American Saddlebred Horse Association

2015 Local Marketing Highlights
Introduction
ASHA’s Charter Club Council is a group designed to bring the leaders of ASHA Charter Clubs around the country together, combining to form one national affiliate club. ASHA uses this group to “get the word out” on important initiatives and directives for the breed as a whole. The Charter Club Council has monthly conference calls where our appointed council members call in for the latest breed information and initiatives. Our leaders then relay the information given to them in these meetings to their constituents in their respective areas. In this past year Charter Clubs around the country have been busy promoting the American Saddlebred in their local markets. In addition to promoting American Saddlebreds, the groups have been tasked with promoting the middle market horse. We believe that bringing back the middle market horse will aid trainers and breeders alike to get perspective clients hooked on our breed at an affordable level. Here are some examples of what the ASHA Charter Clubs are doing both nationally and internationally to promote our breed.

United Kingdom
In the United Kingdom, the Saddlebred club offers an annual hi-point program for both pure and part-bred American Saddlebreds. They also host two annual shows a year as well as supporting a host of American Saddlebred and Foreign Breed classes at shows throughout the United Kingdom.

Ohio
AHSA of Ohio started a Buckeye Summer Circuit for non-Louisville caliber horses to compete in. These are shows that were developed to encourage participation at Ohio-based horse shows and to insure the future for entry level exhibitors. Participants qualify by competing in at least 6 classes at a minimum of 3 shows throughout the year. The club also uses Harlem’s Sweet Success, aka Danny, as an American Saddlebred Ambassador. Danny has many job titles which include a loving pet; a mentor, teaching responsibility, courage and confidence; an American Saddlebred show horse; a 4H show horse, who has been used for various demos from grooming to in-hand trail classes; and a mascot for a handicapped riding program. The participants in this program always come to greet Danny and they follow his show.
career as the show season progresses through the year. "Saddlebreds Can Do It All" and Danny does it all and so willingly!

**Indiana**
In Indiana, the Indiana Saddlebred Horse Association is involved in ASHA’s Breed Ambassador Program, the Spring Warm Up Horse Show, and a year-end awards banquet. Many of the board members and elected officials in the Indiana Saddlebred Horse Association also serve our Saddlebred community at the UPHA Chapter 11 Academy Tournament, Spring Warm Up Horse Show, Indiana Charity Horse Show, All American Horse Classic, and All American Cup Stallion Auction.

**Montana**
Montana has a special American Saddlebred named King’s Royal Affair aka “Katie” who herds cows. In Montana there are no horse shows so American Saddlebreds have had to adjust to doing jobs other than the traditional ways we use them today. Katie loves her job and is a great ambassador for the breed!

**New Jersey**
ASHA of New Jersey continues to promote the breed through the organization of the annual Jersey Classic Horse Show. The club holds 3 tournaments every year to boost the area’s academy programs and attract newcomers. The annual awards banquet gives recognition to the high point winners and also rewards academy students for their achievements.

**American Saddlebred Versatility**
The American Saddlebred Versatility Association, aka VERSA, is used to showcase the breed's versatility to both current fans devoted to the breed and potential converts. From Canada to the U.S./Mexican border, members sought to expand knowledge about the breed and the variety of ways in which it can be enjoyed. VERSA members from the Midwest joined forces this year to create one venue for "cross-pollination" to occur. The horse show offered traditional Saddlebred disciplines in one arena, and both Dressage and Western Dressage in another arena. Since the show's schedules were complimentary, audiences could enjoy all disciplines and both groups were educated about the disciplines of the other. VERSA members are living the mission of the Charter Club and spreading the word, one person at a time that the Saddlebred CAN take you there, whatever your chosen discipline.
**Wisconsin**
The charter club in Wisconsin offers two shows each season, which include the Summerfun Horse Show in July and a Summer Premier show in August. ASHA of Wisconsin awards three scholarships to students pursuing advanced education. Two of those scholarships are $3,000 each and the third is offered for $2,000. In addition to the horse shows, this club has been a very visible presence at horse expos in their area. In early spring ASAW provides physical and financial support in order for members to demonstrate the versatility of Saddlebreds at the Midwest Horse Fair in Madison, Wisconsin. They also participate in Horse-A-Rama in Manitowoc, Wisconsin. Other activities sponsored and promoted by ASAW include, trail rides, clinics, barn tours, a riding camp, and a year-end awards banquet.

**Connecticut**
The Saddlebred club in Connecticut will offer a membership fee discount to those who do something to promote the American Saddlebred in 2016. In addition, this club sponsored the youth event on Saturday morning of the 2016 Super Convention.

**Georgia/Florida/Alabama**
In the southern states of Georgia, Florida and Alabama, the South East Show Horse Association offers a high point program for amateurs and junior exhibitors who are not competing at the World’s Championship Horse Show that has been very successful. They have had some great opportunities to share the American Saddlebred with the public this year. A local news channel visited the Tampa Charity Horse Show and Gasparilla Horse Show in March and had their morning broadcast at the show. The host, Charlie Belcher, rode an American Saddlebred on air. After the broadcast, the club had professionals in place to guide the public around and educate them about horse shows. This charter club also hosted a stick horse class at the Gasparilla show and invited all the local children to participate. They had over 60 stick horse riders, gave out cupcakes, and had an American Saddlebred on hand for a meet and greet with all the children. A brochure was made that promotes the American Saddlebred and Morgans and has all the local stables listed on it. In addition, this group promotes the American
Saddlebred through a carriage driving event in Ocala. The majority of the local training barns offer schooling shows or tournaments for academy riders as well.

**Southern California**
The Southern California Saddlebred Association was the co-presenter of the California Saddle Horse Futurity Horse Show. They raised $26,200 in sponsorships and co-hosted a welcome breakfast. The club sponsored a raffle for the benefit of LEAN Horse Rescue in Las Vegas, NV, which raised $5,000.

**Northern California**
The Northern California Saddlebred Association was the 2015 recipient of the ASHA Regional Breed Ambassador Award for Region 1. They host their annual year end awards banquet then started off the year in March with the Menlo Circus Club Fun Show featuring classes for American Saddlebreds as well as open and academy classes. The club took over the Monterey Springfest Show this year and several of the local barns ran clinics this past spring. Many of this group’s members enjoy their American Saddlebreds in disciplines other than the show ring. Several trail and pleasure ride their horses, exposing the breed to a large number of people. Some even exhibit in parades and open horse shows!

**California**
In California, Genius Northern Tuxedo aka “Tux” is another great American Saddlebred ambassador. Tux participates in the American Endurance Ride Conference; whose motto is “to finish is to win.” Tux competes with horses, that after 50 miles, are judged to be sound and metabolically fit to continue with the race. Most horses that compete are Arabian or Part-Arabian. Tux represents us as an American Saddlebred. During races people often ask what breed of horse he is. Tux had to learn how to stand quietly for the vet, how to lower his heart rate at the vet checks, how to trot out properly, that he needs to eat and drink at every opportunity, when to turn on his home GPS, and at what mileage we are done. Currently, Tux not only competes in these events, he is one of the best in the West. He ranks 4th in the state of California and 5th in the entire Pacific Region. In addition to endurance riding, Tux also participates in parades, including the Rose Bowl Parade.
Iowa
The Iowa American Saddlebred Association hosts 2 pre-show season horse shows. These shows feature classes for academy riders and show practice classes for both performance and equitation riders. Members of the Iowa Horse Shows Association are also dedicated volunteers at regular season Iowa shows. They serve on committees and handle many of the jobs required to put on local horse shows.

Colorado
The Colorado American Saddlebred Horse Association holds an annual year end awards banquet; runs the Denver Queen City Horse Show in July, a show that includes the Colorado Saddlebred State Championships; participates in the Colorado Horse Expo; runs the Colorado American Saddlebred Futurity; and aids in several fundraisers throughout the year, not just for their club but for their local UPHA Chapter 19 as well. At the year-end awards banquet this club offers traditional high point awards, a horse of the year award, adult and juvenile sportsman of the year, adult and juvenile volunteer of the year, two annual scholarships and a special rider scholar award recognizing excellence in the scholastic area. This past year their club also tried to break the Guinness World Record for the largest stick horse parade. The club fell a little short in breaking the record, but hope that this coming year brings more participants in a world record breaking attempt.

North and South Carolina
In the Carolinas, the Carolina Summer Circuit was developed to encourage participation at smaller, Carolina-based horse shows and to establish goals for exhibitors and trainers. Here they focus on creating a competitive environment where everyone can have fun working towards qualifying for one championship night at the end of the show season. Participants qualify by competing in at least 6 classes at a minimum of 3 qualifying shows throughout the year.

Virginia
ASHA of Virginia participates in many promotional American Saddlebred activities. They were part of the Equine Symposium Fair at the Patrick Henry Community College in Martinsville, ASHAV’s educational
booth was set up at the “Equine Event East” at the Dulles Expo Center in Chantilly, Virginia as well as the Equine Extravaganza at Doswell, Virginia. ASHAV puts on one of the Largest Saddlebred Horse Shows in the state of Virginia as well as running its local futurity. The ASHAV Horse Show had newspaper coverage and offered Championship classes for the Virginia/West Virginia Summer Circuit Championship Series. The show ultimately raised a total of $5,500 for various charities. ASHAV members are very helpful in the horse community by aiding as announcers, ring masters, treasurers, and secretaries for the shows. One member has participated in the Williamsburg Christmas parade for the past 4 years in full costume riding her show horse, CH Cosmic Sunfire. In addition to all of this promotion, this charter club offers junior judging at most of its horse shows, a quarterly newsletter, a year end high point awards system, scholarships, service awards, a youth sportsmanship award and adult sportsmanship award, a Hall of Fame award, horse of the year, and trainer and breeder of the year awards. They even have an American Saddlebred featured in an all-breed 2016 calendar that is being presented to all the Virginia State Senators.
American Saddlebred Horse Association

2015 Breed Ambassador Highlights
Breed Ambassador Awards

In 2015, the American Saddlebred Horse Association introduced the Breed Ambassador program. This program awards points and prizes for Individuals, Barns, and Charter Clubs who participate in promoting the American Saddlebred breed, especially outside of the normal audiences. This provides some of the information from 2015 submissions.

- Jansal Saddlebreds: Jansal Saddlebreds parading on as the ASHA Breed Ambassador World Champion barn.
American Saddlebred Association of Virginia (ASHAV): American Saddlebred Horse Association of Virginia (ASHAV) was the World Champion Charter Club.
Phyllis Brannon: Phyllis Brannon's American Saddlebred, Harlem's Sweet Success promoted the breed in a number of ways to garner Phyllis the Breed Ambassador Individual World Champion!
Holly Armstrong: Holly Armstrong, along with her American Saddlebred Paddyngton's Mark of Distinction were the Breed Ambassador Reserve World Champion Individuals.
John Bulmer: John Bulmer and Reedann's Phirecracker representing the International winning Charter Club, the ASHA of the UK