

## Market Development & Promotion Committee Report November 2009

The AHA MDP Committee met several times during the AHA Convention in Reno in November. Two charter members of the MDP, Larry Kinneer and Mike Villasenor, will be stepping off the committee after serving on it for 7 years. The valuable input that both Larry and Mike provided the committee will be greatly missed. In their place, we welcome Taryl Pearson and Scott Benjamin.

A few highlights of MDP projects are:

- **The Arabian Horse Galleries:** The building is complete and fabrication of the exhibits is ongoing. The planned opening is late Spring 2010. There is funding to complete the Galleries, but with more funding the 'whiz-bang' element can be emphasized with more technically sophisticated exhibits.
- **Arabian Community Shows:** There are exactly the same number of shows signed up as this same time last year. Considering the downturn of the economy, this is very positive.
- **TAIL Program:** The TAIL Program was held for the first time at US Nationals this year. There was an excellent turnout of over 200 visitors which was only limited by the need for more volunteers. If you would like to volunteer as a TAIL Guide at either Youth or US Nationals next year. Contact Hilary Nixon at AHA.
- **Discovery Farms:** The Discovery Farms program has been retooled and relaunched on the AHA website. Check it out if you would like to sign your farm up to connect you with people interested in seeing Arabian horses. There are currently 670 Discovery Farms.
- The MDP has produced a new handbook entitled '**The Sky's the Limit: Great Ideas for Great Clubs**'. Copies of the handbook were given away at the Club Leadership seminar at Convention. If you would like to receive a copy via email as a pdf, email Shelly at [whoabgfla@gotsky.com](mailto:whoabgfla@gotsky.com). The handbook will also be made available on the AHA website at [www.arabianhorses.org](http://www.arabianhorses.org).

The MDP Committee is scheduled to meet in January after the Board of Directors meeting in Denver. We welcome ideas and feedback from the AHA membership, and look forward to an exciting 2010.

Respectfully submitted,  
Shelly Stevens  
MDPC