

# The Sky's the Limit!

## Great Ideas for Great Clubs



ARABIAN  
HORSE ASSOCIATION

# **ARABIAN HORSE ASSOCIATION**

## **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.**

## **MISSION STATEMENT**

**To grow the breed by:**

- providing services, industry involvement and market development;**
- encouraging people to fully experience and enjoy Arabian, Half-Arabian and Anglo-Arabian horses for recreation, sport and companionship; and**
- maintaining accurate and reliable Arabian horse registration records.**

**Let's Start at the Very Beginning ..... 4**

**Sizing Up the Situation..... 4**

**Keeping Things on Track:**

**The Mission Statement ..... 5**

**How SWOT it is: The SWOT Analysis ..... 6**

**Who? What? When? Where? Promoting Your Club ..... 9**

**The Power of the Press Release:**

**How to Write a Press Release..... 10**

**Press Release Checklist ..... 11**

**Grow Your Membership: A Bunch of Ideas ..... 12**

**When the Going Gets Tough: Get Creative ..... 14**

**A Few Ideas to Keep Volunteers Around ..... 15**

**This Ain't Your Daddy's Horse Industry:**

**Promoting the Arabian Horse ..... 16**

**AHA Resources Available to You ..... 17**

**Getting Bit by the Show Bug:**

**Arabian Community Shows..... 18**

**Become a Part of the Experience:**

**Arabian Discovery Farms ..... 19**

**Love at First Sight:**

**The TAIL Program..... 20**

**Giving Educators a Hand ..... 22**

**There is No Substitute for Experience:**

**The Mentor Network ..... 23**

**Hitting the Trail: AHA Trail Rides ..... 23**

**It Begins With a Story:**

**The Black Stallion Literacy Foundation ..... 24**

**Spark the Imagination of Children:**

**The Arabian Horse Reading Literacy Project ..... 24**

**Pay It Forward: The Arabian Horse Foundation..... 25**

**A Legacy in Our Lifetime:**

**The Arabian Horse Galleries..... 26**

## Let's start 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 great ideas, too. So get ready to get inspired and maybe even try something new.

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.

## 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 e-mail 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 clubs 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.



**A Mission Statement is the  
beacon that helps keep a club  
focused.**

This is just a starting point to get everyone really thinking about the things that your club does great and has in their favor, and the things that could use some work.

- *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".

## How SWOT it is

Strengths, weaknesses, opportunities, threats. The acronym is SWOT, and it is a widely used process that can help any organization identify the factors that are affecting it or an individual project. You can do a search online and see hundreds of tutorials. Going through this exercise can be incredibly enlightening, and a lot of fun. Try it at a club



meeting and watch the thought processes really get going.

A large corporation would probably use a complex and lengthy version of SWOT, but the basic premise is simple, and can easily be scaled to be quite an effective tool for a club. Take a look at the diagram below:

The SWOT analysis is an exercise that your Board of Directors can do, or you can get your membership involved by trying it at a general meeting. Get a big white board or large pad of paper and place it where everyone can see it, then write down everyone's ideas in the appropriate boxes. You might try this by handing everyone a sheet of paper with the SWOT matrix printed on it and have them fill it out, then go over the answers for discussion. This is just a starting point to get everyone really thinking about the things that your club does great and has in their favor, and the things that could use some work. Working through this process will give you a clearer idea of:

- what your club does well and what they need to improve on (*strengths and opportunities*)
- where your club has competition which can be defended (*strengths and threats*)
- where your club needs to change to protect itself from outside influences (*weaknesses and threats*)
- where your club needs to look at its priorities (*weaknesses and opportunities*)

### *Strengths*

When you look at strengths, concentrate on the club itself and its ability to achieve the outcomes you want. Examples of strengths include:

- *Strong financial situation*
- *Group of knowledgeable volunteers*
- *Support from local businesses*
- *Well-structured committees*
- *Enthusiastic and capable committees*



This is just a starting point to get everyone really thinking about the things that your club does great and has in their favor, and the things that could use some work.



Going through this exercise can be incredibly enlightening, and a lot of fun!

### ***Weaknesses***

Weaknesses often appear as the direct opposite of the listed strengths.

- ***Weak financial situation***
- ***Diminishing numbers of Arabian horse owners***
- ***Few volunteers***
- ***No support from local businesses***
- ***Poor committee structure***
- ***Fewer new members***
- ***Overworked and tired committees***

### ***Opportunities***

Opportunities refer to the possibilities of new growth because of changes in the external environment and can include such things as

- ***New businesses in local area looking to sponsor local activities***
- ***New equestrian facilities in area***
- ***Development of new trail systems***
- ***Renewed interest in Arabian horses through national and International events, such as the World Equestrian Games***

### ***Threats***

Threats, as with strengths and weaknesses, are often very similar to opportunities, such as

- ***Businesses sponsoring other events, groups***
- ***Competition from other breeds***
- ***Competing interests such as television, sports, video games***
- ***Local communities lack of knowledge and interest in the Arabian horse.***

Now that you have successfully completed your SWOT analysis, you should be able to build upon your club's strengths and tackle its weaknesses. Set a few realistic, measurable goals for your club at the beginning of each year. Don't forget to refer to your mission statement and SWOT analysis to keep the club's goals clear and focused.

## **Who? What? When? Where?**

### **Promote your Club!**

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 you 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 horsey box when it comes to your target market.**

**Useful, accurate and interesting. It's that easy.**

## **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 are in all actuality 'cookie cutter'. Once you get the hang of writing them, all you have to do is fill in the blanks. Press releases conform to an established format. Journalists receive so many press releases a day, they have set standards and expectations that you must conform to just to have your release read, let alone published. If your press release is printed 'as is', without changing even one word, then you know you have conformed to the journalistic standards of that particular medium. "Write on", you're doing a great job!**

**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 grabbing the attention of the journalist and impressing 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.

**Make every meeting social, educational and fun!**

## **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 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

- **Attract a wide age spectrum**
- **Elect a dedicated VP Membership**
- **Hold smooth meetings**
- **Repeatedly invite prospective members**
- **Make meetings more interactive**
- **Send thank you notes to guests**
- **Ask someone (everyone)**
- **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**
- **Clearly marked room**
- **Club business cards**
- **Distribute extra magazines in waiting rooms, etc**
- **Hold high-profile meetings**

- **Have a guest speaker**
- **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**
- **Send newsletter to guests**
- **Visitor Day – each member sends out 10 invitations**
- **Make it FUN!**



**Diversify your activities and energize those members that lurk on your membership list.**

## **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.

**Brainstorming and ingenuity will add to your club's financial bag of tricks**

## **A Few Ideas to Help Keep Volunteers Around**

After recruiting volunteers, find or develop opportunities for them to get involved right away.

- **Have clear goals and expectations of what volunteers will do.**
- **Make sure volunteers understand the importance of the task they are doing, and how it fits into the overall project.**
- **Never allow people to feel that you wasted their time or that they weren't really needed.**
- **Provide food & refreshments.**
- **Provide a structure so that those who want to can take on roles of greater responsibility.**
- **Give honest and sincere praise, say "Thank you", make people glad they came and participated.**
- **Make the project an "event"- make participating more interesting than staying home or watching it.**
- **Recognize volunteers in media, meetings, etc.**
- **Give out shirts, pins, buttons, etc.**
- **Give volunteers titles- Coordinator, Assistant Coordinator, Lead Organizer, etc.**



**Keeping your volunteers happy and engaged directly effects the overall growth and success of your club.**

**Who is more suited to promote and educate people about the Arabian horse than a member of AHA?**

## **This Ain't Your Daddy's Horse Industry**

**It wasn't that long ago that just about any kid you asked could tell you which horse was Little Joe's- the black and white one! Or the name of the horse that the Lone Ranger rode- Silver! Kids saw horses everywhere on a daily basis, and research shows that it is at a very young age that we start to develop ideas about what our passions in later life will be. Most horse enthusiasts today will tell you that they remember their first exposure to horses as a kid.**

**Back in the day, the horse industry had its marketing and promotion pretty much done for them by the television and advertising companies. The horse industry was the happy recipient of the effects that Matt Dillon, the Marlboro Man and Mr. Ed had on the public. We also still had a generation of people who grew up with horses as a vital part of their day to day lives, and who might take a grandchild by the hand and help them up for their first ride.**

**Flash forward through the MTV generation, video games, cell phones and the Internet. The Arabian horse has an awful lot of competition out there, and not just from other breeds. Today's generation of kids have very little exposure to horses. We don't have the benefit of all of that built-in marketing from television and advertising. It is a HUGE job to try and reach out and not only let these kids see an Arabian horse, but hopefully plant that all-important seed that might help them turn into the Arabian enthusiast of tomorrow.**

**Who is more suited to promote and educate people about the Arabian horse than a member of AHA? AHA members are passionate about the Arabian, and committed to educating the public on just how wonderful this animal is, and how this horse has enhanced so many lives in so many ways. Think of the profound effect that we as members can have on the future of the Arabian if we all consciously tried to reach these kids, these future Arabian owners, trainers and breeders. It could be as simple as inviting a child to come and pet your horse at a horse show, or donating your old glossy Arabian magazines to your local library for others to see. Of course, AHA has some great programs**

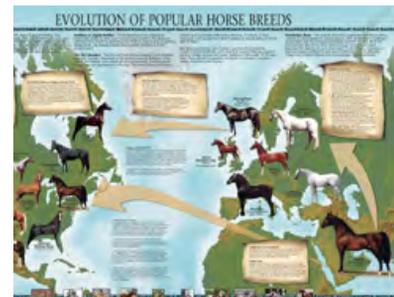
in place to help with this grass-roots promotion and the sky's the limit on what you can do. The important thing is to feel empowered by the fact that your enthusiasm and passion is a contagious and wonderful condition! And don't forget that there is support, help and resources available to you from AHA when you're ready to plant a seed or two.

One of your best resources in helping you with club promotion is the excellent customer service department at the AHA office. Give one of these friendly, knowledgeable representatives a call and they will be more than happy to help you obtain the promotional material you need. 303.696.4500



**Resources available to you from AHA:**

- Arabian Horse Guidebook
- Arabian Breed Flyer
- Identifying the Arabian Horse Flyer
- Evolution of Popular Horse Breeds Poster
- Arabian Horse Youth Judging DVD
- Distance Riding Manual
- Fun Show How-To Booklet
- Poof- You Have a Booth booklet
- Equitation Manual
- Arabian Horse Youth Judging Guide
- Parts of the Horse Chart
- TAIL Program Handbook
- Arabian Community Shows Guidelines
- Prize Money Program information
- Achievement Awards information
- Incentive Programs information
- Dressage Program information
- Recognition Awards information
- Open Qualifying Awards information
- Discovery Farms information
- AHA Trail Ride information
- The Mentor Network
- AHA Foundation information
- Leg-up Youth Program information





## Getting Bit by the Show Bug: Arabian Community Shows

As Arabian owners, many of us love the thrill of competition and the opportunity to show our wonderful animals off. And the glamour and glitz of the class 'A' show is, for many, the pinnacle of their competitive careers. But, few competitors launched their show career on the green shavings- they began in more humble and consequently, less expensive and more relaxed arenas. This is where we got bit by the show bug- when we used the tail gate of the station wagon as our ready-room and we had never even heard of sanding hooves. The Arabian Community Show is a throw-back to those times. It provides the opportunity for beginning and novice riders to develop their show ring 'chops' in a fun and rewarding way. And, it provides the opportunity for a club to put on one of these shows very inexpensively and generate some revenue.

### 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.**
- **Web-based show approval, results entry and tracking to keep costs down and data current.**

Interested in holding an ACS show? It's easy to get started- just go to the Arabian Horse Association website, [www.arabianhorses.org](http://www.arabianhorses.org) and on the drop-down 'Competitions' menu, click on 'Arabian Community Shows'.

## **Become a Part of the Experience: Arabian Discovery Farms**

There is no doubt about it. If you share your passion for the Arabian horse with others, you will reaffirm your love of this amazing animal. Once you get going, it's pretty hard to stop gushing about them. This is the energy that fuels a club's success: passion for the Arabian horse. Are there members in your club that have a facility and horses that they could introduce to potential Arabian enthusiasts? Then consider encouraging them to sign up to become an Arabian Discovery Farm.

As a recognized Discovery Farm they'll have the opportunity to share their expertise and love for the Arabian Horse with newcomers. A first-time experience that is pleasurable and friendly is often the beginning of a long-term relationship with the Arabian breed. They can make that possible by sharing their knowledge about the Arabian horse with interested visitors of all ages and equine backgrounds. AHA will assist them by providing promotional literature to help promote the breed to farm visitors.

The only cost involved, other than time, is an initial registration fee of \$30 to establish their farm in the program. Ongoing participation only requires that they maintain an active membership with the Arabian Horse Association.

After approving their application, AHA will send them a sign and certificate they can use to identify their farm as a recognized AHA Discovery Farm.

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

AHA will assist them in this effort by providing contact information from anyone interested in their farm so they can set up a visit. We will also provide promotional literature for them to have available for individuals and groups who visit your farm.



**"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 Farms Visitor**



Total Arabian  
Interaction  
& Learning

## **Love at First Sight: The Total Arabian Interaction & Learning Program (TAIL)**

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 TAIL 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 TAIL Guide, wearing a brightly colored vest or other identifying apparel. The TAIL 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 TAIL Guide. They will all receive a "TAIL 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. Our group has been made to feel welcome and everyone has received a gift!

Now our 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 TAIL Friendly Barn" sign, which can be displayed and will let TAIL Guides and guests know which barns they might visit. The TAIL 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 got to touch an Arabian horse. As a child, who would not have been thrilled to be given that opportunity?

**It's a very simple thing,  
really. Make someone  
feel welcome and  
they'll be back.**

**It's a small thing, but important for the Arabian horse industry**  
The TAIL 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 TAIL Guide is the backbone of the TAIL Program. They are, in many cases, the first contact a TAIL 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 TAIL Program Handbook from the AHA website. Just go to [www.arabianhorses.org](http://www.arabianhorses.org) and then to the Activities page. The TAIL Handbook is a step-by-step guide to holding a TAIL 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!

**It is entirely flexible,  
and each club can  
tailor it to fit their  
needs and resources,  
of both the financial  
and volunteer sort.**



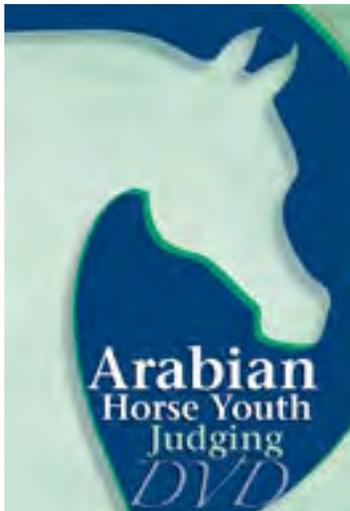
**...kids and their families have  
got to touch an Arabian horse.  
As a child, who would not have  
been thrilled to be given that  
opportunity?**



## **Giving Educators a Hand: The Leg Up Ready-to-Use Lesson Series & Youth Judging DVD**

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. To keep it fresh, new lesson plans will be made available periodically on the AHA website. For more information about Leg-Up, go to [www.arabianhorses.org](http://www.arabianhorses.org), click on the 'Youth drop-down and select 'Leg-Up'.



Thousands of youth participate in Youth Judging contests all over the country every year. From the 4-H to Collegiate level, Youth Judging provides a forum for kids to strut their equine knowledge. It is well known that the Youth Judging Contest at the Arabian Horse Nationals is a favorite of competitors. The problem is, the majority of these kids did not learn oral reasons looking at an Arabian, but more often than not a stock-type horse. AHA has produced a Youth Judging DVD exclusively featuring Arabian horses. These DVD's are available at no charge to Youth leaders from the AHA website.

Providing educators with the tools to help them teach the horse-owners of tomorrow that the Arabian horse is a wonderful and loyal companion will provide payback in spades years from now. And don't forget, those horse owners of tomorrow are probably the club members of tomorrow, also.

## **There is No Substitute for Experience: The Mentor Network**

The Mentor Network program is designed to enhance the knowledge of new owners so they have a positive ownership experience by connecting potential owners and novices with more experienced Arabian enthusiasts. Mentors serve as coaches that help new owners start out on the right path.

Mentors designate areas of expertise such as how to buy an Arabian horse; local and regional activities; competitive events; training; breeding. Current members may apply to be added to the online Mentor Network database. Once signed up, a Mentor becomes part of the Mentor Network as long as an active membership with AHA is maintained or until the Mentor requests that it be deleted.



Mentors serve as coaches that help new owners start out on the right path.

## **Hitting the Trail: AHA Trail Rides**

AHA holds two very successful trail rides each year: one in the fall at Fort Robinson State Park in Crawford, Nebraska and one in the spring at the V-6 Ranch in Northern California. These rides give AHA members a chance to socialize and to have a great time with their horses riding through beautiful scenery. Information for the rides is available on the website under the 'Activities' drop-down menu.

But what if you're not near one of these great rides? How about organizing a ride in your neck of the woods. Check out websites like [www.trailridedirectory.com](http://www.trailridedirectory.com) and [www.horseandmuletrails.com](http://www.horseandmuletrails.com) to discover trails near you. You'll also find information about horse camping and other accommodations. Add a barbecue and you've got a good time!



There is nothing like seeing the countryside from the back of an Arabian horse.



## **It Begins With a Story: The Black Stallion Literacy Foundation**

Helping to teach children to read through the magic of the Arabian horse. And not just any Arabian horse, but Walter Farley's 'Black Stallion'. AHA has been a supporter of the Black Stallion Literacy Program (recently renamed the Black Stallion Literacy Foundation) for years now.

The project was conceived in 1999 and began serving children in 2000. Since then, more than 400,000 children across the United States have participated in its reading programs.

BSLF is presently composed of both school-based and community programs, in which activities are developed around Walter Farley's classic books. School-based programs consist of curriculum-based literacy programs for 1st and 4th-5th grades. Community programs are similarly curriculum-based literacy programs, but are turnkey embedded programs for after-school and summer camp programs. All of the BSLF literacy programs are age appropriate and aligned with both state and national standards in reading and other curriculum areas.

If your club is up to the challenge (and rewards!) of hosting a BSLF program in your area, you can get more information at [www.bsfp.org](http://www.bsfp.org).



...you'd think the horses are listening to every word!

## **Spark the Imagination of Children: The Arabian Horse Reading Literacy Project**

This program, based in Canada, also uses Walter Farley's 'The Black Stallion'. It 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 see the program's website, [www.millarcom.com/readingproject/index.html](http://www.millarcom.com/readingproject/index.html)

## Pay It Forward: The Arabian Horse Foundation

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,  
[www.arabianhorsefoundation.org](http://www.arabianhorsefoundation.org).



## **A Legacy in Our Lifetime: The Arabian Horse Galleries**



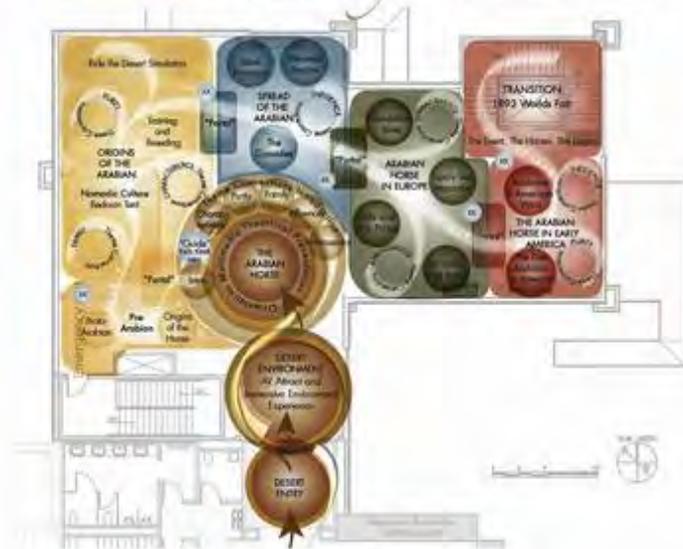
**The Arabian Horse Galleries is a new building attachment to the Kentucky Horse Park’s International Museum of the Horse. It will consist of two levels containing both “Art & Artifacts” and “Interactive Exhibits”. The Galleries are considered one of the most significant permanent additions ever made to the Kentucky Horse Park.**

**Over one million visitors enjoy the Kentucky Horse Park each year; a number expected to grow to 1.6 million annually by 2014 due to the 2010 World Equestrian Games.**

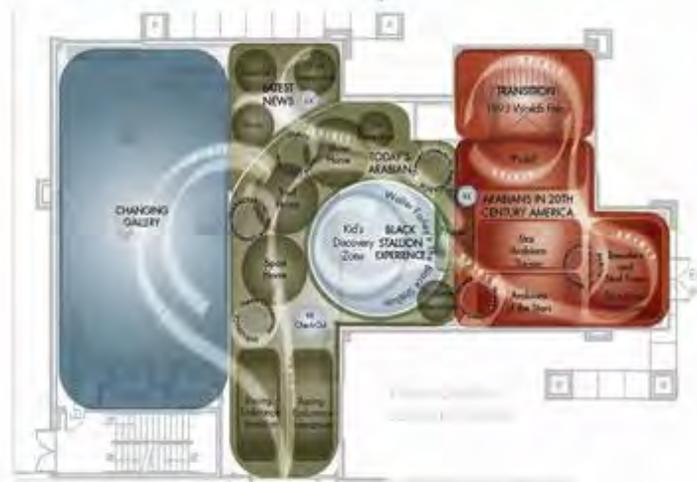
**Though the Purebred Arabian Trust is the projects primary funding source by committing both funds from the Westminster property (past home of the extensive art and artifact collection) and additional funding, the Arabian Horse Galleries need all of us to participate in order to create high impact and quality for the Arabian Horse Galleries at the Kentucky Horse Park and to “share our passion” for the Arabian Horse. The Arabian Horse Owners Foundation has committed funding, while the Arabian Horse Trust will provide its priceless museum collection, and has generously committed funding to manage the transition of the collection from Westminster, Colorado to the Kentucky Horse Park.**



# The Arabian Horse Galleries at The Kentucky Horse Park



SECOND FLOOR *Visitor Experience*



FIRST FLOOR *Visitor Experience*

There is only one treasure more valuable than the greatest living work of art, the Arabian horse, and that is the body of works that capture the aesthetic spirit of the Arabian. The paintings, drawings, sculpture, literature, and other media that represent and define the Arabian are of incalculable worth, now to be preserved for the world and for the ages in The Arabian Horse Galleries. Thank God and Allah!  
- Cindy Silvani-Lacey  
(Pleasanton, CA, US)

For information on how you can participate, please go to  
[www.arabianhorsegalleries.org](http://www.arabianhorsegalleries.org).