Promoting the Arabian Horse from the Top Down and the Grassroots Up!

2010 AHA Club Excellence Awards Entry
Aug 2009 – July 2010 Activities
Membership Recruitment
Breed Promotion
Communication
Club Projects

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2010 AHA Club Excellence Awards Category Entries
Aug 2009 – July 2010 Activities
Membership Recruitment

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2010 AHA Club Excellence Awards Category Entries
Membership Recruitment Category

Situation Analysis

- WCAHA has been hovering at the ~135 adult membership mark for the past 5 years

- WCAHA has sent full delegates to AHA for the past 10 years

- To gain an additional delegate, we need to achieve a membership mark of 150 members
Membership Recruitment Category

Goals

- WCAHA goal for 2010: Target 11% membership growth to attain 150+ adult memberships!

- Gain additional voting delegate for 2010 AHA Convention in Orlando, Our Region 12 Home!

- Gain new members especially new to Arabians!
Membership Recruitment Category Plan

• Created a membership brochure for mailing August 09
  • Includes Who WCAHA is, what the purpose of the club is and activities

• Used the AHA mailing list provided by Region 12 Director George Atwood in July 2009, of owners in R12 that are not currently a member of an affiliate club

• Mailed to over 100 NC and SC contacts from the list
Membership Recruitment Category
Plan

• Utilize the 3 year membership category as offered by AHA

• Created a 3 year WCAHA membership category to match AHA website offering
Membership Recruitment Category Timeline

• Meet membership goal by June 30, 2010
  • Attain membership requirement for 4\textsuperscript{th} delegate

• Adult members in June 2009: 135
• Target members in June 2010: 150+
Membership Recruitment Category Results

Success!

WCAHA had a count of 155 adult memberships on June 30!

We earned the additional delegate for 2010!

Our goal for 2011 is to retain all members and continue minimum 5% growth!
Aug 2009 – July 2010 Activities
Breed Promotion

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2010 AHA Club Excellence Awards Category Entries
Breed Promotion Category
Situation Analysis

- WCAHA set a goal for 2009 – 2010 to outreach to promote Arabians

- We have members with many different riding and activity interests

- Leverage relationships of club members with other organizations in our club area to promote Arabians
Breed Promotion Category

Goals

• Partner with local organizations on projects:
  • Clemson University Collegiate Horseman’s Association
  • SC Upstate Equine Council formed in 2010 by Anderson City Council
• Sponsor Arabian & Half Arabian Open Dressage Awards in Viewpoint dressage show series
• Join state horse councils for 2010
  • NC
  • SC
Breed Promotion Category
Plan - CCHA

• Clemson University Collegiate Horseman’s Association
  • Leverage relationship with local non Arabian specific club

  CCHA is made of up and coming horsemen with a passion for the horse industry

• From the CCHA website:  CCHA has student members from a wide variety of backgrounds that are all interested in horses. Students strive to be involved in all facets of the horse industry, serving as representatives to the horse industry for Clemson University. Horseman's assists with the JD Massey Saddlebred show in April and the Summers End Horse Show in August.  CCHA also hosts the Trotting 'Round the Tree Open, Dressage and Hunter Show in December as their annual fundraiser. Everyone is welcome, regardless of horse experience
Breed Promotion Category
Plan - CCHA

- Clemson University Collegiate Horseman’s Association
  - Invited the CCHA members to present about their club at the WCAHA Winter Social and Awards Banquet in January 2010
    - Members presented their club activities
  - Hire CCHA members to work at the November 2009 and April 2010 Class A show
Breed Promotion Category Plan – Dressage awards

- WCAHA sponsored high point awards for Arabian and Half Arabians for dressage events from Viewpoint Enterprises in 2009 and 2010
  - Viewpoint Enterprises promotes 7 rated open dressage events held throughout NC, SC and GA
  - Participants are automatically enrolled if they select either Arabian or Half-Arabian as the breed on their open show entry sheet
  - Breed specifications are used on times sheets and show reports, highlighting the Arabian breed
  - Promoting the Arabian in a full page in the Viewpoint omnibus
    - Omnibus mailing list to participants in non Arabian events
Breed Promotion Category
Plan – SC Upstate Equine Council

- WCAHA members Patti Rowe, Faith Connelly and Robert Obermiller attended the initial forming meeting for the SC Upstate Equine Council

Robert Obermiller  Elected to BOD
Faith Connelly  Advisory Board
Pattie Rowe  Education Committee
Max & Sue Hipps  Trails Committee
Breed Promotion Category Plan – State Horse Councils

- WCAHA joined both the NC and SC Horse Councils for 2010
  - Goal forward for 3 years is to get involved at the state level in activities and promotions
Breed Promotion Category Results

Success!

- Partnered with CCHA
- Represented by members on the SC Upstate Equine Council
- Awarded Arabian and Half Arabian dressage awards for Viewpoint Enterprises shows
  - WCAHA advertisement in show Omnibus reaching mailing list of mostly non Arabian horse show participants
- Joined both SC and NC Horse Councils for 2010
Aug 2009 – July 2010 Activities
Communication

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2010 AHA Club Excellence Awards Category Entries
Communication Category

Situation Analysis

- WCAHA is always looking for ways to expand communication
- Advertise in national magazine
- Leverage resources in the area for communication
- Obtain a sponsor for April horse show
Communication Category
Situation Analysis

- Obtain a sponsor for April horse show

WCAHA members Ed Davidson and Patti Rowe secured a new sponsor for the April 2010 WCAHA Spring Show. Ag South. Ed is a customer of Ag South and was able to utilize his relationship to bring Ag South into the Arabian horse world.
The Anderson County Tourism Bureau will grant up to $1000 for advertising for events held in Anderson County, SC.

- Must be an advertisement in a national magazine
- Event must be in Anderson County
Communication Category
Plan – Anderson Tourism Grant

- WCAHA’s Patti Rowe applied for and received the grant for an Ad in the Modern Arabian Horse magazine
- The Board of Directors put together an advertisement with the requirements from the Anderson Tourism Bureau
- Advertisement in the Modern Arabian Horse promoted our Class A shows in April and November
Communication Category
Plan – Anderson Tourism Grant

Success!

See the copy of the advertisement from the Modern Arabian Horse
Aug 2009 – July 2010 Activities
Club Projects

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2010 AHA Club Excellence Awards Category Entries
Club Projects Category
Situation Analysis

WCAHA is committed to club projects. We believe that club projects from sending delegates to the AHA Convention down to promoting Arabians through an open show are the most important thing we can do to promote our Arabians.

Aside from two Class A shows each year to promote the horse show industry, WCAHA promotes breeding, endurance and recreational riding, youth development and other activities as needed.
Club Projects Category
Situation Analysis Overview

WCAHA Club Projects 2009 – 2010

- Clemson area trail maintenance day (Oct)
- Full slate of Delegates to 2009 AHA Convention (Nov)
- Arabian Herd rescue (Nov)
- All Star Stallion Futurity Auction (Dec – Apr)
- WCAHA/CCHA March Madness Open Show & Clinic Weekend (Mar)
- Faith Connelly Foxfire Farm Tornado assistance (Apr)
- Water Break sponsor Biltmore Endurance Rice (May)
- Region 12 Youth Jamboree Major sponsor (Jun)
Club Projects Category

Situation Analysis

- Clemson area trail maintenance day (Oct)

- WCAHA members Max and Sue Hipps spearheaded the Clemson area trail and maintenance day Oct 10, 2010. Sue developed and sent out communications to assemble volunteers to help remove debris caused by storms on the Clemson trail system in Anderson and Pendleton counties in SC.
Club Projects Category
Situation Analysis

- Full slate of Delegates to 2009 AHA Convention (Nov)
  - Sarah Hendricks
  - Grace Greenlee
  - Ed Davidson
  - Pat Webb alternate

- WCAHA sends a full group of delegates to the AHA Convention each year. For 2009, WCAHA provided $500 of financial assistance to each delegate to help pay for expenses to Convention in Reno.

- WCAHA believes in supporting club members who are involved at the national level with AHA
Club Projects Category

Situation Analysis

- Arabian Herd rescue (Nov)

This was a very special project that fell into the lap of WCAHA members Kristie Heath and Tina Pondy in late November 2010. They found out about a herd of 18 Arabian horses that were being sent through an auction for dispersal at an auction reputable for sales to “processing” buyers.

Tina notified the WCAHA board of directors. The attached story tells how all 18 horses were placed in homes.
Club Projects Category
Situation Analysis

- All Star Stallion Futurity Auction (Dec – Apr)
  - Dec 15 – Mar 15
  - Carol Johnson Futurity Chairperson
  - The 2010 auction raised $16,235 to award in 8 futurity classes for weanlings and yearlings paying each class through 5th place
  - See the attached detailed sheet
Club Projects Category
Situation Analysis

- WCAHA/CCHA March Madness Open Show & Clinic

WCAHA started an new annual open show and clinic weekend by partnering with the Clemson Collegiate Horseman’s Association.

- The WCAHA goal for 2010 was to partner with the CCHA and leverage our relationship with the group to organize an Open Show and Free Clinic weekend with an Arabian spin.
Club Projects Category

Situation Analysis

- WCAHA/CCHA March Madness Open Show & Clinic
  March 13 & 14, 2010

Clinics by WCAHA members were Free to the Public:

- Halter: National Halter Trainer Chris Ankersen
- Endurance: National Endurance Rider Stagg Newman
- Puttin’ on the Ritz: National Horse Show Mom Betsy Cosgrove
- Mock Endurance Ride w/ Check in procedures: Max & Sue Hipps
Club Projects Category
Situation Analysis

- WCAHA/CCHA March Madness Open Show & Clinic
  March 13 & 14, 2010

Also offered at the open show weekend was a free Tack Flea Market and Swap. We had 12 people bring tack, clothes and equipment to sell and trade including a not for profit Equine Rescue group. WCAHA provided free space on the mezzanine of the facility to facilitate the event. We estimated that we brought in 30 people to the event that were not participants in the horse show or clinics.
Club Projects Category
Situation Analysis

- Faith Connelly Foxfire Farm Tornado assistance (Apr)

A tornado ripped through longtime WCAHA member Faith Connelly’s Foxfire Farm April 8th, 2010. The following note from Faith describes the help from the community and WCAHA members after the devastating storm. WCAHA provided Faith with a contribution of $500 to help in her time of need.
Club Projects Category
Situation Analysis Overview

- Water Break sponsor Biltmore Endurance Rice (May)

WCAHA provided $75 worth of water and snacks to Ann Ayala for the Biltmore Endurance Ride held on May 1, 2010. WCAHA supports the endurance ride and provided WCAHA membership brochures to place at the entry table to target non-AHA or club affiliated members.
The Region 12 Youth Jamboree show was held for the second year at the T Ed Garrison Arena in Clemson, SC. This year the show and clinic week ran from June 14 – 19.

Robert Obermiller, WCAHA Vice President, stepped in as co-manager for the show in 2010.

WCAHA members provided monumental support to make the Jamboree an outstanding success in 2010.
Club Projects Category
Situation Analysis Overview

- Region 12 Youth Jamboree Major sponsor (Jun)
  - WCAHA members volunteering at Youth Jamboree

- Youth Jamboree Board of Directors
  - Robert Obermiller
  - Patti Rowe
  - Ed Davidson
  - Kristie Heath
Club Projects Category
Situation Analysis Overview
Region 12 Youth Jamboree Major sponsor (Jun)

Volunteers from WCAHA
- Emily Cosgrove
- Sarah Hendricks
- Ed Davidson
- Kristie Heath
- Betsy Cosgrove
- Emily Cosgrove
- Elaine Sweet
- Patti Rowe
- Chloe Iverson
- Robert Obermiller

Sponsorships from WCAHA

WCAHA provided two meals for the kids and families participating in the Youth Jamboree. Cost of the meals was $800.00.
You Guessed it!  Success!

WCAHA Club Projects 2009 – 2010

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