

7th Annual
MID AMERICAN EQUINE BREEDERS ASSOCIATION
Equine Extravaganza!!

Dear Stallion Owner,

The members of the Mid American Equine Breeder's Assn. would like to invite you to join us at our 2008 event, being held **August 16 & 17** at the **Clay County Fairgrounds in Spencer, IA**. If you have been a part of our past events, you already know the benefits this organization offers your program. If you haven't participated in the past, let me share with you what sets our Futurity apart from the rest.

A traditional Futurity involves the stallion owner donating a stud fee, which is sold by the club (usually at half price) to any mare owner. The resulting mare owner and the stallion owner each end up with an eligible foal that may be shown at the futurity, as long as the appropriate entry fees and nomination fees are paid in accordance with the deadlines. The purpose of the Futurity is to promote the stallions by having their offspring compete for money, titles, and bragging rights.

An unintended result of this process is something many stallion owners have experienced - you donate a stud fee, in hopes the promotion at the show will pay dividends – only to find out that your fee sold to a mare owner who was bargain shopping, with no intentions of showing the baby. It can be a frustrating experience, and with the many Futurities of this type in our region, you may be left wondering when you will ever have a chance to SELL a stud fee! This is where MAEBA comes in.

Since 2002, we have been developing the MAEBA Harvest Gold Classic Futurity. Our motto is, "To Build the Midwest Horse Industry Through Marketing, Education, and Competition." This Futurity has been set up to truly promote your stallion. First, you DO NOT donate a stallion fee! You simply enroll your stallion by paying a \$150 nomination fee which includes website advertising (with links to your farm's website), magazine advertising, a spot on Stallion Avenue at the Futurity, and time to visit & advertise with potential customers at your hospitality stall. In the past MAEBA has also advertised on local radio, free search engines on the web & flyers at local business- all to drive horse enthusiast to come see what we have to offer. So, unlike other futurities, you are guaranteed exposure right away. Where else will you have the opportunity to showcase your stallion in person to a large group of interested mare owners? Once nominated, ALL the mares bred that year, regardless of breed, will have eligible foals. There is no need to nominate the mares, no need to nominate the foals! All foals from that breeding season are automatically eligible for LIFE to the MAEBA Futurity. This is an important marketing tool for you to use when promoting your stallions, and just one more reason that mare owners should BUY a breeding from you! It is also an important marketing tool for you and your mare owners when selling the resulting foals.

Also back by popular demand, is the "Catch Up" Fee, now reduced to \$100 for 2009 participation along with a current nomination. So, if you missed out in years past & have offspring on the ground now that you would like to get into the show ring this option is also available. Traditionally the "Catch Up" fee alone does not include a spot on stallion avenue and catalog listing. You must nominate for 2008 to be showcased & 2009 babies eligible.

Last year our Futurity paid out over \$8500 in cash alone, and 2008 looks to be even bigger! MAEBA offers Weanling Halter classes - split by sex and age, Yearling Halter, Yearling Longe Line, 2 Yr Old & 3Yr Old Western Pleasure. Roping will be offered to 3-6 Yr Olds beginning in 2009. We also offer jackpot classes and many open classes for you to showcase your other offspring, or maybe your stallion, himself!

Dietz Equine Photography is the official photographer of MAEBA and will be set up for Futurity photos or can take marketing photos of your stallion on Sunday. Sponsors will be on hand to show you their exciting new line of precision products, along with other equine related vendors. The Heartland Paint Horse Club will be holding their double judged show and futurity on Sunday this season. Educational clinics and many more exciting things are in the works now!

By nominating your stallion now, you will not only be able to take full advantage of the advertising done by our club, but you can use the Futurity eligibility of your stallion's 2009 foals as a great marketing tool this breeding season! See the enclosed Nomination Application for more information.

Futurity nominations for offspring are available on the website www.midamericanequine.org. *If your stallion was nominated in the past, please forward this information on to your mare owners so they know their foal is eligible to show this August! This is a perfect opportunity to touch base with your mare owners!*

MAEBA is always interested in hearing new ideas to expand or improve our event in the future – please let us know if you have any comments or suggestions. Visit our website to download addition forms and to keep track of new things in the works for this year's event.

We would love to have you join us this year!

www.midamericanequine.org