‘Celebration of the Arabian Horse’ Marketing Toolkit

A collection of creative outreach ideas from great regions & clubs!
MISSION STATEMENT

To grow the breed by:
• Providing services, industry involvement and market development.
• Encouraging people to fully experience and enjoy Arabian, Half-Arabians and Anglo-Arabians horses for recreation, sport and companionship.
• Maintaining accurate and reliable Arabian horse registration records.

VISION STATEMENT

To incite a passion to own and enjoy the Arabian horse by bringing a rich, life-long experience to people through involvement with Arabians, Half-Arabians and Anglo-Arabians.
What exactly is Arabian Horse Celebration month?

This May is planned as a time for Arabian horse enthusiasts to spread the word in their communities about the wonderful, intelligent and beautiful Arabian breeds.

How do we do that?

Through a variety of group, club or individual activities that let people experience the horses in a relaxed, entertaining and informative way.

What kind of interesting activities can we do?

There are many creative ideas offered in this guidebook that you can build upon, but if you put your heads together you can probably come up with many other exciting ideas that would be fun too.
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ARABIAN Celebration month!

YOUR CHANCE TO PROMOTE THE ARABIAN BREEDS
by Susan Bavaria

WHAT EXACTLY IS ARABIAN CELEBRATION MONTH?
This May is planned as a time for Arabian horse enthusiasts to spread the word in their communities about the wonderful, intelligent and beautiful Arabian breeds.

HOW DO WE DO THAT?
Through a variety of group, club or individual activities that let people experience the horses in a relaxed, entertaining and informative way.

WHAT KIND OF INTERESTING ACTIVITIES CAN WE DO?
There are three options presented here, but if you put your heads together you could probably come up with many other exciting ideas that would be fun to do.

At the annual convention this past November, the Public Relations Committee approved the concept of Arabian Celebration Month and authorized Inside International to print the following step-by-step activities for you to follow. The committee believes that IAHA’s most important goal is promoting the Arabian horse. Arabian Celebration Month is a program that could have widespread impact where people will be able to have “up close and personal” experiences with Arabian horses.

The Public Relations Committee hopes that everyone will get behind this idea and find some way to promote Arabian and Half Arabian horses in May. They want you to keep track of your activity and send Inside International photos of your successes that can be published. If enough photos are sent in, a larger display might be presented during the 1992 convention.

Although your club’s primary motive may be to introduce new people to Arabian horses, the activities you choose could also double as seminars or learning experiences for your current members. You can help educate existing club members while encouraging new people to get involved with the Arabian breeds.
Looking Back

ARABIAN CELEBRATION
MONTH!
ACTIVITY OPTION

PROGRESSIVE RANCH TOUR

Idea courtesy of Chris Culbreth
Rancho California Arabian Horse Association, Temecula, CA

You’ve probably heard about progressive dinner parties where each course is served at a different home. The Rancho California AHA did a twist on this idea in 1991. They offered mini-seminars and demonstrations at four Arabian ranches. At the end of the day, their visitors had seen four different aspects of Arabian horse versatility. The club entertained between 100 and 250 people at each site. If you want to talk to Chris directly about their successful event, call him at Magic Meadow Ranch (714-699-0939).

Because this program was both educational and entertaining, it was enjoyed by horse and non-horse owners alike.

If your club is interested in sponsoring a progressive ranch tour, the first step is to have your club’s board appoint a Ranch Tour Committee. Elect a secretary to keep good notes. Each committee member can head up a function (food, entertainment, signs, publicity, etc.) and choose club members to assist them in accomplishing their tasks.

After the Ranch Tour Committee has been selected, they should meet and discuss the event overall. They’ll pick out the ranches to be part of the tour, taking into account variety, geographical location and, of course, the owner’s willingness to participate. A date and rain date will be chosen. What seminar or demonstration each ranch will offer should also be decided.

The committee should type up a one page synopsis of the Progressive Ranch Tour and distribute it to all club members. It’s important to keep everyone informed about what you’re doing so they have support. The more your whole club gets behind the event, the better your chances of success.

Keep in mind all the free distribution points for promoting your event like feed stores, elementary schools (zero in on one or two specific grades), and convenience stores as well as different breed clubs. Don’t forget polo or hunt clubs if they’re in your area, boarding and rental stables, all-breed riding clubs and large animal veterinary clinics. You may want to buy some advertising on the radio or in community newspapers but research them carefully to make sure they’re reaching the people that are likely to come. Make signs to post on the day of the event that have the words “Arabian Ranch Tour” and your club’s logo. Your committee should meet twice a month before the event to continue to work out problems and details. Don’t forget that IAHA has a show promotion manual that includes many publicity tips that can be adapted for other events.

The Rancho California AHA Ranch Tour used the following schedule:

10:00 a.m. - RANCH #1
Starting The Young Horse Under Saddle
A demonstration on training young performance horses and some light breakfast-type refreshments.

11:30 a.m. - RANCH #2
Racing Arabians
A mock race. (This segment could be modified to suit the horse culture of your area. Polo, cutting, working cow, and hunter/jumper are all options.)

LUNCH BREAK
Everyone eats on their own because restaurants were accessible.

2:00 p.m. - RANCH #3
Young Riders And First Time Horse Owners
A comprehensive clinic offering a variety of information.

3:30 p.m. - RANCH #4
Judging The Arabian Horse Show
An opportunity to judge four Country English pleasure horses along with the judges, and then hear the judges’ reasons for placings as well as ask questions and make comments.

Continued on next page...
The "Bring A Buddy" Social...

The idea behind this is for a horse person (child or adult) to bring a non-horse friend to a party. Again, an appropriate ranch or site is needed where you'd be able to display horses in full view, exhibit riders in various attire, have an announcer comment and serve refreshments.

You also need to arrange for greeters at the entrance and along the way to answer questions. All these people should have buttons or wear something that distinguishes them.

For the first hour leave it loose. Give people a flyer with a walking tour of the ranch and set up videos and literature tables for browsing. Provide refreshments. This can be as simple or grand as your budget allows.

After an hour, gather the people around the practice arena where a demonstration will be given. Again, an announcer should explain what the horses and riders are doing in an entertaining upbeat manner.

Have follow-up information so people have something to take home with them. People need to know the basics. Where can I learn how to ride? Where can I lease a horse? Where can I find my horse? How do I join your club? What kind of horse should I buy? Where can I buy a horse?

Good luck and remember to send in your photos. If you have any questions, contact IAHA or the Public Relations Committee Chair Sue Kiser, 1000 Bluegrass Parkway, LaGrange, Kentucky 40031 or call (502) 834-7037 (h) or (502) 222-1795 (w).
A School Ranch Tour

Many school districts seek out exciting new local opportunities for educating students. A well-planned tour and seminar at a local Arabian ranch can easily fit this educational criteria. This is a weekly activity so keep in mind the availability of volunteers.

First, contact the person in charge of field trips or outreach programs in your local school district. Contacting a school district directly usually spreads the word about your program more efficiently than if you were contacting individual schools.

Offer the district contact an outline of your proposed ranch tour, including an estimate of how many students you can accommodate and the date you would like to host the tour. You may also show your district contact the IAHA teachers’ manual that can be provided to those classes that will be participating. This manual was designed to be used by teachers before visiting an Arabian event. It contains educational information on breed history, anatomy, discussion questions, puzzles and more.

Now, get your school ranch tour committee activated. Meet with your committee and the owner of the ranch you’re going to use. The two may overlap, decide what “learning stations” you’re going to provide. Each station will provide special information about some aspect of Arabian or Half-Arabian horses to a small group of students. By breaking your school tour into small groups that rotate around to the different learning stations, your volunteers have a manageable group size and the children enjoy more individualized, hands-on experiences.

For instance, one station could have a demonstration on trailer horses, loading, feeding, potential travel problems, equipment storage and even telling anecdotes to the students about your experiences with horses can make it fun and educational. Another station might provide a gentle horse for petting and pointing out the parts of the horse. A tack station could describe the difference between English and Western saddles and bridles.

Finally, the students can take their brown bag lunches to the practice arena and watch a demonstration while a commentator explains everything they’re seeing and what judges are supposed to look for. You could provide ice cream bars or some type of refreshment. It’s fun to fill goody bags with donated items (farm brochures, samples from local merchants, IAHA promo information, youth membership application, etc.) that the kids can take home to show their parents.

Be sure to allow lots of time for questions, and use the youth from your own club as visible evidence that horses are not just for adults.
Looking Forward

Back to the Future

It's 2015 and the future really has caught up to us. It's the year Back to the Future was set in, and despite lagging progress in time travel, the movie's 1985 release unerringly predicted interactive technology and (though not yet available commercially) hovering skateboards.

It may also be time to look back to find the 21st century future of the Arabian horse.

They are part of a growing legion for whom going back to the three B's — barns, barbecues and basics — drives the future.

"Tomorrow belongs to the breed that wins the entry level today," predicts former AHA director at large Russ Taylor, of Austin, Texas. "Everything old is new again. In the 1950s, horsemen had to build their base. In 2015, that needs to be done again."

Where Petry cited reaching out to more clubs like Girl Scouts and 4-H, Taylor recalls the shows of his youth also drawing significant audiences from public schools, as well as giving back to neighbors: "It made a difference when shows were charitably involved in a community. The horse shows that gave back got the most back.

"We're at a tipping point in a culture that is not about new people, he says. "We have an amazing top end, but it's really difficult to attain. It's too specialized." Ray LaCroix (winner of more than 200 National and Reserve titles and coach to more than 70 National Champions) believes 2017 will be the watershed year when we run out of Futurity horses.

Coming up on 50 years involvement with Arabians, 74-year-old Denni Mack of Koweta Arabians in Monticello, Georgia, saw her breed's 'heyday' (1954 - 1980) as bringing versatile, affordable horses to the people.

"A highlight of those years was that the majority of my horses were going to first-time owners," Mack says. "In 1965, when I moved to Georgia, there were only sixty registered Arabians! Interest was high and those fortunate enough to be owners and breeders found it easy to sell beauty, intelligence and disposition because that was true. Their reputation was as yet untarnished. No uncontrollable halter horses, no publicized abuse, no outcry over how crazy our beautiful horses were.

"Equally as important, these horses, of no less quality than today, were affordable. Today's world is different. We of the Arabian community tend to talk only to each other, sell mostly to each other, hear of and read about high-dollar sales, and most of those horses are exported. Shows are struggling with fewer exhibitors and even fewer spectators."

Despite the negatives, this longstanding breeder of Naseem and Al-Marah bloodlines stands firm. "I love the
Looking Forward

Promoting the 21st Century Arabian

BY L.A. POMEROY
PHOTOGRAPHY BY EMMA MAXWELL

Above: Hello I Love You bred by Laughing Dog Ranch, LLC shown in the In-Hand Trail class by Lily Hilgers.

Left: Produce of Dam winner Bint Bint Soyo owned by Henry and Christie Metz.

show world and love the fact that there are still Koweta horses cared for and loved in many ‘back yards.’"

Scott Benjamin, whose 35 years with the breed include a number of years in Poland, and roles as judge, show manager, author and clinician, says changing course won’t happen quickly.

“Building, or in our case rebuilding, a strong and broad foundation must be — at minimum — the primary focus of the next two decades. Getting people and horses together through positive, affordable and enjoyable exposure must be our driving passion every single moment of every day.

“The future legacy of these horses, for the world outside of Arabia, is dependent on our willingness to commit our resources to this cause with clarity of purpose and tireless dedication. For a breed that has given so much to us, it is the least we can do to return a debt of gratitude.”
SYVAHA ARABIAN FOAL FESTIVAL: BABY STEPS

You might say the Santa Ynez Valley Arabian Horse Association Arabian Foal Festival is bringing its breed back to the people one ‘baby step’ at a time. Sure, maybe there’s a stumble or bruise. But is the overall magic of those first foal steps lining up to launch a life full of potential?

It’s akin to parental pride that’s shared among the California horsemen who have committed themselves to the annual showcase where ‘Hope Foal’ futures begin.

“Everyone in the Valley has worked together to make it happen,” says SYVAHA Arabian Foal Festival organizer and board member, Michelle Kelly. The second annual 2014 Arabian Foal Festival, held October 4-5, at the Santa Ynez Valley Equestrian Center was the product of a grassroots effort to showcase Arabian bred locally — by seasoned breeders and newcomers — amid a fun, inviting and instructional atmosphere.

“About three years ago, Bart Van Buggenhout and Sheikh Jassim Bin Khalifa Al Thani of Ajassimya Farm, who was building a beautiful breeding program in Santa Ynez, asked, ‘What would you think of this idea?’ They described an amateur-driven, entry level, very open, low pressure, high education format.

“I was hooked,” says Greg Gallun, Arabian Foal Festival board member and trainer of 2014 U.S. National Champion Arabian Yearling Colt, Conquest BR.

“Some really innovative ideas are in place that make our show appealing while offering a wholesome, low stress environment. Our judges explain, over a microphone for handlers and spectators, their reasons for placing the top two in a class. There’s a Saturday Night BBQ Party after classes, and the honoring of local horsemen like Paul Hamming, owner of 1965 US National Champion Stallion, Raffon, who received our Lifetime Achievement Award.”

“It feels,” Gallun says, “like a horse show from days gone by.” The back-to-basics show serves as a first or second-time outing for young horses and Amateur handlers, with halter classes divided by age, sex and halter or performance futures, and in-hand trail classes for yearlings and two-year-olds.

“The In-Hand Trail is one of our favorite ideas. There’s talk of offering the class at the Regional level, which allows more people to show that don’t necessarily ride.

Less travel plus limited classes equals more time for horse friends and family to enjoy together. It’s an equation that’s adding up.

Gallun says, “We grew fivefold between the first and second year.” The 2014 Arabian Foal Festival drew more than 70 entries, upwards of 200 spectators, made Sunday’s front page of the Santa Barbara News-Press, and earned a thumb’s up from visiting celebrity and horseman, Wayne Newton, who said the Festival “inspired” him.

“When word first came out about the Foal Festival, I was very vocal that I thought it was the greatest idea since sliced bread,” says Denni Mack of Kaweta Arabians. “It’s an innovative, exciting avenue that would be affordable, fun and user-friendly for a great number of Arabian owners—a true ‘do-it-yourself’ venue.”

“Bringing the Arabian horse back to the people is going to be a process. It won’t happen with just the flip of a switch. But we hope to grow this. We’re putting a lot of thought into doing it right,” says Gallun.
Looking Forward

Looking Back, Looking Ahead
What may change, predicts LaCroix, of Scottsdale, Arizona, are our horse-related activities. The full-time equine consultant since 1998 says what we are doing a decade from now may not resemble the activities of today.

"This industry is going right back to before its 'movers and shakers,'" he says. "It's going to be hard to stop that trend. The days of judging going around in circles will dwindle further while the barbecues combined with horsemanship is where things are headed.

"We know there's attrition. That something's wrong. Let's identify what's not working, be proactive, and get in front of it. We can market horses and watch our industry grow, but we can't keep repeating the same approach. We have to make new and different opportunities."

He points to a woman, outside of Dallas, who wasn't necessarily a "great" horsewoman but certainly had a great idea behind an 'equine day care service.' "She picked clients' kids up after school and brought them to the farm to hang out with her horses." Today, her service has expanded into "two huge equestrian centers, one Western, another English and Saddleseat, plus an activity center, pool, tack shop and restaurant.

"It can be a metaphor for marketing equine opportunity."

LaCroix and Taylor agree that, to draw more people to the breed, barns will replace show rings as social epicenters.

"There's a shifting focus to wanting more value from an experience," says LaCroix. "The barns that succeed will be those that emphasize a social, not competitive, setting. Improving horsemanship is more important than just improving judges' cards."

Like burgeoning barns of yesteryear, Taylor says, "More than anything, today's barn has to deliver more of a social than competitive experience. Barns that offer high quality board, in settings where owners have fun and go to a few local shows, have waiting lists. They are the future."

At Kowka, Mack sees the same evolution. "I see it happening with those who have training barns coupled with lesson programs. Those folks are bringing in new people, selling them Arabians and retaining them. Whether or not they ever hit the show ring is not important."

Taylor sees potential in new avenues of horse-and-rider improvement: "There are great ideas we're not taking advantage of: Western dressage. Ranch horse pleasure. U.S. Pony Club-style Western meets. AQHA set a good example when it changed its emphasis to its entry-level. "We also have to create a place for usable, solid middle-of-the-road horses with some value, where they can do something for a long time. Horses that are not 'high-end' but should not be seen as 'throwaway.' A place for them would help bring both worlds together."

Thus a new position of authority is offered to Arabian geldings through the Santa Ynez Gidding Futurity, a concept mapped out by Sheikh Jassim Bin Khalifa Al Thani of Aljasimya Farm and his manager, Bart Van Buggenout.

"When promoting the Arabian breed, we don't always give geldings enough credit," Van Buggenout wrote on SYVAHA.com. 2014 Santa Ynez Gidding Futurity: A New Concept In Buying And Selling Geldings And Making Money. "Many people who now have full-fledged breeding programs or careers in the breed started with one gelding 'best friend' who introduced them to the joy of owning an Arabian horse. While all breeders produce geldings, there is not always a simple way to get those breed ambassadors to meet up with the next generation of owners.

"Future hopes are that the program can become the finest of its kind in the U.S. Adding peace of mind to breeders that surplus horses are being used in dignified roles and creating a more trusting clientele. In short, encouraging the middle-class riding and fan-loving family owner back into the business."

And back into the future of the Arabian horse.
Starting at the Very Beginning

In 1908, a group of five Arabian enthusiasts, Henry K. Bush-Brown, Homer Davenport, Charles A. Voetsch, Francis A. Huck, and James B. Kilburn, met at the Hotel Belmont in New York City and formed the very first Arabian horse club, the Arabian Horse Club of America, Inc. More than 100 years later, it is the local Arabian horse club that is the backbone of the Arabian Horse Association. Since the inception of that first club, more than 270 affiliate member clubs of AHA have been chartered. That’s 270 groups of people, passionate about the Arabian horse, coming together to learn, to socialize and to champion the animal they love.

The Arabian Horse Association recognizes that it is the many local affiliate clubs and the enthusiasm of their members that are the foundation of our organization. AHA has many resources and programs in place to help our clubs keep growing and maintain a vibrant and engaged membership. On the following pages you will find an overview of some of these resources and programs. If you have any questions, help is always just a phone call or e-mail away to the knowledgeable and helpful staff at the AHA offices. There are many great ideas in this handbook, but chances are that you have a few

Sizing Up the Situation

Every club of AHA is as unique as each of its members. What works well for one club may not work as well for another. To be successful, each club needs to have a clear understanding of what its current members and prospective members expect the club experience to provide. When clubs cease to build membership it is because those expectations are not being met.

So what is it that Arabian enthusiasts want, and how do you find out? There are many ways to get a dialogue started about what your members would like the club to be for them. Many times, just by engaging someone in this process will help them to feel vested in the success of the club. A good old-fashioned brainstorming session at a general meeting might reveal some insight as to what the membership is thinking. In this age of technology an emailed survey to members as well as prospective new members might prove very helpful (there are many sites online that provide email surveys for free, such as surveymonkey.com). Calling members and having a casual conversation with them about their expectations can be very enlightening. Keep an open mind and take notes—this is all valuable information.
Keeping Things on Track: The Mission Statement

It's easy, sometimes, to lose sight of why you started doing something in the first place. A mission statement is the beacon that helps to keep a club focused, and lets extraneous distractions fall away. When you feel like things are getting a little muddled, you can read your mission statement and, hopefully, once again have clarity of purpose.

Most clubs will already have a mission statement, because that is a necessary component of achieving 501(c)3 status. But when was the last time you read your club’s mission statement? If your club does not already have one in place, consider creating one. Start with the question "Why was this club started" and go from there. A well-written mission statement can and should motivate the Board, the members and volunteers. It also helps to attract new members, volunteers and resources, like sponsors for your next show or event.

A Few Tips for Writing Your Mission Statement:

• Bring in many perspectives.

Now that you have queried your membership about what they want the club to be for them, you have many perspectives. It will help you to develop a broad base of support.

• Allow enough time

Don't rush this process. Let key participants read it and make suggested changes. A concise and accurate mission statement will pay off in the long run.

• Be open to new ideas

Your club may have been in a rut, but now is the time to get some fresh perspectives. Be open to different interpretations of what your club should be doing and new ideas about how to accomplish goals.

• Write only what you need

The best mission statements are short and state the obvious. You should be able to use the statement frequently, so make it brief and succinct. As Tony Ponderis of the Fundraising Forum says, the mission statement should be "...short enough to remember and easily communicate, but strong enough to inspire.”
**T.A.I.L.**

**Total Arabian Interactive Learning**

The Arabian Horse Association's T.A.I.L. program is an easy and effective way for current Arabian owners and lovers to share their love for the breed. T.A.I.L. can be administered at any horse show, horse fair, in your own barn or at other equine venues.

While many of us may not show our Arabians, as Arabian horse enthusiasts we know that a show can be a wonderful place to see many of our beautiful, versatile horses in one place. But for the family that would like to spend a fun day together looking at these animals, a show can be an intimidating, unwelcoming experience. These families are the Arabian lovers, owners and AHA club members of tomorrow and we need to make them feel welcome and a part of the experience.

That is where the T.A.I.L. program comes in. Families and youth groups can make an appointment to attend the show and will be introduced to the Arabian horse by a smiling T.A.I.L. guide. The T.A.I.L. booth will be set up at the show with plenty of signage to show the way. Here is where the group will first meet their T.A.I.L. guide. They will all receive a "T.A.I.L. bag," filled with brochures and information from AHA, Parts of the Horse sheets, coloring pages, coupons and info from local farms, ranches, feed and tack stores.

The guide will spend about an hour with the group. They will sit in the stands for a while and explain a little bit about the show and how the classes work. They can answer questions about the different gaits and what the judge is looking for. After that, the guide may take the group over to the farrier and see some of the tools of the blacksmith. Now it is back to the barn area. Upon check-in at the show office, trainers were given the opportunity to receive a “This is a T.A.I.L. Friendly Barn” sign, which can be displayed and will let T.A.I.L. guides and guests know which barns they might visit. The T.A.I.L. program coordinators will have several stalls with friendly horses whose only job that weekend is to be petted and maybe fed a few carrots.

With this, our real objective has been met: these kids and their families have gotten to touch an Arabian horse. As a child, who would not have been thrilled to be given that opportunity?

Learn more about T.A.I.L., by downloading our manual.
It’s a small thing, but important for the Arabian horse industry.

The T.A.I.L. program is something that can be done at any horse show, horse fair or other equine venue. It is entirely flexible, and each club can tailor it to fit their needs and resources - of both the financial and volunteer sort.

Whether you refer to them as greeters, docents or ambassadors, the T.A.I.L. guide is the backbone of the T.A.I.L. program. They are, in many cases, the first contact a T.A.I.L. participant has into the world of the Arabian horse. The happy surprise that most volunteers discover after they have spent time with people talking about their passion, is that they remember all over again why they fell in love with the Arabian in the first place.

What a great way to engage those members of your club who have dropped off the radar, but are still passionate about their horse.

You can download the entire T.A.I.L. program handbook from the AHA website. Just go to www.arabianhorses.org and then to the Activities page. The T.A.I.L. handbook is a step-by-step guide to holding a T.A.I.L. event. You will also find example documents and signage that you can use.

It’s a very simple thing, really. Make someone feel welcome and they’ll be back. This is something that will benefit all facets of our Association. It helps to put a friendlier face on our organization. It gives trainers and breeders a chance to meet prospective new owners. And, it is a great chance to involve some of your club members that love to talk about their Arabian horses!

Want advice or more info on running a T.A.I.L. tour? Contact youth@arabianhorses.org or mediainfo@arabianhorses.org.
Discovery Farm®

Become Part of the Experience

As a recognized Discovery Farm you'll have the opportunity to share your expertise and love for your horses with newcomers. A first-time experience that is pleasurable and friendly is often the beginning of a long-term relationship with the Arabian breed. You can make that possible by sharing your knowledge about the Arabian horse with interested visitors of all ages and equine backgrounds. AHA will assist you by providing promotional literature to help promote the breed to your farm visitors. Sign up today to become part of this unique experience.

The only cost involved, other than time, is a registration fee of $30 to establish your farm in the program for the year. Ongoing participation requires that you maintain an active membership with the Arabian Horse Association.

After approving your application, AHA will send you a sign and certificate used to identify your farm as a recognized AHA Discovery Farm.

Once approved, you and your Arabian horses will become ambassadors for the breed. You'll have the opportunity to offer newcomers a unique experience and introduce them to the joys of Arabian horse ownership.

AHA will assist you in this effort by providing contact information from anyone interested in your farm so they can set up a visit. For more information on how to become a Discovery Farm email Discovery-Farm@arabianhorses.org

"What a marvelous experience! They were extremely gracious with their time and information and truly provided a wonderful introduction to Arabians. They have magnificent animals and one of the cleanest and well kept stables/pastures I've seen. Their attitude toward their horses and the care they provide was exemplary!"

-Happy Discovery Farm Visitor
Arabian Community Shows

Family, Friends & Fun

For many years now Arabian horse owners around the country have asked for an affordable Arabian show venue where the novice can test his or her skill and where the local Amateur owner can compete with other Arabian enthusiasts at an affordable level outside of the Class A and Regional competitions. From this, Arabian Community Shows (ACS) were born.

The basic concepts include:

- Affordability to encourage the fun of showing rather than qualifying.
- General guidelines that allow for a more flexible rules requirement.
- A primary focus on Arabians, Half-Arabians and Anglo-Arabians registered with the Arabian Horse Association Registry or the Canadian Arabian Horse Registry.
- Year-end High-point program that creates recognition for top achievement by category and value for the horse.
- A Milestone award program that recognizes personal achievements and tracking of an individual's progress.

Suggestions for Outreach at Your ACS Show:

- Host a Wooly Fun show or class during cooler weather that does not require clipping.
- Host “training classes,” which only cost a very small fee and allow people to school their horses in a ‘show ring’ environment.
- Contact a local horse rescue and let them set up a booth or signage. Partnering with a local cause can help pull in the public to watch the show.
- Host a mini-judging clinic or class and invite local 4-H, FFA and judging teams to come practice their judging skills on Arabian horses.

Learn more about Arabian Community Shows here.
Spark the Imagination of Children:
The Arabian Horse Reading Literacy Project

This program, based in Canada, motivates children to discover the joys of reading and learning through the magic of contact with live horses. Through the support of the community, every child can enjoy the opportunity to read to the horses and experience the excitement and joy of spending time with these amazing teachers...you’d think the horses are listening to every word! The horses provide a friendly and non-judgmental audience for the young readers. For more information visit the program’s website here.

Giving Educators a Hand:
The Leg Up Ready-to-Use Lesson Series

The Arabian horse industry has plenty of competition out there. We know we have a great horse, but we need to let everyone else know that, especially our youth. Research has shown that the first breed of horse a person spends time with is the likely breed they will choose when it comes time to become a horse owner. AHA is trying to make it easier for Youth leaders, such as 4-H, to get information that they can use to educate their kids about the Arabian horse.

The Leg Up program is a free, comprehensive series of worksheets about the Arabian horse. Youth leaders can download the lesson plans for free from the AHA website, and even request educational handouts that will be sent to them at no charge. Leaders can choose to use the lessons as they come, or modify them to suit the needs and levels of their students. For more information about Leg Up, visit the Leg Up webpage.
The Power of the Press Release

Never underestimate the power of a well-written press release. It can result in lots of free publicity in the form of editorial content in your local newspapers.

Let us review what a press release is. By definition a press release is simply a statement prepared for distribution to the media. The purpose of a press release is to give journalists information that is useful, accurate and interesting. Get it? Useful, accurate and interesting, it is that easy.

Press releases should be printed on club letterhead. If this is not feasible, adding the club logo is essential. The club's name, web address, location address and phone number should be printed clearly at the top of the page. PRESS RELEASE should be spelled out in all CAPS and centered in bold. The press release contact persons name should be underneath the wording and all contact numbers printed clearly underneath. If the press release is for IMMEDIATE RELEASE, say so, on the left margin directly above the title in all caps.

The next essential component of the press release is the Headline or Title. It should be centered, and in bold. The heading of the press release should capture the journalist. The title of the press release should be short and snappy, and hopefully grab the attention of the journalist and impress them enough to read on.

You are now ready for the useful, accurate and interesting BODY of the press release. The body of the press release begins with the date and city for which the press release is originated. The body of the press release is very basic: who, what, where, when and why. The first paragraph of the press release should contain in brief detail what the press release is about.
The second paragraph explains in detail: who cares; why you should care; where one can find it; when it will happen. Also, included in the second 'informative' paragraph is generally a quote that gives the release a personal touch. Touchy-feelies go a long way with journalists. Press releases and news stories are boring to journalists without a 'human interest'. The third and generally final paragraph is a summation of the release and further information on your club with the contact information clearly spelled out.

The content of the press release, beginning with the date and city of origin, should be typed in a clear, basic font (Times New Roman, Arial, etc.) and double-spaced. If your press release exceeds one page, the second page should indicate 'Page Two' in the upper right hand corner. Journalistic standards have set basic parameters to define the end of a press release: ###. These three # symbols, centered directly underneath the last line of the release indicate the end of a press release.

The next time you are tasked with writing a press release for your club, have no fear, the basic rules are clear: useful, accurate and interesting information portrayed within the set journalistic guidelines.

Press Release Checklist

- Club Letterhead, Name, Address, Phone Number, Web Address
- PRESS RELEASE in all caps
- Contact Person’s Name
- Immediate Release or Release Date (all caps)
- HEADLINE or TITLE in BOLD/CAPS
- BODY-Date/City-who,what,when, where and why.
- Catchy Text
- Sum it up...
- Basic Font, Double Spaced, Page Numbers, and ###
- Action Plan/Calendar

The basic rules are clear: useful, accurate and interesting information make for a winning press release.
In 2014, AHA initiated a campaign designed to ‘amp up,’ so to speak, their social media presence. With increased attention turned towards their social media platforms of Facebook©, Twitter©, Instagram© YouTube©, and Pinterest©, AHA focused on identifying and studying the intended audiences for each of these social outlets. From there, a determination was made on the best way to reach members and potential members alike through the individual platforms.

A culmination of these studied efforts resulted in the creation of the ‘AHA Blue Room.’ Designed to mimic the ‘Orange Room’ on the popular Today Show, on NBC, the concept of the Blue Room was borne out of the desire to engage social media users all year long and during major AHA events and horse shows. The Blue Room became a physical presence at AHA’s National Shows, but was also used as a hashtag (#) in the cyber realm to alert users/audiences on Facebook, Twitter and Instagram when AHA was releasing important information on events or upcoming activities.

The hashtag, #ahaBlueRoom accompanied a Blue Room logo in most cases. Hashtags are extremely important and can be used on almost all social media platforms today. Invented in 2007 to gather and organize online discussions via Twitter, hashtags made conversations and tweets searchable (www.nowmarketinggroup.com/blog/brand-your-hashtag) by anyone who wanted to be included in the virtual conversation. Hashtags are a great way to connect an audience at an event or across a certain topic.

AHA would like to encourage regions and clubs to begin to use the Blue Room hashtag and physical presence in 2015 to encourage interaction at events and/or shows, while also engaging an audience that isn’t able to attend the event. The recipe to #ahaBlueRoom success is fun and comes in five simple steps:

1. First, if your region or club doesn’t already have a social media account of some type, start one! Whether Facebook, Twitter, Instagram, Vine© or whatever it may be – have some type of social media presence! Social media is a crucial tool for promoting and marketing the Arabian horse and the numerous activities of your region or club. Almost all social media accounts are FREE and all you need is an email address to get one started.
2. Next, plan a few simple social media contests for engagement at and surrounding the event. Mashable.com has ten great ideas for running social media contests through your platforms: http://mashable.com/2009/08/11/social-media-contests/. Hootsuite© has a few more on their blog: http://blog.hootsuite.com/5-awesome-social-media-contests-plus-create/. AHA saw success this year with contests such as ‘Pin It to Win It’ on Pinterest, ‘Follow to Win’ on Instagram and ‘Caption Contest’ on Facebook, just to name a few.

3. Then, email Julian McPeak, AHA’s Director of Marketing (julian.mcpeak@arabianhorses.org) to get a copy of the AHA Blue Room Logo to use on your social media or to print on posters to have at the show or event. (She’ll even offer you some tips on getting your social media started!)

4. Begin to use the Blue Room logo and hashtag (#ahaBlueRoom) in your social media posts, on your platforms, as you begin to inform people about the contests and activities leading up to, and during the show or event. Also, create a hashtag for your own event — one that is short and uniquely identifies what will be happening (i.e. #ahaRegion1 or #heritageahaFunShow).

5. Last, if you can, find some space at your event or show to set up a small (or large) Blue Room booth. Here, people can stop by and gain information about your social media platforms, contests and how to engage with your social media platforms. Hold fun contests or games at the booth and give away small, inexpensive prizes. Use lots of signage — display daily contest winners or feature tweets or pictures from users who are engaging your social media during the event. Engage your audience by putting them on display!

So, why is social media so important? What is on the horizon? Why is it necessary for the Arabian breed for your region or club to become involved in social media in some way? Well, the answer is simple: social media is a virtually free marketing tool that can help to bring newcomers into the Arabian breed while encouraging and engaging those who are already involved. Social media is a powerful tool with the ability to reach a wide variety of audiences.
The Buzz on Social Media

Social media is predicted to be larger than ever in 2015. *Simply Measured*, a social media analytics platform and website is a great source for free social media tools, facts and figures ([www.simplymeasured.com](http://www.simplymeasured.com)). Here are three main predications *Simply Measured* has made regarding the evolution of social media in 2015:

1. Instagram will become necessary and everyone will be using it! An image-based social media outlet ([www.instagram.com](http://www.instagram.com)) that is managed through an app on a smart phone is free and a great way to visually reach an audience.

2. Facebook will become a news source for many – people will seek out this platform looking for information and facts about a particular topic, event, etc. Feed your audience with information, start conversations and be the first to ‘trend’ topics.

3. Video marketing is going to change the world! YouTube has become the #2 search engine in the world right now, as video often helps to increase someone’s understanding of a product, service or event. Vine ([vine.co](http://vine.co)) is also a great, free social media tool that allows users to create short video clips and send them out to the world. Instagram can also capture and send short videos. (*Simply Measured, #SocialMarketing Planning Guide for 2015*)

AHA is excited to share the AHA Blue Room with each and every one of you this year. We hope you will utilize it at your regional and local events and launch your own social media platforms and campaigns. Be sure to follow AHA & AHYA’s social media and watch for hashtags to join in on the conversations and the fun!

AHA on Facebook: Arabian Horse Association

AHA on Twitter: @AHAArabian

AHA on Instagram: @arabianhorseassoc

AHA on Pinterest: ahaarabian

AHA on Google+© and YouTube: Arabian Horse Association

AHYA on Facebook: Arabian Horse Youth Association

AHYA on Twitter: @AHYneigh

AHYA on Instagram: @arabianhorseyouth

AHYA on SnapChat: @AHYneigh
A Bunch of Ideas to Grow Your Membership

These are in no particular order, and many are pretty obvious, but you might find an idea that will work for your club...

- Have a table at trade shows
- Think like a child - How would you get someone to play with you?
- Hold meetings at equestrian centers
- Have new member kits
- Hand out flyers and brochures
- Have a reward program for those who bring in new members
- Create more fun
- Have a variety of snacks
- Invite the media
- Use word of mouth
- Network with coworkers, friends, and family

It is easier for a man to be loyal to his club than to his planet; the by-laws are shorter, and he is personally acquainted with the other members.

~E.B. White

- Have a host for each guest
- Hand out invitation cards
- Members constantly promoting and raving about their club.
- Meet at a good location
- Make prospective members feel important
- Have enjoyable programs
- Make some meetings social events
- Have a club web page
- Use e-mail
- Put posters in stores
- Ask corporations and employers to sponsor or subsidize membership
- Follow-up on guests (send a thank-you note with a reminder about the next meeting)
- Have educational meetings
- Have friendly meetings
- Lead by example
- Have incentives for those who join
- Members give talks at other organizations
- Provide guests with free meals
- ASK your guests to join
- Advertise in church bulletin
- Have informative meetings
- Smile

Make every meeting social, educational and fun!
• Attract a wide age spectrum
• Elect a dedicated VP Membership
• Hold smooth meetings
• Repeatedly invite prospective members
• Make meetings more interactive
• Bring a guest
• Advertise in newspapers.
• Advertise on public access TV
• Keep in contact with your Chamber of Commerce
• Bookmarks inserted in library books
• Booth at malls, fairs, festivals etc.

• Pamphlets in tack stores, feed stores, veterinary offices, libraries, etc.
• Host an Open House
• Contact past members
• Hold membership drives and contests
• Warm greeting
• Guest information packet
• Guest introductions
• Ask for comments
• Club business cards
• Distribute extra magazines in waiting rooms, etc
• Hold high-profile meetings

• Have a special guest day
• Have a program for non-members
• Participate in community events
• Write letters to community groups
• Be active in Chamber of Commerce, Rotary, Kiwanis, etc.
• Publicize Club successes, elections, contests, in local newspapers
• Have a Club newsletter
• Have a club brochure
• Never cancel a meeting
• Members should be prepared
• Have a planned agenda
• Encourage interclub visits
• Visitor Day – each member sends out 10 invitations
• Make it FUN!
When the Going Gets Tough, the Tough Get Creative!

There is no doubt about it, things are difficult in the horse industry right now. Heck, things are difficult in general. Many Arabian Horse clubs across North America are feeling the pinch in their bank accounts, and wondering if they will be solvent enough to put on one more horse show and hope they get enough entries to carry them through one more year. It was Albert Einstein who said, “In the middle of difficulty lies opportunity” and with a small shift in perception, the local club can turn their current situation into an opportunity to re-energize and reconnect with their club members. It all boils down to diversification.

It has been shown historically, that time and time again, when there is adversity we rise to the occasion and through ingenuity and creativity, we come out better when times improve. So don’t let this golden opportunity for your club pass you by. Maybe it’s time to shake things up a little bit and try new things. Put your club’s eggs into several fun baskets! Diversify your activities and energize those members that lurk on your membership list, and maybe you can lure them out to a club meeting.

For many clubs, the biggest and in many cases only, source of revenue is their yearly horse show. This is undoubtedly a very important facet of the overall portfolio of revenue for a club, but counting on this one source of income can leave a club in trouble if they have a year or two of lower than expected entries. By adding an event or two that will generate income you can increase the chances that your club will remain in a good financial position.

Of course, the ability to hold these events depends on your pool of volunteers. Many times there are a few dedicated individuals who do the lion's share of the work to put on a show or other event. Increasing your membership and knowing ways to keep your valuable members from experiencing burn out are key to keeping the excitement in your club. By trying new events, you may attract a whole new group of volunteers because you have tapped into an interest they have.

Turn your next meeting into a big brainstorming session. Get a dialogue going with members about what interests them, and figure out how to incorporate it into your activities. Take a good, hard look at the horse owners in your area and come up with a plan to turn their needs into a source of revenue for your club. In the end, you’ll end up with a survival kit to help make it through the lean times. And, you may also end up with a freshly energized membership.
Membership can be called the clubs' 'circle of life.' Members come and go, participation in club activities from individual club members crests and wanes and the overall 'vibe' of a club will go through changes with these shifts in member dynamics. This is normal stuff, but the clubs that recognize these changes and adapt appropriately will be the ones that are always successful.

Just because a club currently has a healthy, active membership does not mean it is time to sit back and let any prospective new members seek you out. Members are the lifeblood of any club, and all clubs should be promoting themselves (and as a result, the Arabian horse) all of the time.

The adage that communication is key is especially meaningful when talking about club member retention and growth. There are many facets available today to keep your message out in the public's eye, but what is effective for each club will vary. It is very useful to have a person or even a committee that oversees all of the club's publicity and promotion.

The internet is definitely our friend when it comes to communication. Information can be sent virtually at no cost to the club, and the chances of it being received and read are very high. Of course, a website is a huge boon to a club's visibility and accessibility. Develop an e-mail contact list of not only your membership, but Arabian horse owners in your area (AHA can provide you with lists), local media outlets, chambers of commerce, other community groups, schools and just about anyone you can think of. Send your club's newsletter, press releases and any other communiques electronically to your entire list. Think way out of the horsey box when it comes to your target market. For instance, demographic studies show that one of the fastest growing segments of the horse industry is women over 40. How about including local health clubs, spas and salons on your contact list?

“...clubs should be promoting themselves (and as a result, the Arabian horse) all of the time.”

Think way out of the box when it comes to your target market.
Contact your elected officials

How to Contact Your Governor and/or Mayor to Proclaim May ‘Celebrate Arabian Horse Month.’

Want to get the word out to a bigger audience? Contact your state governor and request them to proclaim May, ‘Celebrate Arabian Horse Month.’ We’ve taken care of the Google work for you, so all you have to do is follow this link, click on your state, and follow the instructions to contact your elected official.

How about on a smaller scale? Want to contact your mayor? Head on over to this site and you’ll be able to find contact information for them as well.
The Arabian Horse Association of New Mexico (AHANM) has a laudable history of supporting our New Mexico community through work with charitable local organizations, in addition to providing support for Arabian horse owners. For club members and all Arabian enthusiasts, plus for other horse owners in our region, we host shows (both USEF recognized and AHA One Day), sponsor a website, [www.nmarab.com](http://www.nmarab.com) and Facebook page, provide much-needed volunteer workers for Arabian Youth Nationals, host informational meetings on topics of interest to horse owners, sponsor all-breed sport horse shows in connection with our one-day Arabian show series, host an annual banquet and awards ceremony, and sponsor annual clinics. For 2015, the scheduled clinic will serve western dressage riders.

We have now developed a partnership with the Therapeutic Riding Program (TRP) at New Mexico State University ([trp.nmsu.edu](http://trp.nmsu.edu)). Through this partnership, we will be promoting both the Arabian horse and the work of the TRP. AHANM will be offering regular monetary support through donations (from a portion of show proceeds and charitable giving from individual members) and will provide opportunities at our horse shows for highlighting the outstanding work of the TRP. The TRP, in exchange, will provide volunteers at the shows, will develop ways to showcase the TRP during AHANM events, and will work with us in developing news releases and other PR materials to help spread the word about our partnership.

AHANM selected the TRP at NMSU because of the known quality of the program and NMSU’s reputation as a successful land-grant university with excellent animal science, 4-H, equine and other extension programs. Other Arabian clubs interested in partnering with therapeutic riding programs are encouraged to learn more at Professional Association of Therapeutic Horsemanship International ([PATH Intl.](http://www.pathintl.org)). The website provides a wealth of high quality information about therapeutic horsemanship and a very useful drop-down search facility for locating programs by country and state.

Wendy K. Wilkins
Executive Vice President and Provost, Emerita
New Mexico State University

Photo courtesy of Julie Davis Basile Photography
Arabian Horses & Exercise

Horseback riding is a physically strenuous activity that requires coordination, balance, and strength. The average rider burns 442 calories per hour. By implementing this activity into local high schools, the students would have the opportunity to focus on the following areas of health and conditioning:

- **Core Strength:** “Horseback riding is an isometric exercise, which means it uses specific muscles to stay in certain positions, in this case, keeping balanced on the horse,” one physician explains. “As a result, postural strength becomes very important in horseback riding.”

- **Balance and Coordination:** Cantering or galloping and jumping, for example, are much more difficult than a simple jog or trot. The rider must develop coordination skills to move the body with the horse in order to help the horse stay balanced.

- **Muscle Tone and Flexibility:** Along with the core muscles, the inner thighs and pelvic muscles get the biggest workout as a rider positions himself or herself. This exercise helps with good overall muscle tone and flexibility. The muscle strengthening can be as effective as a typical weight bearing exercise. The arms and shoulders get a work out as well as they have to constantly gently communicate with the horse’s mouth, similar to dancing with a partner.
The Tierra Del Norte Arabian Horse Association puts on a clinic each year, open to all horse owners or those just interested in learning about horses or how procedures are done that can help our four legged friends. This is usually done by a local vet and we have had really good response from all around the horse people in our area. Our clinics have come from ideas that were thrown out at our board meetings by members of the board and by guests that were at the board meetings. The idea for our Western Dressage Clinics came from Linda Hamilton and she has been the clinician for the three that we have done. The venue for the Dressage clinics was donated to us by Stachoski Farms Inc. Their facility in San Marcos is beautiful and a wonderful place to hold those clinics. The clinics that we have done with a vet came from one of our board members who is an endurance steward. All of our events are open to any horse people that would like to come and enjoy being around other horse people, and of course the club name is always out there so that they know who is sponsoring the event. We have gotten new members at both the vet clinics that we have put on and are looking forward to another year of fun and good information.

Last year we were able to promote our Arabians at the Del Mar Polo Club at one of their Sunday matches. We were the intermission entertainment and boy did we get positive feedback from people who had never really understood all of the different disciplines that our horses can do. We had one Carriage Driving horse, a Western Pleasure horse, Show Hack, Native Costume, Endurance and Parade horses. We were approached by their spokesperson to see if we would like to showcase our horses for them at their intermission. We said yes and had a wonderful time doing it and will be doing it again this year.

- Mimi Gaffey, Region 1 Vice Director
Getting Involved with Horse Expos

Every year a special function is held in Sacramento, California. It is the Western States Horse Expo. Region 3 sets up a booth with breed information, and Arabian horses are stabled on the grounds so visitors have the opportunity to get up close and personal with an Arabian horse. Demonstrations are held daily of the various riding disciplines in which Arabs excel. There are also fun, interactive activities such as horse painting and horse petting. Thousands of people come from all over the state to attend the expo. This is held annually the first weekend in June. It is also a great place to purchase all types of horse related items. You can find the newest information on feed, tack, and training procedures. Volunteers hand out breed information and have sign up sheets so a contact list is formed. This outreach is an excellent breed promotion.

- Pam Bingham,
Region 3 Director

Tips From AHA to Get Involved:

- Check with your local expo center to see about getting your own booth set up.
- Develop simple, yet creative activities to both entertain and educate non-horse people who show an interest in your club.
- Contact AHA for useful marketing tips and tools to assist you.
Using Arabians to Heal

Some of the outreach ideas that have been done in the Region 6 area in the past include the following:

- Booths at local equine fairs
- Taking horses into the fairgrounds for the 4-H judging contests
- TAIL tours have been very successful at past shows
- Putting Arabian flyers and info out on the tables at the open shows (We have a nice open circuit in Montana)

We have been working with youth at risk through a church in our area and there are plans to extend that to the local Suicide Prevention organization here.

Two years ago my daughter (a trainer) became involved with two siblings whose mother tragically passed away. They were horrifically traumatized by the event, so my daughter brought them out to the ranch several times a week for the first year. The oldest (teenage girl) had many emotional issues that seemed to be somewhat resolved by being around the horses, so we pursued that type of "therapy" with her and taught her how to ride. It resulted in a wonderful relationship with her and a couple of our mares, both of which she has been showing.

She is now 16, has her driver's license and comes out on her own to be with "her" ponies. It has literally saved her life!

I would encourage anyone who is interested in dealing with kids who have experienced trauma to do some research on PTSD and the effects that it can have on a child. PTSD is not just a war related disorder, it occurs in anyone who has been through a life altering experience. There are many good books out there that deal with the subject and list the effects that one experiences in that disorder. My daughter is now in contact with the local crises center and is working on getting to the right people to offer a "scholarship" type of program for youth at risk in our area. We are not professional therapists but do know the value of horse kisses.

I have stressed to our clubs that this year is "outreach year" and any organization sponsoring events other than shows will receive grant money from our region.

As for the trail clinic, one of the members of our club will be assisting us with the clinic. He has been a pro and will use some of our horses and trail equipment at our farm. 4-H was a huge part of my growing up years and I feel, at least for this area, that it is one of the best youth organizations to start working more closely with.

Cheri Clark, Region 6 Director

“She is now 16, has her driver's license and comes out on her own to be with "her" ponies. It has literally saved her life!”
Arabian Horses & Youth

One thing that we have done for several years now is work with one of the local elementary schools as a field trip experience at Herbst Farms. Every year in May the second grade at Jefferson Elementary in Farmington, MO spends half a day at the farm! The trip is set up where there are about 8 stations on the farm and the kids are split into groups in advance and rotate through all the stations going around the farm. Examples of the stations are:

- Grooming
- Nutrition - we often have the local feed dealer help with this
- Demonstration of riding styles
- An actual riding station
- Horse games - with stick horses we have obstacle courses/races, etc...
- Story time - someone reads a short horse story to them while they have their snack
- Leading a horse

With the elementary school, it was the school my kids attended, I saw information and talked to someone about the Horse Tales Literacy Project, (formerly The Black Stallion Literacy Foundation) at a National show I believe in Louisville. When I got home I talked to our principal about it, took her the information and told her I would help with it in every way I could. She said sure, sounds great, we will look into it. I thought it would not go anywhere! Then the next new school year she said let's talk about this more. I presented it to her and the Parent Teacher Group.

Our elementary school mascot at the time was a Jaguar, so we discussed getting more in line with the high school, (the Knights) and it was decided to change the elementary school to the Black Stallions and go with the program in a way we could afford. We got the area banks to buy every kid the book, “Little Black goes to the Circus” and we got a donation from the Missouri Arabian Horse Association to put a few copies of the entire Black Stallion series in the library. The first few years we took about 10 Arabian horses to the school in the fall and set up around the playground and the kids went in groups and visited each horse and learned a little about that horse, petted if they wanted and asked questions. We had the FFA help with this. Then they were promised a trip to the farm to see the horses again if they read a set number of books that year. Then we did the farm trip. We decided to focus on second grade and have every year since then, 8 years ago.
Another thing we have done is to invite our assisted living/nursing homes to bring residents out for a riding demonstration and a chance to pet a horse. They love watching the kids ride. A snack is usually offered while they watch and someone narrates what is being done. While these folks don't often end up with horses, it stimulates interest in families and care providers that bring them out and they end up remembering their previous experiences with horses or farms.

Nursing homes are always looking for activities! My family has owned homes all my life in this area, so we have a bit of an edge on this area, but contacting the activities coordinator and offering your farm for a field trip is a great place to start. Also, don't think just nursing homes. Look into assisted living centers, senior apartments, senior centers, nutrition centers, daycares...all these places are generally looking for no cost field trips to take people on.

I hope this helps! I have never been one to be afraid to ask. And that’s a huge part of creating fun activities. I have been told no a lot, but even one yes can make a big difference. A lot of high school/college groups (kids) need to get volunteer hours, credits, etc... so hosting one of these events can really help those kids out.

“I have been told no a lot, but even one yes can make a big difference.”

Kathryn Lewis—Region 11
Get Involved in Your Area

Make a connection with your local school districts. For quite a few years the middle school PE classes have sent 6th grade students to our farm to take a tour of the barn and see a small program explaining the sport of horsemanship. The demonstrators are our boarders and/or Val’s students. From time to time it works out that the students are classmates of the visitors. Also with the school connection we have invited the FFA judging team here to practice horse judging (using our Arabians and Half-Arabians of course).

Get your horse(s) accustomed to carrying a flag. Many times if you go to a 4-H or open show a colors presenter is needed and that gives a chance to put our horses front and center.

Host or participate in an open barn. Our club has sponsored "A day with the Arabian Horse" events several times. We advertised in local shopper-type papers with minimal cost and had pretty good response from the community.

Years ago several of the clubs in our area took horses to display at local shopping malls, etc.

Dave Waggoner—Region 11 director
Listening to Horse People...

When I say horse people, I mean just that. Not Arabian owners per say, just horse people. Having attended and helped at the Illinois Horse Fair in Springfield, IL, I listened to horse people while standing in our club booth. This is some of what I heard:

1. I had an Arabian once, best horse ever. (They had on a American Paint Horse Association t-shirt though)
2. I learned to ride on an Arabian horse, before moving onto Appaloosas.
3. I want one but my mom says no.
4. Is there a Half-Arabian club around where I can promote my American Paint Horse stallion? Can they be registered if I do?
5. I just trail ride my Arabians, so I don’t belong to a club.
6. I just show fun shows so I don’t belong to AHA.
7. There were many more comments made like this.

Dave and I have kids in the barn that I help, but I compete with after school sports. Not only during the school year, but all summer too. If kids are going to play football, soccer, volleyball or baseball, they have to play in the summer too. I know others are fighting this too. So we have to offer better, more fun and team ideas to get them to want to ride horses more. If parents say you can only do two sports a year, I want horseback riding to be one of the two sports.

These are just some of the things I see and hear. Now what can we do about it? This is some of the things we do here:

1. Club jackets like the sport teams. Give letters or have it sewn on for each level they pass.
2. Give awards for trail riding, photo contests and hours in the saddle awards.
3. Get them in local papers by riding for charity, write an article about them winning in a show.
4. Be an ambassador for us at all times. I wear my jackets from the Nationals as a volunteer and it gives people an opportunity to ask me about us.
5. I enter Western Dressage, Ranch Ridings and give demos in our barn to the people in our area. Outside our breed, I am mentoring some Quarter horse riders by demonstrating some of the basics needed by any horse to be a better athlete on my Arabian gelding Boomer. He is a Reiner and a Western Dressage horse.
6. I help in 4-H and give awards for the kids with Arabians.

Val Waggoner—Region 11
After school program

As a parent, I know that once your child is out of elementary school (5th grade) they “age-out” of after school care programs. It is a real problem for working parents to find appropriate help, (for 6th graders and older) to pick them up from school and take care of them until a parent can pick them up around 6:00pm. And, as we all know, if you walk into any 6th grade class and ask who is crazy about horses, at least half the girls will raise their hands enthusiastically.

One solution is to offer a “Horse for Homework” program as follows:

1. The kids, (let’s just say 12 for now) could be brought from their middle school to your facility.
2. At the facility, four would work on homework, while four would take a riding lesson and the other four would learn about other aspects of horsemanship (or finish homework if needed.)
3. From approximately 3:00pm to 6:00pm the kids are on your premises, much like your summer camp programs now, but slightly different.
4. The parents benefit because the kids have all their work done by 6:00pm and can spend family time together. The kids benefit by learning what they love; we benefit by developing new Arabian horse enthusiasts and future clients.

There are several things to consider, such as insurance, etc. However, after looking into it, I believe they are all workable. Each state has different laws regarding “day care” too. Again, it is not much different than the summer camps some of you currently offer.

Suggestions for program implementation

- Not too much more expensive than running a day camp.
- Would need to look into each state’s policies.
- Look into partnering with Girls & Boys clubs, after school programs, etc.
- Charge possibly $200/week.

Lisa Blackstone & Vicky Humphrey - Region 12
Deck the Stalls

In Region 14 we have also just recently begun to pay close attention to growing our youth within our region and getting more youth involved with the Arabian horse. One idea for the holidays is called, “Deck the Stalls” and is intended to introduce young people to our breed while offering them an opportunity to actually participate in a horse-related fun game. There are no hard and fast rules on this concept, so boarding facilities, training barns, or horse clubs can develop their own program, basing it on the concept. This would not be a Region 14 program, so each barn would be responsible for their own activity. Here is how it works:

Target any number of groups of young people. An excellent example would be the Children’s Services agency in your state. What better way to involve and encourage young people who are at risk than visiting an Arabian horse farm, petting the horses, brushing them, and getting involved in a holiday fun event. Brownies, Girl Scouts, Boy Scouts, Big Brothers Big Sisters, would all be good prospects to send an invitation to. When the young people arrive at participating farms they will find a brief biography about each horse that is in a stall. Based on the bio and the horse itself, they will choose which horse they like. Names will be placed in a bucket, and winners drawn. A child winning that particular horse will get to decorate that horse’s stall. Winners will be selected (a committee made up of boarders perhaps can judge), photos taken and shared on our web site, and with AHA. The youth could also get involved in decorating more than one stall – maybe a unique Christmas tree adorned with all kinds of horsey stuff placed prominently.

Another program that Region 14 has developed in the last three months is a program designed and targeted to middle-aged women. This program reaches out to the middle-aged woman that has at one time been involved with horses and wants to return. Or women that would like to begin a recreational sport of riding horses. This program reaches out to these women and offers them riding lessons in a lesson program in three training barns within Region 14. The name of the project is Mind, Body, Spirit. Region 14 also is developing an exclusive website for this project and will offer several articles and professional advice for women coming into the sport of riding horses. Obviously the use of Arabian horses is exclusively used in this project.

Duane Esser—Region 14
Strathcona County Horse Showcase, Sherwood Park, Alberta - Although not necessarily an "Arabian promoting" event, it was originated by and continuously run by Arabian breeders, trainers and owners. From the very first year, I have been a part of the Horse Showcase. It is run in association with the Equine Canada week of the horse, and is geared towards bringing non-horse people into our amazing world. Many breeds are showcased in breed demos, discipline demos and mini-clinics with local trainers. On top of this, there are many "kid friendly" zones, (often with Arabians as the horses to interact with the children) showing kids different tack, how to brush a horse, and other fun activities. If the weather cooperates, many times local senior homes bring a van of people out, and they often get a horse to spend time with (nearly always an Arab).

Our horses are so much more than show horses, and it's amazing to get the opportunity to show them off and bring people into the breed.

Sarah Ingram—Region 17
Many horse breed associations have a foundation where members can make contributions to help the association with philanthropic needs. As a responsible association in the equine world, AHA and its leadership realize the importance of having funds to help in charitable ways and is committed to maintaining a foundation. The Foundation board of directors, which is separate from the AHA Board of Directors, has established funding needs where members can direct their contributions. Funds are directed to Youth (scholarships), Education, Equine Research (particularly that impacting the Arabian breed), and Equine Rescue & Rehoming. There are various giving levels and opportunities to help the Foundation in its charitable endeavors. Each gift, whether it be a small amount or large, is greatly appreciated. Each contribution helps.

Scholarship applications are available on line at the foundation web page. Grant applications are also available. While youth scholarship applications have a particular deadline, grant applications can be submitted throughout the year.

AHF Key Funding Focus Areas Are:

• Youth (Scholarships)
• Public Education
• Equine Health Research
• Equine Rescue & Rehoming

For more information, see the Arabian Horse Foundation [website](#).
Market Development & Promotion Committee (MDP)

Like the ideas in this toolkit? Need more or want to discuss your marketing ideas with MDP or AHA Marketing? We are here to help!

Email mdp@arabianhorses.org or julian.mcpeak@arabianhorses.org

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