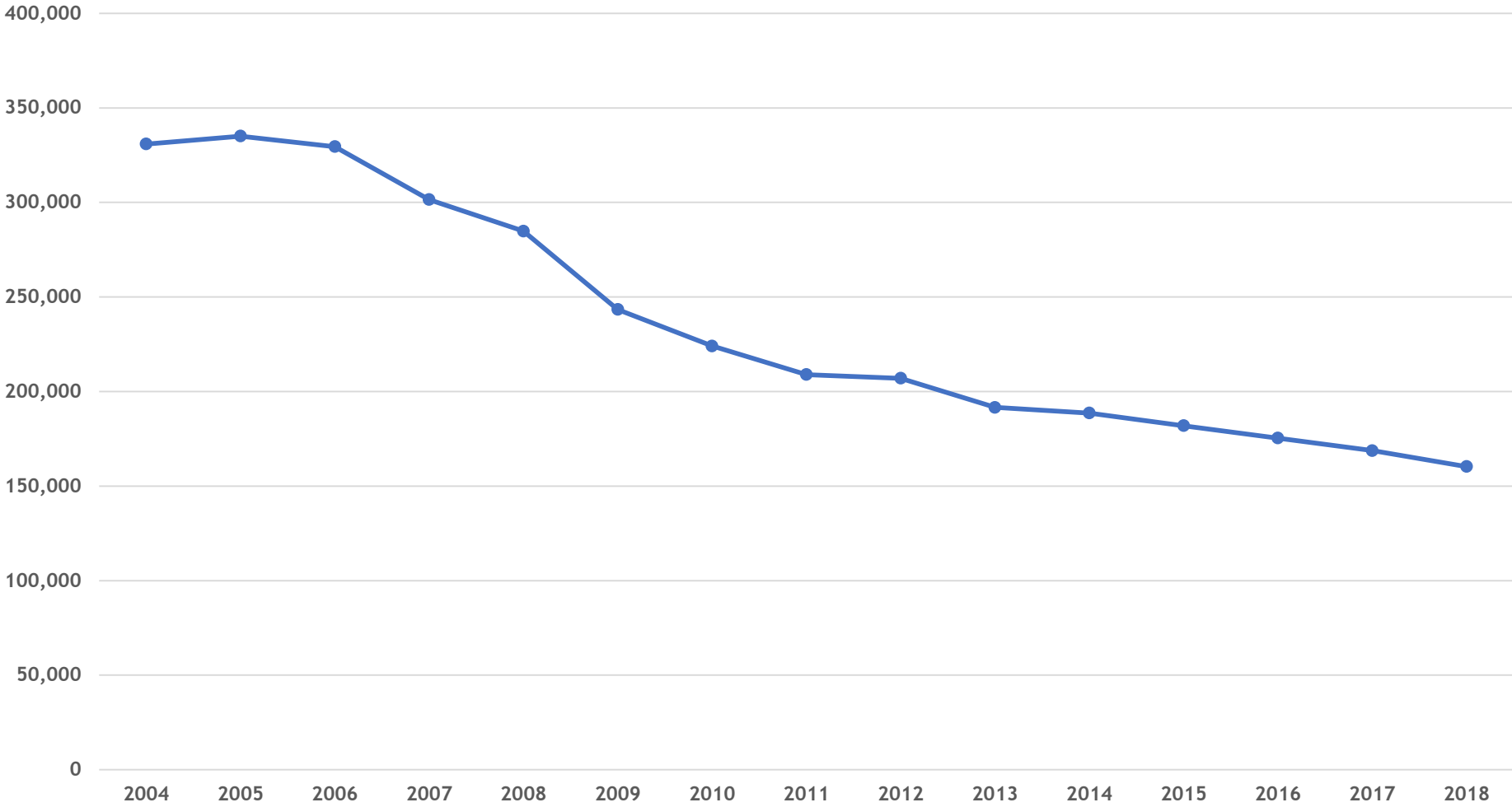


# Total Breed Registration Trend

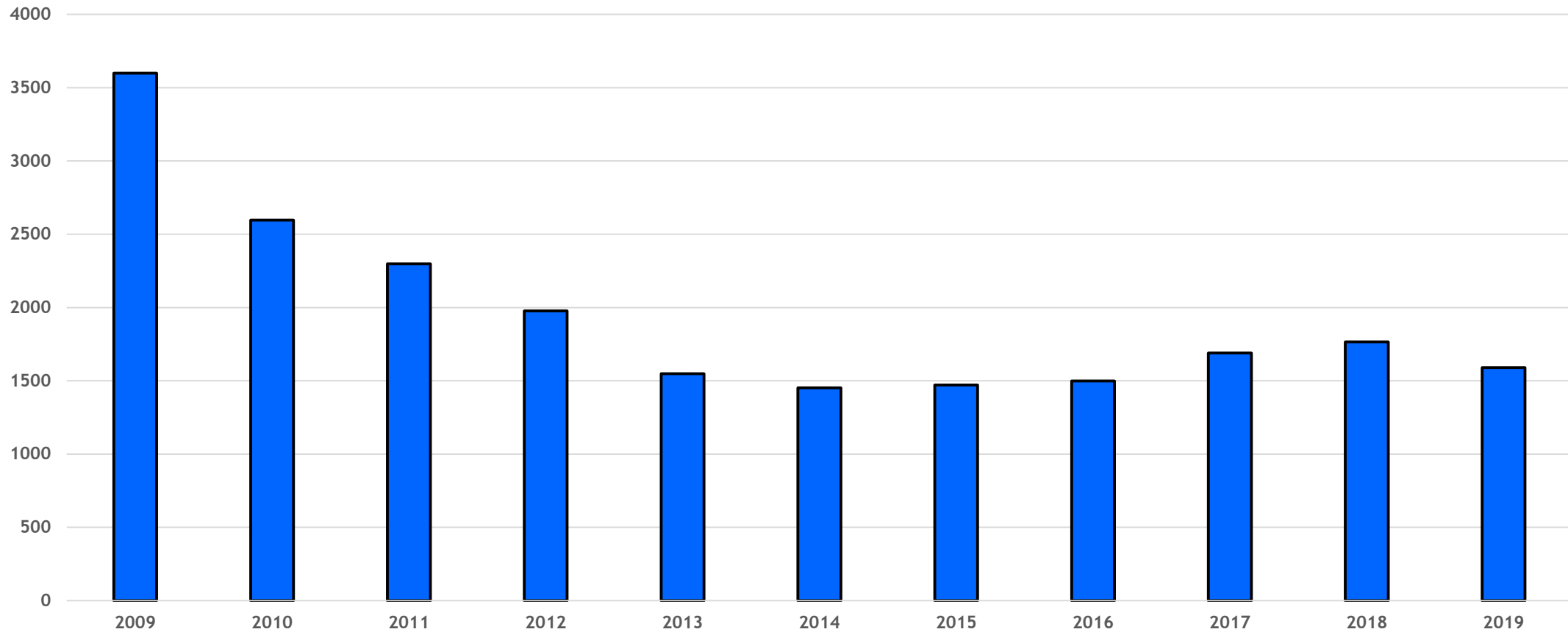




# Total Breed Transfer Trend



# Sweepstakes Breeding Entry Trend

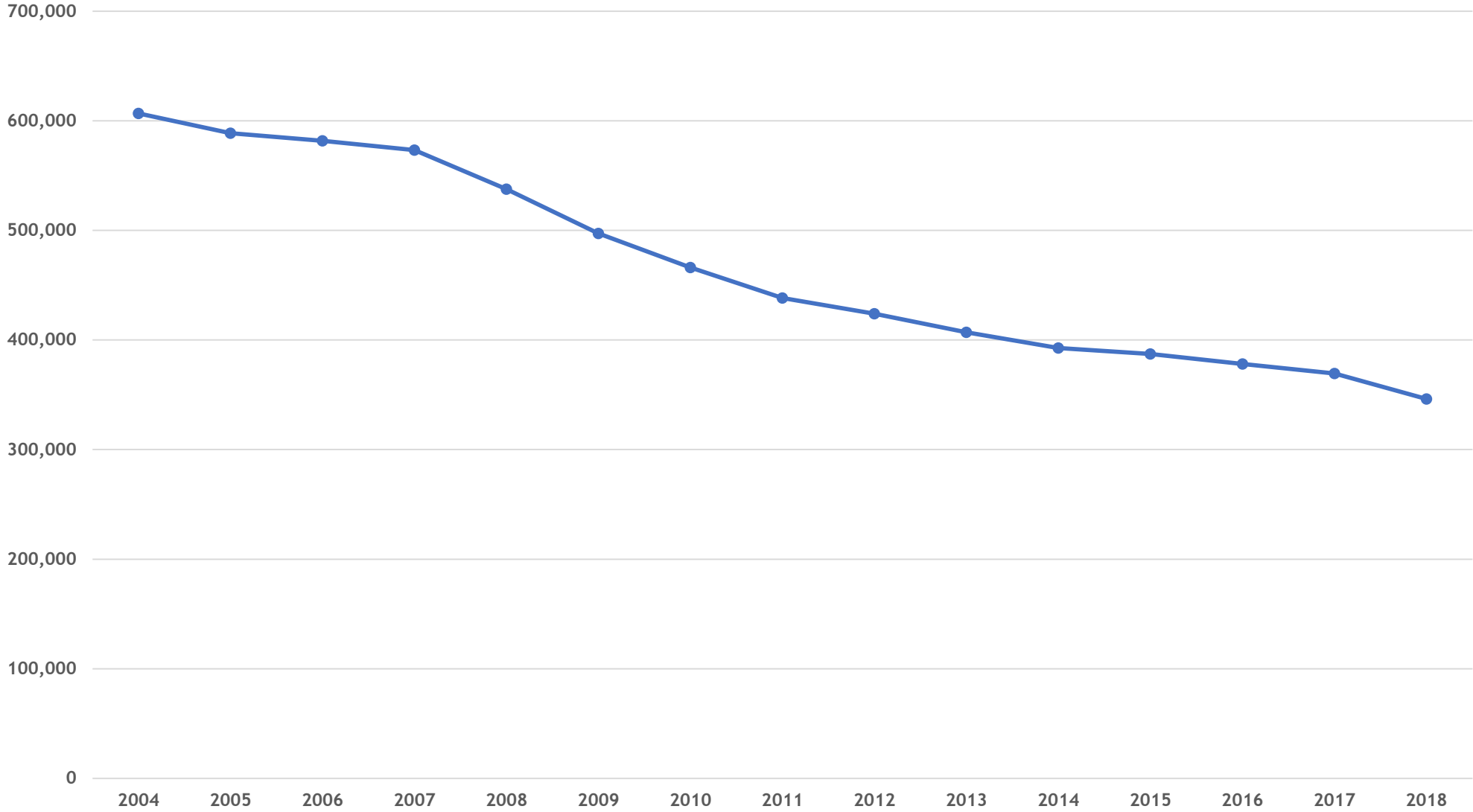


# Sweepstakes Update

- The Last Chance Buy-In for horses not previously enrolled in Sweepstakes ended on October 15<sup>th</sup> and was a bigger success than anticipated bringing in 384 Original entries, which totals a little over \$1.3 million.
- For the 2020 U.S. Nationals, 5 Sweepstakes only classes (Arabian Stallion, Mare, Gelding and HA/AA Mare and Gelding) in AAOTR Performance Halter have been added offering \$25,000 each for the purebred classes and \$15,000 each for the HA/AA classes.



# Total Breed Membership Trend



# Marketing Engagement



## Facebook

- 102,528 Likes
- Posts reached 117,593 in the last 28 days alone



## Instagram

- 12,900 Followers on AHA Page, 4,461 on AHYA Page
- Leading age demographic on AHA Page: 25-34



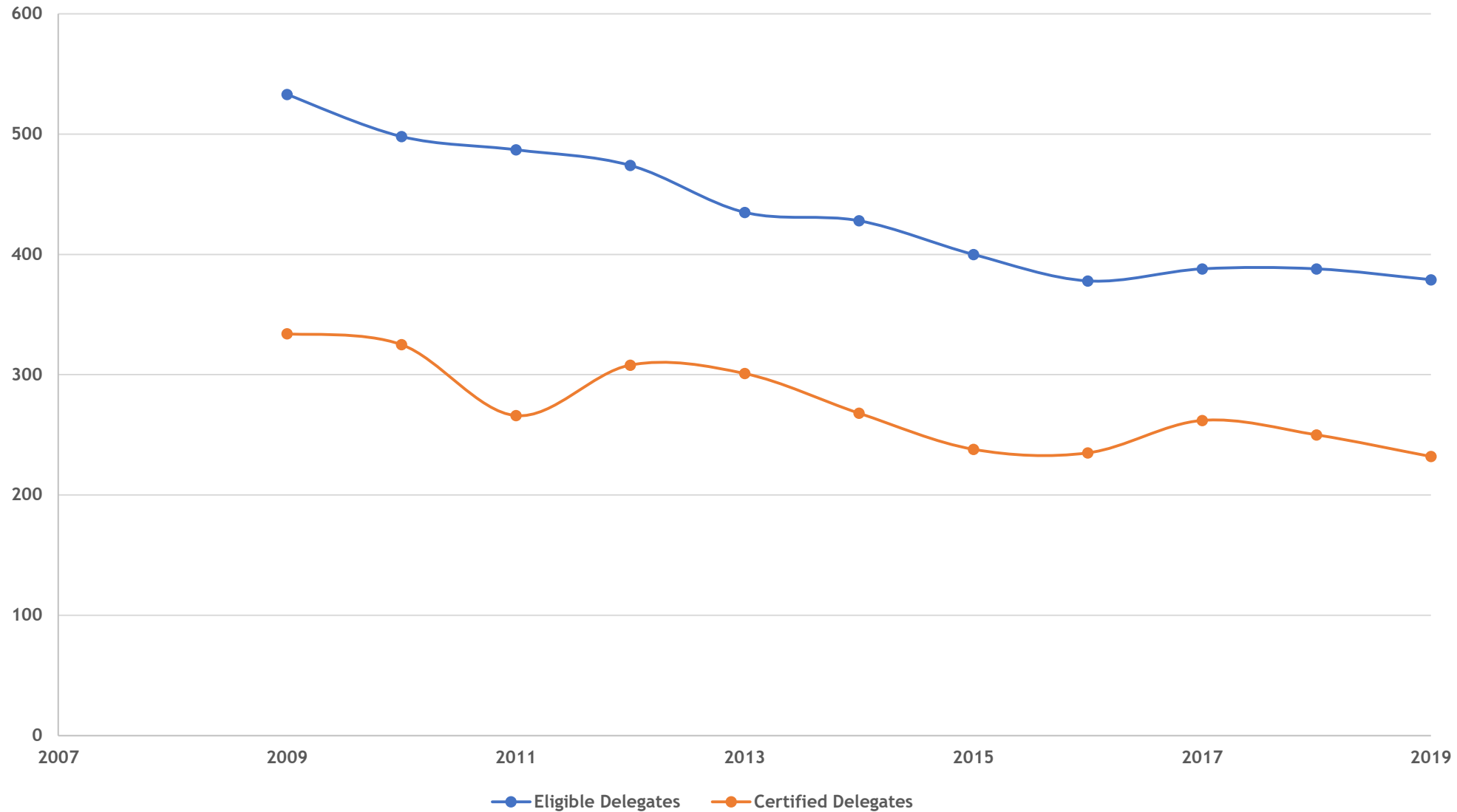
## Email Marketing

- Average Open Rate on email campaigns: 21.29%
  - 4.3% Better than industry standard
- 460,000 total unique email views in 2019
- Best open rates for targeted content (i.e. USN Exhibitors, Club officers)



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# Annual Convention Registration



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