

THE Public Relations Network

Of the Arabian Horse Association

Implementation Plan

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Prepared by

Evie Tubbs
AHA Marketing Manager



Overview

BASIC COMPONENTS OF THE NETWORK

WHAT: Network of AHA Public Relations Representatives
(1+ per Region)

WHO: One Individual (or more if necessary) per Region
nominated to AHA from regional officers and local members

WHERE: AHA Regions (United States & Canada)

WHEN: (Term) By Mutual Agreement

WHY: To more effectively disseminate education, awareness,
support and resources into the local efforts of AHA clubs and
individual organizations for maximizing grassroots breed
promotion and membership growth.

HOW WILL REPRESENTATIVES BE CHOSEN?

AHA Staff will solicit feedback and nominations from regional
officers and individual owners to identify best candidates for the
regional positions.

If regional officers of large geographic areas feel a need for more
than one PR representative to cover their region, an appropriate
number will be determined based on funding available.

Expectations

AREAS OF RESPONSIBILITY

Equal roles of public relations practitioner, coordinator, educator and communicator are involved in this high visibility volunteer position.

WHAT DOES IT TAKE?

The Regional Representative of the AHA Public Relations Network ("The Network") is responsible for the role of a liaison between AHA and the local levels communicating to and supporting their efforts of AHA promotional activities and venues. Equal roles of public relations practitioner, coordinator, educator and communicator are involved in this high visibility volunteer position.

AREAS OF RESPONSIBILITY INCLUDE:

- Attend the 1-day Annual Network Training Seminar
(AHA Annual Convention- Sunday, November 19, 2006—
Louisville, KY)
- Provide a Spring Talk seminar to each clubs in representing
Region promoting activities and effort in breed promotion/
growth areas
- Be available to anyone with questions on breed promotion
and/or membership growth (phone, meeting, email)
within his/her region
- Communicate with AHA on opportunities, suggestions,
opportunities, risks as experience leads them on a local level
- Attend as many promotion/growth efforts within representing
region as possible with a report back to AHA

Expectations

AREAS OF RESPONSIBILITY

The PR Network representative is a high visibility volunteer position representing the market development & promotion efforts of AHA to the grassroots and making it tangible.

PERSONAL AREAS FOR CONSIDERATION

This person will be the “local representative” for grassroots promotional efforts to turn to for support and guidance. It is a high visibility volunteer position representing the market development & promotion efforts of the Arabian Horse Association by taking efforts from the direction of AHA to the grassroots and making it tangible.

The AHA Public Relations Network representative is responsible for establishing strong relationships with local interest groups, and needs to be aggressive at maintaining consistent face-to-face contact with those groups of his/her region of responsibility.

Must display a passion for the Arabian horse. Must be a solid communicator, people-oriented, with a background in a broad scope of promotional activities. Background in public relations, advertising, marketing and/or a related field preferred. Must have extensive knowledge of the Arabian horse industry, structure and community.

Training

PR NETWORK TRAINING SEMINAR

The AHA Network Training Seminar will equip regional Network representatives with:

- Important statistics pertaining to the Arabian horse that is driving the AHA Market Development strategy,
- Practical information on outreach/growth programs and their support materials,
- Valuable education on how to tap into local media outlets to optimize your promotional efforts.

SAMPLE SEMINAR TOPICS

- Breed Promotion
 - Arabian Horse Celebrations
 - Arabian Community Shows
 - Black Stallion Literacy Project
 - Total Arabian Interaction & Learning Program
 - Discovery Farms
 - Class A Show Outreach
 - Regional recreational trail rides
 - Horse Expo Presence
 - Other outreach efforts

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Training

PR NETWORK TRAINING SEMINAR

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- How to most effectively utilize media outlets for your outreach event
- AHA Logo uses
- Effective Communication—written/ oral
- State of the Arabian Horse Industry—Where are we now and where are we going?
 - Breed statistics
 - Horse industry statistics
 - Arabian community perceptions
 - All-breed community perceptions
- Effective Arabian Horse Marketing
- Membership Growth
 - Q & A of club activity
 - Avenues available for membership prospecting
 - Sample growth strategies

Support

AHA SUPPORT & RECOGNITION

Because staff availability is limited, AHA will rely heavily on its Public Relations Network to help equip the thousands of Arabian horse enthusiasts with AHA tools and programs for growth and outreach. In stark recognition of the time, effort and expense this role requires, AHA will support Network representatives in the following ways:

- Close contact by AHA Staff with representatives of the Public Relations Network
- AHA Public Relations Network Representative personalized silver name badge
- Access to new private Public Relations Network online chatroom
- New MDP E-News customized to the information needs of Public Relations Network representatives
- T/E reimbursement (according to AHA per diem allowances) to AHA Training Seminar
- T/E reimbursement (according to AHA per diem allowances) to qualified local outreach seminars/ events
- National recognition in *Arabian Horse Magazine*
- National recognition at the AHA Annual Convention