

Marketing Development and Promotions Committee

The MDP committee has been busy promoting AHA and the Arabian horse where ever it can. Even with falling revenues (registrations are down) and dollars in short supply there are still some exciting projects which are happening. It is with the creative ability of the committee that this committee continues to make good things happen with less money available. Following are some of the main projects the MDP has been actively promoting:

- The Galleries Project – ready for the 2010 Equestrian Games. The new Arabian Horse Galleries at the Kentucky Horse Park is nearing completion and is hosting the first tours. The Galleries is a must see for any horse enthusiast. It is nothing short of spectacular. It has taken a few dollars, mostly from donations and supported by the Purebred Arabian Trust (PAT). There is no cost for ongoing operations – that is all covered by the Kentucky Horse Park.
- There is an official AHA Display Booth for Canada. The MDP committee wanted to ensure AHA and the Arabian horse had a presence at the fall Spruce Meadows event. Working with the Calgary Arabian Horse Association, the display made its debut at Spruce Meadows. This booth is available to travel to any equine or trade show event in Canada with any club that will take on the responsibility for the booth at the event.
- The Arabian horse is on TV. The Family Channel was the first channel to pick up and show the new, hour long special. Look for other stations to pick up the special as well. The MDP committee, working with a production company, put this “special” together.
- Look for lots of new and exciting ideas at convention about how to be effective at the local club level. A major session will be the “Presidents” session. This session is specifically for club presidents, directors and members at large. Featuring a presentation from AHA President Lance Walters, the MDP is driving this presentation with a buffet of tools and practical ideas that club directors can take back to their members and put to use right away. The MDP committee has been involved in putting together many outstanding tools for use by members. This presentation will demonstrate how these tools can be used effectively at the local club level. MDP is beginning to push for a Convention where members can go to network with others, learn about new things happening in the horse industry and become inspired about the Arabian horse ... rather than just changing rules.
Convention, this year in Reno, should not be missed!

Respectfully submitted by Gary Millar, Vice Chair, Market Development and Promotions Committee, Arabian Horse Association