PROGRAM SPECIFICATIONS

-Winners must be current members of the ASHA.

-Horses used in Breed Ambassador activities must be purebred American Saddlebreds to the best of the owner's knowledge, but need not be registered with the ASHA.

-The competition year for the ASHA Breed Ambassador Program runs from January 1 to December 21 of the calendar year. All point tabulation information is to be received by one of your regional charter clubs by midnight of December 21.

-Participants are not required to be members of the charter club collecting the data, although it is encouraged.

-Participants must compete in one Region only. Your nearest charter club should seek out data, but it is recommended to make contact with your nearest club during the year, and again in December to verify points earned. This club might not be in your state.

-VERSA will be collecting points for VERSA members and international participants only.

-Points may be submitted to the club member via telephone, mail, in person, e-mail, fax, or any way of transmission acceptable to the club member collecting the information. Please confirm receipt of the information.

-Keep an activity log on the back of the chart. Winners will be asked to send in a list of their promotional activities for the year.

-The ASHA is not responsible for errors or omissions in the collection of data.

-Each region may have one winner with the highest points in each of the following categories:

INDIVIDUAL AMBASSADOR

(individual ASHA member)

BARN GROUP AMBASSADORS

(A group from a certain barn. The director must be a member of the ASHA.)

CHARTER CLUB AMBASSADOR

(The ASHA charter club in the region with the highest point tally.)

-The charter clubs must send in the forms for the winning Ambassadors only to Brenda Newell at the ASHA, b.newell@asha.net before midnight on December 28.

-The ASHA understands that there might not be a winner in each of the three categories for every Region.

-In the case of ties, recognition and prizes will be awarded to each high-point earner in the category.

-Regional winners will be awarded a cloth banner for display purposes, which the winners may keep permanently. Regional winners will also receive mention on the ASHA website, and the results will be made available via press release to breed-focused magazines. Winners who would like a small web ad on the ASHA site may also send in their 2" x 2" ad to b.newell@asha.net, and the ad will run for a minimum of 3 months sometime during the calendar year. Charter clubs may choose to provide additional prizes for winners, which will be announced at their discretion.

-The World's Champion Breed Ambassadors will be announced at the ensuing ASHA Convention, with ONE winner in each of the three categories. This will be the highest point-earner from the 13 Regional winners. Winners in attendance will be formally presented with their awards, and may be asked to present their success stories at the convention or in other formats.

-World's Champion Breed Ambassadors will receive an additional fabric banner, a 1" x 6" ad on the home page of the ASHA website for the calendar year, and be named in a press release to the breed-focused media. The ASHA may announce additional prizes at its discretion.

-It is very possible for multiple parties to get points for the same activity. Example: The charter club I belong to initiates a club function where Saddlebreds are to participate in the ABC Cure for Alzheimer's Charity Trailride. I get points for taking my horse, Joe's Barn where I keep my horse gets points because they talked several of us into going, and my charter club gets points for organizing the event. Everyone wins.

-For the purposes of this program, an "Open Breed Show" will be defined as any horse show not intended for– or primarily attended-by American Saddlebred owners. Examples would be the Tri-County Paint Horse Show, the LSAC Arabian Horse Show, Morgan Club shows, 4-H shows and the like.