

# Regional Director's Message, January 2008

from Terry's desk ...

I want to thank you for electing me as Regional Director and I will do my very best to represent you. Region 17 is one of the largest geographic regions in AHA and we definitely have our own unique problems, but we also share some of the same issues that many of the other Regions are dealing with. Shrinking entries at our shows and a decline in Registrations and Breedings, and the difficulty in attracting new members are common problems.

## **Promoting the Arabian Horse**

The Marketing and Development department of AHA has a number of pamphlets, DVDs and marketing tools available to clubs to help promote and attract new members. The Breeders Sweepstakes program had surprisingly large paybacks, which will also help increase the number of horses at our Class A and Regional shows. Battle of the Breeds is another way our members are showcasing our Arabian Horses to the thousands of spectators at Spruce Meadows each September.

## **Region 17 Championship Show**

The Region 17 Show Commission has done an exceptional job again in 2007 and will soon be gearing up for the 2008 show in Red Deer. With the financial stability of Region 17 we were able to approve paybacks for additional Open classes at our Regional show that had lost their paybacks when AHA changed the Sweepstakes program

## **Shows**

The inception of the Sport Horse division is also attracting new members to our breed. It is widely recognized that Region 17 has some of the best Sport Horses on the Continent. The Sport Horse Nationals will be in Nampa Idaho in 2008. The Community Shows are becoming more popular in our Region, they are not only successful at helping attract new members who use them as a stepping stone to our larger shows, but they are also useful for junior riders, or members with junior horses, to gain experience at a lower cost, under less stressful conditions.

## **Youth**

The Youth in our region have been doing exceptionally well with the increasing number of Youth teams, which are proving to be some of the best teams in AHA. The Calgary AHA has, for several years, promoted Judging Teams that have been very competitive at Scottsdale and US Nationals. The youth are the future of our breed and we need to support them and assist them in any way we can.

## **Working together ...**

I know that we have many very exceptional people in our Region. We have superb show organizers, world class trainers, enthusiastic clinic organizers, breed promoters, Trail and endurance ride organizers, and some very wonderful exhibitors and their families. It doesn't matter what your interests are, or for what purpose you use your horses, we all need to work together to help promote and encourage others to recognize the versatility, beauty and, maybe if they are lucky, we will share some of the secrets of the Arabian horse! Tell a Friend!

If I can be of any help to anyone or any club please don't hesitate to contact me

[Terry Johnson](#)  
**Region 17 Director**