

The Total Arabian Interaction & Learning Program



ARABIAN
HORSE ASSOCIATION

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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.



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Introduction

Do you remember the first time you touched a horse? Do you remember how his warm breath felt in the palm of your hand? Or how he smelled of hay and warmth? Most of us remember that first introduction. The thrill of communicating with such a large and gentle creature stays with us to this day. If that first experience with a horse hadn't meant something to you, you wouldn't be reading this handbook right now..

The Total Arabian Interaction & Learning Program is a way you can share that feeling with others, and introduce them to the Arabian horse in such a way that they will always remember it. And who knows, maybe a child that you help to experience the wonderful Arabian horse for the first time will become an Arabian enthusiast, too.

What is the TAIL Program?

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 and owners of tomorrow and we need to make them feel welcome and a part of the experience.



Do you remember the first time you touched a horse?

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 small thing, but important for the Arabian horse industry

We visualize this as something that can be done at any horse show, horse fair or other equine venue. All that each respective TAIL Program Coordinator will have to do is put together a database in their area of youth groups, schools, churches, etc. to send the information out to. The TAIL Program Coordinator will also coordinate local volunteers to act as TAIL Guides, but how many people do you know that love to go on about their Arabian? The only skill required to be a Guide is the desire to share information about the Arabian with others.

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. After the TAIL experience is over, many times the parents ask where they can find riding lessons for their child.



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

Getting Started

The TAIL Committee

Organizing and running a TAIL Program at your Arabian horse venue needs surprisingly few volunteers. As a matter of fact, one energetic and motivated person could probably handle everything, but if a small committee of three or four people was formed, it gets even easier!

The first time you hold a TAIL Program will involve the most work and financial expenditure. But once you have a mailing/email database put together, have gathered up the items for your TAIL Booth, perhaps purchased vests or t-shirts for the TAIL Guides, and had signs made that can be reused, you are pretty much set, and subsequent TAIL Programs will be a snap to put together.

Making it Work

When you have your group of excellent volunteers gathered, here are some ideas on splitting up the work. A TAIL Committee might be made up of the following:



The TAIL Booth serves not only as a meeting place for TAIL Program participants, but also as an information booth for visitors.

- **TAIL Public Relations** This person would put together the database of contacts for press releases, flyers and information. They would send out the press release at intervals, and send flyers via conventional mail and/or email. They would see to the production and distribution of flyers at local schools. They might act as the media liaison for local radio and television.
- **Booth and Signage** This person would be in charge of acquiring all of the items to set up the TAIL Booth. They would also have signs produced to welcome and direct visitors to the TAIL Booth. Setting up and tearing down the booth would also fall into this category.
- **TAIL Bags and TAIL Horses** One of the key elements of the TAIL Program are the TAIL horses. This person would coordinate one or two horses to be on the grounds for the visitors to interact with. He or she could also see to the production of the TAIL Bags that are given to each TAIL participant.
- **TAIL Guide Coordinator** Asking for volunteers and scheduling them is very important. This person could also handle scheduling appointments for visitors, and making sure that a TAIL Guide could be scheduled for the same time

Putting it Together

Now it is time to put together a budget. Holding a TAIL Program need not be an elaborate or expensive affair. Each club and/or Region can tailor their budget to fit their needs. Many items can be borrowed or donated. And there are some great ways to promote your event spending very little money. Each club will need to decide if, for instance, they would like to budget enough to purchase a canopy that can be dedicated for the TAIL Booth, or if they will borrow one from a club member. Would you like to have vests made for the TAIL Guides, or maybe just name tags? There is a lot of flexibility in how much you need to spend. Here are some areas of cost:

- **Public Relations** There will be some printing and mailing costs, but don't forget about the beauty of the internet. It costs nothing to press "SEND"! More on that later in the handbook...
- **Booth and Signage** This probably where the most potential costs lie, especially initially. But many of the items needed for putting together a TAIL Booth would be easy to borrow. Signs can either be professionally made up to be used again and again, or maybe you can get that artistic club member to paint some.
- **TAIL Bags and TAIL Horses** Again, you have a lot of choice here. You might want to purchase those cool turquoise bags with the handles, or ask your local supermarket to donate a box of plastic grocery bags. All of the items to be included in the TAIL Bags will be provided by AHA or the farms, trainers, etc. who would like to have a flyer or other information handed out. As for the TAIL horses, ask your show management if the TAIL horses stalls might be provided at no charge, and ask the horses owners if they would provide their feed.
- **TAIL Guide Coordinator** The TAIL Guides should wear something that will identify them to visitors and exhibitors, but you can decide how elaborate. If you have a member that can sew, vests are super easy and can be reused. Maybe t-shirts would be an option for your club? The Guides should also wear name tags.



Signs can either be professionally made to be used many times, or that artistic club member can paint some!

Getting the Word Out TAIL Public Relations

A successful TAIL Program is measured on how many people make it to the show and actually spend time with an Arabian horse. It is key to get the information out to your target audience, in this case youth groups and families. A database of contacts will become an invaluable tool which can be updated easily. Press releases sent at intervals to as many media outlets in your area as possible can turn into free advertising with broad exposure. And, of course, the internet can be your most powerful ally.

Come One, Come All

Six months before your anticipated TAIL venue, prepare a press release. If you have never written a press release before, there are many "how-to" sites online to help get you started. You can also refer to the sample press release included on the TAIL cd-rom. Your goal is to write your press release in a way that grabs the editors' attention, and requires little editing. Including a photo in your press release is a sure way get noticed. A note at the bottom of the page letting the editor know that you can provide a photo for his publication is also a bonus.



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Put together a list of media contacts in your area. Again, the internet is invaluable for this. Some cities even have local press clubs with a website and all of the contact information for their members. Include all of your local radio and television stations, newspapers and other publications. Don't overlook the big glossy magazines. Children and animals are always a popular subject and many editors would love the story. One caveat with trying to get your information in one of these large publications: they need at least six months lead time. So get those press releases done early!

Send your press release out to your media contact list at least four times: six months, three months, one month and two weeks ahead. This will assure that you will hit all of the varying copy deadlines. You can send all of your press releases electronically and not pay one cent in printing or postage, so don't skimp here - it may take a few times to get noticed!

You must remember your target audience: families and youth groups. Again, the internet is your best friend to help you put together a list of youth organizations like Girl Scouts, Boy Scouts, FFA, 4-H and others. Include churches and local youth centers. Homeschooling parents are always looking for educational activities to take their students to. Look on the web for sites where homeschooling parents chat or exchange tips. Charter and private schools are another great contact. You can include these groups in your media contact list for press releases if you like, but what you want to be sure of is that they receive is the flyer of information about the TAIL Program your club is putting on.

The Schoolhouse Rocks

The best bang for your printing buck is having flyers go home with elementary school age children in your area. Contact your local elementary school district and ask about their policy on sending flyers home with students. Most require that the activity be educational, free, within the school district boundaries and put on by a non-profit organization. You would submit a flyer to the school district for approval, and when that is granted you will receive a list of how the flyers need to be bundled for distribution. For instance, a school may need 23 stacks of 20 flyers, and 15 stacks of 30 flyers. Two weeks before your event, deliver them to the school with a copy of your approved flyer, which was stamped by the district, on top of the stack. A flyer will then go home with every single school-age child. This is an amazingly cost-effective way to get your information to your target group.

Then There's the Old-Fashioned Way

Of course, being visible all over town never hurts, so distributing flyers to your local businesses is always a good idea. Try to think of places where kids and families might frequent. Don't forget you local library, recreational center and ball fields!

A little bit of organization mixed with the convenience of the internet make for some very inexpensive and effective public relations. Putting it all together takes a little bit of effort, but next time all you will have to do is update your list, and press "SEND"!



A little bit of organization mixed with the convenience of the internet make for some very inexpensive and effective public relations.

If You Build it... The TAIL Booth

One of the cornerstones of the TAIL Program is making visitors to our Arabian horse venues feel welcome and comfortable. From the moment visitors walk onto the grounds there should be signs welcoming them and pointing the way to the TAIL Booth, where they can meet up with a TAIL Guide or just get their questions answered. Like most of the elements of holding a TAIL Program, there is a lot of room for how simple or elaborate your booth is. The most important thing is that it is easy to find!

A Sign of Welcome

Even if your TAIL Booth is very simple, it should still look neat and professional. The TAIL Booth will be one of the first things our visitor encounters, and first impressions are important. The following suggestions are just a guide. Please feel free to adapt your booth to your surroundings and needs.



From the moment visitors walk onto the grounds there should be signs welcoming them and pointing the way to the TAIL Booth, where they can meet with a TAIL Guide or just get their questions answered.

- **Canopy** If you have a soccer mom in your club, chances are she has one of those "easy-up" canopies in the back of her mini-van. It is just the thing to create the framework for your booth and keep the sun or, heaven forbid, rain off of you.
- **Folding Banquet Table** You know, the kind you pull out for Thanksgiving. These are very inexpensive at your local warehouse store or office supply super store.
- **A Section of Indoor-Outdoor Carpet** This helps keep everything neater and cleaner looking, and if you're really clever, you can color-coordinate it with your other booth appointments.
- **Tablecloth** For a polished look you can purchase or easily sew a three-sided table cover. One benefit of using a table cover is you can store all of your TAIL "stuff" under the table and no one will see it. Visitors will think you are very neat and organized. Just don't let them behind the table!
- **Chairs** A couple of chairs behind the table for your TAIL volunteers.
- **Brochure Displays** It is nice to have a few clear acrylic brochure displays for all of the AHA material that you will have. These are very inexpensive and can be found at office supply super stores.
- **Plastic Chest of Drawers** A small plastic cabinet with wheels that can

roll under your table (and behind your table cover) will prove super handy to store things like scissors, pens, hammer, (to put up the canopy), duct tape, zip ties (for banners), vests, name tags, clip boards for appointments and volunteer duties.

- **Nice Touches** You may want to channel your inner Martha Stewart and spruce up your booth with things like plants, buckets of carrots, and those mini straw bales you can get at craft stores. Ask your club members if they have any old issues of the Arabian glossy magazines. They are too nice to throw out, but what can you do with them? Hand them out to visitors! This is always a big hit, both with the people who are happy to get their car in the garage again, and the lucky recipients.

We're Friendly

Signs can be a fairly expensive purchase, but there are ways to produce signs on a budget. Here are some signs to consider:

- **A Large Welcome Sign** This is a purchase that a club, or region, can use for just about any function it has. It would be worth it to have one made up on strong, weatherproof material. This sign should see many years of use. If having one professionally made is not an option, then break out the poster board and paint!
- **Arena Banner** Just think of all the win pictures your TAIL Program will be in if you have a banner to hang in the arena!
- **Direction Signs** These are to point the way to the TAIL Booth. The number needed will vary from location to location.
- **TAIL Booth Sign** This is a sign to have at the TAIL Booth letting everyone know what it is!
- **TAIL Friendly Barn Signs** These are the all important signs that are given to trainers who would like to hang them at their barn letting TAIL Guides and visitors know that they are welcome here. These are 11 x 17 inches and can be printed on card stock inexpensively.

You will find files for several of the signs listed on the accompanying cd-rom. You can just send that file to your printer and -voila- you've got signs!



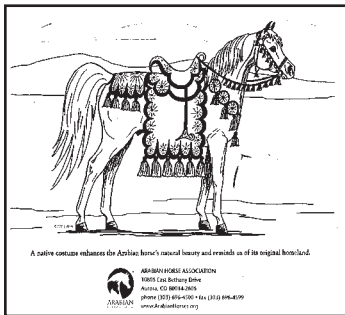
The TAIL Friendly Barn signs let Guides and visitors know that they are welcome at this barn.

The Fun Stuff TAIL Bags & TAIL Horses

The TAIL Program is primarily aimed at children, because if we make the right impression on a child now, that child could become the Arabian enthusiast of tomorrow. By getting children involved with Arabians, we also get the bonus of having the whole family involved. The TAIL Bags are our gift to them, and the TAIL horses are pretty much the reason the kids are there to begin with.

Everyone Loves Presents

AHA has produced some great promotional items in the last few years. Not only are they beautiful and professional, they are educational, and they are yours for the asking! Handouts will be sent to you free of charge if you simply let AHA know that you are going to be holding a TAIL Program, and inform them how many TAIL Bags you plan on giving out. We want to be sure that every TAIL participant receives this great information. Included are items like a beautiful Gladys Brown Edwards print and brochures with information on Arabians and Half-Arabians. There is a beautiful poster that traces the ancestry of all of the modern day horse breeds from the Arabian. There is even a coloring sheet of a Native Costume horse and a detailed Parts of the Horse sheet. So now that you have the beginnings of all of the goodies you can stuff into your bags, you can include items from your local trainers and farms.



The fact that these TAIL Bags will be handed out to many potential Arabian horse enthusiasts is a golden opportunity for the local Arabian community to reach new people.

The fact that these TAIL Bags will be handed out to many potential Arabian horse enthusiasts is a golden opportunity for the local Arabian community to reach new people. Just think how many children would take advantage of a coupon for a free lesson? Or how many parents might see a flyer advertising your farm and inviting visitors, and decide that it would make a fun family outing on Saturday. Even that color stallion card would probably make its way to many little girls' bedroom walls.

Get the word out to your club and region members that you are accepting items for TAIL Bags. Let them know how many bags you plan on stuffing, and by what date you need the items. Each club may consider the possibility of charging a nominal fee for this service, which could in turn help cover other expenditures.

Items that have been handed out in TAIL Bags include trinkets promoting a stallion, crayons for the coloring pages, lesson coupons, flyers with stallion information on one side and a conformation lesson on the other, candy, coupons for feed stores, membership applications for your club, information about your Youth club, even DVDs!

The bags themselves can be purchased, or you may be able to get a local supermarket to donate a box of grocery bags. Have your bags all filled and ready to go before the big day. You may want to hold a "Bag Stuffing" party if you are doing a large number. One safety tip: consider handing the bags out to TAIL participants after they have spent time with their TAIL Guides. This way people won't be trying to pet a horse waving a plastic bag in it's face!

The Moment of Truth

We are a fortunate group of people, indeed. We have the privilege of interacting with our wonderful Arabians everyday. When you invite families and youth groups to your TAIL event, many of these children will have never even touched a horse. This moment is what it's all about. You are helping to see that this experience is a wonderful one.

Have at least two TAIL horses on the grounds whose only purpose is to be petted and loved. Choose your TAIL horses wisely. They are the ultimate ambassadors and must behave impeccably. You will probably get many offers from people to lend you a horse for this purpose, but it is suggested you employ horses that you are familiar with and know can handle the job.

It is also important to remember that this is not the place to promote sale horses or stallions. More on this on page 11. If your TAIL Program is being held in conjunction with a club show, ask your show manager if the stalls for the TAIL horses might be provided at no charge by the show.

Make up signs to hang on the TAIL horses' stalls with their simple barn names on them. Even Arabian veterans have trouble pronouncing some registered names!



This moment is what it's all about. You are helping to see that the experience is a wonderful one.

Heart & Soul The TAIL Guide

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.

A Code of Ethics

The goal of the TAIL program is to introduce people, especially children, to the Arabian horse in a manner that is friendly and educational. It is up to the TAIL Guides to make that happen. It is very important to remember that in your role as an ambassador for the Arabian horse, you should not be volunteering in order to sell horses, breedings, trainer services, etc. or offer personal opinions on the services of others. As a TAIL Guide you should be impartial to the information that is put in the TAIL bags. The success of this program is based on our devotion and love of the Arabian horse in a general way, not promoting individual agendas.

The following are some guidelines we would like the TAIL guides to follow, but as in anything else, common sense is usually the best guide of all!



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.

Meeting Your Party

- You should be at the TAIL Booth 10 minutes prior to your appointed time. Your group will have been instructed to meet you there.
- Please wear a TAIL vest or T-Shirt with a name badge on it. The vests or shirts will help identify you to exhibitors and trainers at the show as you are walking around with your group.
- Please have everyone in your group wear a name badge. The obvious reason is that it will help you with their names, but the other benefit is it will identify these people as newcomers to the Arabian, and may prompt some friendly exchanges with the exhibitors.
- Please be sure everyone in your party receives a TAIL Bag, which has information and fun stuff in it. It is a good idea to wait and hand the TAIL Bags out at the end of the tour, so the participants can safely pet the horses without holding on to their plastic bags,

Thing to Do with Your Group

- The most important thing to remember is SAFETY. Be careful!!
- Under no circumstances should you put anyone up on a horse.
- Take your group to the stands for a while and explain, in general terms, what is going on down there.
- Consider allowing your group the opportunity to present ribbons. Speak with the person handling awards at the show and ask if this might be possible. It is suggested that you bring no more than three individuals into the arena at a time, and be sure you explain how to properly and safely hand out the ribbons. Stay with each child at all times, and remember- safety first. This is a thrilling experience for the kids and for the parents, who are sure to use it as a photo op!
- Take your group over to the farrier, vet truck and various vendors. Introduce your group to everyone you know.

Going Back to the Barns

- This will be what most of the kids are waiting for- to touch a horse!
- Look for the “TAIL Friendly” signs posted at barns who welcome you bringing groups through.
- If the barn you are touring looks like it is in “crunch-time” getting ready for a class, please respect this and move on to a barn that is having a break between classes.
- Take your group to the TAIL horses. If the horse is totally calm and relaxed you may CAREFULLY take the horse out of the stall and let your group brush, pet and feed carrots to it.
- There may be horses, who are absolutely bomb-proof at home, that have been volunteered by well-meaning owners and brought down to the show, that once in unfamiliar surroundings and left in a stall, get nervous. If the TAIL horse looks like it is anything other than totally at ease and relaxed, do not take it out of the stall. There will be many horses on the grounds that will be wonderful to interact with, ask your TAIL Program Coordinator about ideas.



It is exciting to think that you are introducing your passion- the Arabian horse- to people who are thrilled to be there. As a Guides we really don't have to do much, just looking at an Arabian will speak volumes to our guests. But you can help make this experience a positive one.

Getting Organized TAIL Timeline

6-12 Months Prior

- Form the TAIL Committee, including the Chairperson, or TAIL Program Coordinator. Appoint committee members to handle TAIL Public Relations, production of the TAIL Booth, production of TAIL Bags, coordination of TAIL horses, and scheduling and outfitting of TAIL Guides.
- Determine the budget.
- Confirm the venue for your TAIL Program.
- Discuss pros and cons of the site, and which variables might need to be addressed.
- Set up a tentative schedule for the committee to meet in the coming months.
- Begin putting together databases for media contacts and youth & family contacts.

6 Months Prior

- Complete contact databases.
- Write a press release and send it out to your media contact list. This is intended to reach magazines that need an early copy deadline. You can see an example of a press release on the accompanying cd-rom.
- Put a notice in your local club and regional newsletters letting people know that you're accepting items to be included in the TAIL Bags. Be sure and specify the number of bags you plan on producing, the date by which the items must be delivered, who they must be delivered to, and cost of providing the service, if any. Run this notice up to your delivery cut-off date.

4 Months Prior

- Create the flyer that will be sent to schools and youth groups and distributed around town. (see sample on cd-rom)
- Send out the flyer via email to your electronic youth contact list.
- Mail out your flyer to contacts on your list that may not have an email address.
- Decide on your TAIL Guide "uniform". If choosing vests, it is suggested to have at least 4 in varying sizes. If choosing t-shirts, it is suggested to provide one for each TAIL Guide and volunteer.
- Begin to gather the items needed for the TAIL Booth.
- Put a notice in your local club and regional newsletters asking for TAIL volunteers. Run this notice up to the TAIL date (see sample ad on cd-rom)
- Speak with your show manager about your TAIL horses needing stalls in good proximity to the show area. Ask if the stalls might be provided by the show at no charge.



3 Months Prior

- Send out the press release to media contacts. Be sure and update the release date.
- Contact AHA and request promotional material for TAIL Bags. Be sure and specify the number of bags you are planning to produce.
- Order bags for the TAIL Bags, and things like crayons if you are going to include them.
- Determine which signs you will need and have them produced. There are files on the accompanying cd-rom for the TAIL Friendly Barn signs and a horizontal and vertical TAIL Program banner that you can use as is by just sending it to your printer.
- Order or sew TAIL Guide "uniforms".

2 Months Prior

- Send out the flyer again to your youth contact list vis email.
- Contact your local elementary school district to learn about their policy on sending home flyers with students. If you meet their criteria, fax them a flyer for approval and find out how many flyers you would need, and how they should be bundled.

1 Month Prior

- Send out the press release to media contacts. Be sure and update the release date.
- Send out the flyer again to your youth contact list via email.
- Have flyers for school distribution produced.
- Remind your show manager about your TAIL horses.
- Determine which horses you will be using and make arrangements for their arrival, care, and departure.
- Complete gathering of all of the components of your TAIL Booth.
- Schedule a TAIL Bag stuffing party!



2 Weeks Prior

- Send out the press release to media contacts. Be sure and update the release date.
- Deliver flyers to elementary schools.
- Confirm schedule of TAIL Guides with volunteers. Be sure and schedule to have someone in the booth at all times, plus your TAIL Guides.
- Confirm arrival time of TAIL horses.

The Big Day

- Buy lots of carrots!