

Region 17 Directors Report from the AHA Board Meeting March 14, 2025

Pre Board Meeting Video Reports:

Stan Morey Executive Director

Looking forward to the gathering all for the upcoming meeting.

AHA is working with Wells Fargo on E checks and ATC to streamline payment process at AHA office. Transition continues from old Oracle computer system. Financials coming off of National events have been difficult to meet budget. AHA is a 10-million-dollar company which rides ebbs and tides with registrations and horse shows.

Oklahoma City Fairgrounds holding first horse Show in newly renovated facility June of 2025. Purebred Arabian Trust developing a good working relationship with MVP and AHA thanks to Angie Higgins and Hillary Hoffman.

USDA-American Horse Council re: Horse Inspections-there is a stay in place till April 2, 2025. There is a lot of misinformation that needs to be clarified. Stan is working closely with USDA-AHC trying to get better understanding.

Equine Welfare and Rescue facilities: Efforts to help people before the desperate situation is presented. Do we want to implement registration for people who are providing homes for rescued animals. How can we be responsible to the horse by helping the owner and new owner.

Task Force created to look at why AHA should stay with USEF. Stan looking closely to understand if we are in a good place and protecting the association.

Mary Jane Brown Judges and Stewards Commissioner

2024 In person Exhibitors/ Judges School 36 attended.

2024 In person Evaluation/testing of 'r' judge candidates. 15 completed evaluation 5 passed and are continuing to USEF application processing.

2025 In person Exhibitors/Judges School (some online courses) Dec 4-6.

2025 In person Evaluation for "r" status Dec 5-7 2025

2025 In person Dec 4-5 Seminar (2 days, some online) Dec 5-6 N/R Interviews

Sport Horse Specialty Cards: 4 passed the evaluation and have received SH Specialty Cards

Leslie Lockard Senior Director of Competition and Convention

Convention: Silver Legacy Reno Nevada November 18-22, 2025. AHA Convention 2026 is in Little Rock, Arkansas.

Handbook: At the printer. Mailed to officials and members who have requested.

Breeding entry Numbers: 1398 -358 less previous year 20.39% decrease. With the passing of a few major breeders Larry Jerome and Lollie Ames.

Halter Futurities: 636 -21.09% decrease. This stat is consistent with breeding entry.

Achievement award program: participation has increased.

Return Instrument: Available for use. A show can provide information on bad payers to AHA within 60 days and they can be suspended. AHA will pursue debt on behalf of the show and reimbursement management once paid. A 100.00 fee to the show management for process. Form to be found on the competition section of the AHA website.

Compliant Grant Program: A 500.00 grant for new or current shows is available for if using the AHA Competition Light Horse Show licensing. Application on the AHA management page.

Show Numbers: Totals - 176 recognized show 2025 223 recognize show -2024

AHA Recreational Riding Program: Increase in participation 25.00 fee - log recreational hours.

Kelly Huston Senior Director and Registry Services

14253 members a -3.26% decrease. First year free new youth memberships offered once again for 2025.

Paige Lockard Director of Corporate Sponsors and National Events

Mid Summer Nationals – one day shorter- newly renovated facility July 18-26, 2025 Oklahoma City, OK

Distance Nationals August 29-31, 2025 New Centerville, Idaho

Ranch Horse Championships Aug 29-31 Loveland, Colorado

Sport Horse Nationals September 8-13, 2025 WEC, Ohio

US Nationals October 16-25, 2025 Tulsa, OK

Social media and Discovery Farms Campaign has been on the radar for Paige and team. Followers are up on Facebook Instagram Tik Tok and You Tube. Promoting Discovery Farms is encouraged throughout membership. It is important to support local and learn more about becoming a part of this program. Spreading the word to promote the Arabian breed

Brenna Johnson Youth and Family Services Director

On line educational and fun courses at a nominal fee for all ages.

AHYA active

Hippology contest

Writing contest

Angelina Higgins Marketing and Development

Focus is on increasing brand awareness, generating leads and retaining existing members and customers. Over the past quarter, they have dialed in on improving the social media campaigns, email marketing and the ongoing integration of HubSpot CRM. They are making significant strides in setting a good foundation of tools and software to better track, analyze and optimize the return of investment in future endeavors. Their efforts to increase registrations during the final months Amnesty's push and to launch a targeted Membership Drive are setting the stage for continued growth in both membership and registrations.

March 14, 2025 9:00am - 5:00pm

Woolley's Classic Suites, Aurora, CO

1. Welcome - Call to Order Lisa Blackstone Introduced new Directors
2. Roll Call Nancy Harvey unattended Directors of Region 5 7 11
3. Approval of Agenda Lisa Blackstone so moved.
4. Conflict of Interest Statement/Declaration Lisa Blackstone Reading from manual stating that representation is not only from Region but to represent AHAs best interest.
5. Closed Session- Staff removed – board present – confidential
6. President's Comments Lisa Blackstone

Began conversation with INNATE.LY vehicle to assist AHA with online member driven registration, transfer, digital capture of mail in, modernizing data base, auto renew for memberships-new platform for moving forward. Used by Paint horse association. Horse Protection Act – President Blackstone feels we have people in place to help mitigate the uneducated group that is trying to implement unrealistic regulations. Repairing relationships with PAT 4 new members in place. Repairing Canadian relationships by looking at the motions at this meeting. Repairing membership relationship- AHA's member portal has allowed members to right in on jot form. Viewed by President working to have directed to BOD as well.

USEF update: If you come off your horse you have to receive medical attention. Helmut rule getting more attention. Currently under 18 is under....in all divisions. Microchipping to take in place Dec 2025.

Accounting comments: Brad Short has been asked to resign. Whitley Penn Accounting firm being hired to review and move forward with AHA financial assessment so BOD can make good decisions.

7. Consent Agenda

Lisa Blackstone, Nancy Harvey

1 - CONSENT AGENDA - MARCH.pdf

C-2 AHA FUTURITY COMMISSION.pdf

C-3 AHA NATIONAL DISTANCE COMMISSION.pdf

C-5 ANNUAL CONVENTION PLANNING COMMITTEE.pdf

C-6 ARABIAN BREEDERS SWEEPSTAKES COMMISSION.pdf **PULLED OFF Review on Distance Pay Out – wanting to increase**

C-7 ARABIAN BREEDERS SWEEPSTAKES TRUSTEES.pdf

C-8 ARABIAN HORSE FOUNDATION.pdf

C-9 AWARDS COMMITTEE.pdf

C-15 DISTANCE RIDING COMMITTEE.pdf

C-16 DRESSAGE & WESTERN DRESSAGE COMMITTEE.pdf

C-17 EDUCATION-EVALUATION COMMISSION.pdf

C-20 ETHICAL PRACTICE REVIEW BOARD.pdf

C-21 HUNTER-JUMPER COMMITTEE.pdf

C-23 JUDGES & STEWARDS STEERING COMMITTEE.pdf

C-24 JUDGES SELECTION COMMITTEE.pdf

C-25 LOCAL LEVEL COMMITTEE.pdf **-PULLED OFF**

Liz Haar: Good work with Meet The Arabian, Discovery Farms, Lesson Programs. Concern for website still in the “archaic” state. Waiting on AI. Discussion on how does INNATE.LY fit into our system in terms of adapting to the current website system. Quote coming from INNATELY within the next few weeks.

C-26 MARKET DEVELOPMENT & PROMOTION COMMITTEE.pdf

C-27 MEMBERSHIP COMMITTEE.pdf

C-28 NATIONAL SHOWS DIRECTORATE.pdf

C-30 PROBABLE CAUSE PANEL.pdf

C-33 RACING COMMITTEE.pdf

C-34 REGISTRATION COMMISSION.pdf

C-36 SPORT HORSE COMMITTEE.pdf

C-37 SPORT HORSE NATIONAL SHOW COMMISSION.pdf

C-38 US NATIONAL SHOW COMMISSION.pdf

C-39 USEF ARABIAN DIVISION COMMITTEE.pdf

C-40 WORKING WESTERN COMMITTEE.pdf

C-41C-41 YOUTH COMMITTEE.pdf

C-42 YOUTH & MID SUMMER NATIONAL SHOW COMMISSION.pdf

8. Executive Committee Meeting Nancy Harvey

a. March, 2025- no motions

9. Submit Board Minutes to Official Books Nancy Harvey

a. November 20, 2024 BODMIN 24 11 20 Ready to Approve – so moved

10. Questions for Executive Director and Senior Management Reports

Stan Morey Executive Director-Addressed in video reports-USEF vs Equine Sports Council

Mary Jane Brown Judges and Stewards Commissioner-Video report. Addressing social media posts. Looking at pulling out cellphones from center ring when show is underway. Look for an “AHA Judges and Stewards Commission” Facebook page for all members to learn from judges and stewards and ask question.

11. Image of the Arabian Horse-President Blackstone asking how we can alter the image of the Arabian. Suggestions: Examples of Arabians at livestock shows. Open houses, Equi fairs, lesson programs, charitable functions, political rallies, donating horses to therapeutic programs or lesson programs, first touch interaction, promotion of the Literacy programs, website exposure, introduction, access, information. Local level horse shows with clinics. AHA programs materials are available. Horse show with a 1/2 day of lesson horses. High Points ideas: for not those who have shown the longest, a Rookie, most improved, up the earliest everyday or smiles the most.

12. Update on Resolution 2-24 Modification Ad Hoc Lisa Blackstone

SEGWAY-Sue Racey: What can we do now? As we move forward waiting for the implementation of the restructuring. What we need to do is work on: Acquisition, retainment of membership, re-engagement, and new members.

Is there a pipeline? First touch, second touch exposure, introducing horses, access to the horse, onboarding. Grants, toolboxes, discovery farm, public presentations, search domain. Access lesson programs, hands on program, fund raising events, donate a horse trainer for the day, academy classes, reinvent local shows. Reconfigure amateur levelling program. How many amateurs are not showing so they do not level out of “select?” Low hanging fruit are those that do not renew memberships, that do not show anymore. How do we keep them? Losing youth that are moving into adult lives. Internships, co owned horses, volunteer opportunities.

13. Update on USEF Relationship Ad Hoc-Nancy Harvey Currently in evaluation phase gathering information about whether or not to stay apart of USEF or not.

14. Lunch

15. Treasurer Report Lance Walters: First two quarters were positive but second and third parts not as good. US Nationals did not lose money but they did not meet budget. Expenses high. Note: Airlines increased by 40%.

Lance Walters Recommendations: How do we deal with inflation? AHA not covered for any disasters that may occur? Asking for ideas on revenue sources. Could a select rider Nationals be in the picture?

Questions and Concerns:

Hillary Hoffman, are we working with corrections from the final quarter to purpose Fiscal 26?

US Personnel expenses: Dave Daugherty 108 people to produce US Nationals ringmen, judges, announcers, and many others.

Liz Harr concerned for accounting practices when keeping track of horse shows. General consensus of board of directors AHA not running on an accounting program that a company this size should be running on.

Changes on budget request from Sport Horse Nationals and ½ Arab Registry.

16. Approval of FY 2026 - Gerald McDonald

Lance Walters

- a. Timeline for FY Budget Development & Approval.
- b. FY26 Budget – not approved

Motion to suspend funding for Ranch Riding Championship – no seconder so motion is postponed.

*Change of Order

21. Canadian National Show Commission: Spokes Person - Ted Marlow Jonathon Ramseys' Uncle spoke to the operating a national show in 1983 835 horses 727 US and 108 Canadians. 6 day event. Staffing of 152 people. Corporate sponsors Coke/Coca Cola.

- a. Disband CNL Show Commission Motion - Passed
- b. Canadian Nationals Aug 7-16/25 Recognition National Arabian Breed Society – Motion passed – CNAC and AHA have till April 20 to work through rules of horse show.

17. AHA Futurity Commission - Chuck Mangan they work hand in hand with Sweepstakes. Adding in hand trail. Dropped some futurity classes that have not been filled.

3:00pm

18. AHA Distance Commission - Paige Lockard Video presentation

19. Annual Convention Planning Committee - Courtney McLees Reno Nevada Nov 18-22, 2025. Smaller group formed as the Convention Committee.

20. Arabian Breeders Sweepstakes Commission Duane Esser

- a. Sweepstakes Statistics 2025 Purebred and 1/2 1471 Total-1009 Purebred 462-1/2 27 nominated sire 3 non Arabian.

22. Competition Advisory Committee Mike Wilson

a. CAC Minutes- Motion to allow members to show at Nationals with newly added classes.

b. Motions

i. Sport Horse SH Showmanship - waiving of quals.docx -passed

ii. U.S. Nationals In-Hand Trail Classes - waiving of quals.docx - passed

iii. FEI Qualifications FEI - qualification reduction.docx -passed

Amnesty agreement between Breeders Sweepstakes and US National Show Commission Competitions and Advisory 10-year clause, in its 6th years. No classes to be added to US in the amateur divisions. Skylar Powell has a strategy for restructuring rider levels. A program that could be considered.

Watch for policy rules for Academy Classes. CAC will write policy for new classes added to Regionals and Nationals to wave qualifications for 2 years.

23. Directorate Committee - Cynthia Richardson-have not met.

4:00pm

24. Distance Riding Commission - Paige Lockard

a. Distance Riding - CT Motion DR CT Motion.docx-passed

b. Distance Riding- END Motion DR END Motion 2.docx-passed

25. Market Development & Promotion Committee Hillary Hoffman-Relationship improved between PAT, Local Level and media out there. Efforts to measure marketing,

a. Grant Motion MDP Local Promotions Grant-2025 Motion-passed

26. Resolution 5-90 Committee Peter Conway 5-90 COMMITTEE-passed at Convention

John Ryan, Cindy Clinton, Van Jacobson, Peter Conway, Brian Murch

a. Vote for 5-90 Committee Members-Motion-passed

27. Purebred Arabian Trust Bruce Johnson-4 purebred trust members attending WAHO in Abu Dhabi WAHO wants to limit embryo transfers to one embryo and one live registered foal. US does want to get the motion withdrawn as they are not in favour of limitations.

28. Racing Commission Bruce Johnson-New racing award presented at Sport Horse Nationals. No injury or accident has occurred since Arabian Horse Jockey Assoc was formed.

29. Sport Horse National Show Commission Cricket Gates- Exciting meeting this past January- look for new classes added. Total point system will be used at Sport Horse Nationals. New sponsors and new photographer.

30. U.S. National Show Commission Dave Daugherty-Looking at bids for future. In need of 3-year contract. In need of 3 rings 11 total. 25.00 increase per horse office fee. One extra panel of judges and garlands all add to expenses. 59th year of US Nationals.

a. Photos of Permanent Covered Work Ring at Tulsa

31. Youth/Mid Summer National Show Commission-Michelle Pease-Paulsen-resigned Paige Lockard

Added classes

32. Youth Committee-Brenna Johnson

a. Hippology Contest Individual Entry Motion Hillary Hoffman-Passed

b. Judging Contest Eligibility Motion Hillary Hoffman-Passed

c. Judging Contest Team Eligibility Motion Hillary Hoffman-Passed -amended to read state/province

33. New Business

34. Adjournment

6:00pm

END of March 14th, 2025