

Letter from the Editor – March 2011

I hope you've all been enjoying the remodeled AiM Website, and I wanted to include my explanation of the incorporation of the former 15 to 25 page Newsletter so ably edited for the last several years by Holly Lenz into this new website.

Holly has graciously accepted the job of Webmaster, so she continues to play a major role in our news efforts.

Approximately half to two thirds of the 2010 Newsletters were Classified or Display ads, these were provided gratis to AiM members and show sponsors only and were not a revenue source for the Club. As part of our non-profit tax status, charges for advertising space to members and non-member commercial enterprises are subject to a special income tax to prevent non-profit organizations from unfairly competing with for-profit companies. AiM's current and past Boards had wisely decided to avoid this complication to our club's financial affairs.

This Classified and Display Ad content can now be found on the website on the "Marketplace" tab, and members desiring to place ads should contact Holly at webmaster@arabiansinmotion.org.

The news and photo content that was formerly the front part of the newsletter can now be found on the website in the "News" tab, and I encourage you as members, to continue as our "news reporters". Your articles and reports are welcome; I encourage you to submit content to me at hoodshowmanager@gmail.com or to Holly and we'll do our best to get it published on the website.

The Shows and Events information is now on the "Events" tab of the website.

For my part, my favorite "reporter" activity is to scan every issue of the USEF, USDF, AHA and other horse magazines for AiM members and their achievements, and give them recognition in our Newsletters. Don't let me miss anyone! If you don't see your Award mentioned on our News page, let me know. We have many members who compete in many venues beyond AiM and the AHA, and those worthy efforts deserve recognition, as do the achievements recognized by the AHA itself.

Finally, as the Club's Board of Directors moves through the final stages of the Bylaws revision, the decision was made to change the Newsletter Editor from a mandated Board position to a Volunteer position, so my current term as Board member and Newsletter Editor runs to November 2011. I'm happy to carry this on for the Club, in addition to my other "hats" as your AiM at the Hood Show Manager, Board Member and AHA Convention Delegate/Alternate, but there is room for an interested Volunteer to take on this job for 2012. This Club is only as good as the diversity, variety and quantity of members involved in its activities, and new ideas are the high-energy "feed supplement" that made this Club what it is today, and what it will be next year, and into the future.

As ever, your feedback is important, so please e-mail me with your comments and suggestions.

Best Regards, and looking forward to seeing you at our Shows and Activities in the coming season,

Jon Howell