

SPANISH BARB BREEDERS ASSOCIATION

NEWSLETTER SPRING/SUMMER 2010



DRAGOON MOUNTAIN SPANISH BARBS IN THE NEWS

BY MARJORIE DIXON

We have had a fabulous two weeks of showing off the horses. We had two events: the Dancing Horses Competition and the De

Anza documentary. Silke sent the SBBA banner and we displayed it along with Azul and Hidalgo at the dancing horses, Tucson. Our darling frame overo yearling, Enrique, stole the show with his fearless venture all around the Mercado neighborhood in down town Tucson. Jerry even took him into someone's home which was a delight to the children. My only comment was, "Oh like Pipi Longstockings!" ...in case you aren't familiar she is the heroine of a Swedish children's book where Pipi takes her horse into the house on a regular basis.

The De Anza documentary was a taxing event. We spent two days wrangling the horses for the actors. We

had three sets of Spanish soldiers who rode the horses for the camera, sometimes on a green concrete floor with a green screen behind them. The horses did well as did the riders although a few of them didn't know how

to ride. Niño performed fairly well as the novice horse...he was especially good at whinnying for the other horses and his recordings were quite impressive. Many thanks to Becky Chandos, Deni and Doug Mitchell for helping Jerry and I manage the horses. Oh yes and Enrico's name was changed to Enrique because we were informed that Enrico sounds Italian. Thank you all the actors for your Spanish! *(more photos on page 2)*



Niño with Spanish Officer

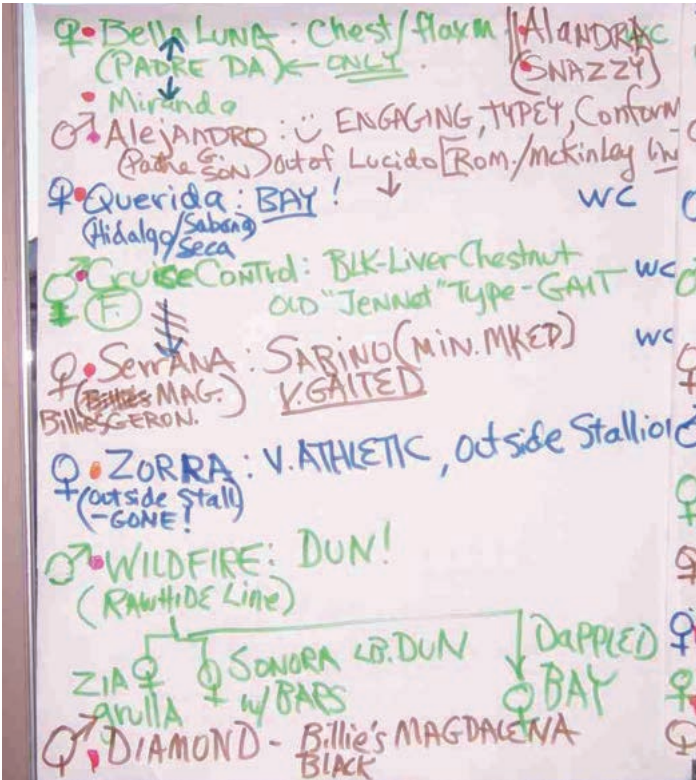


Spanish Officers leaving camp



Fryar Pepe on Hombre through divine intervention

2010BREEDER'S MEETING



Evaluation of breeding animals with important characteristics.



Photos and offspring posted for foundation animals.



More photos and offspring posted for evaluation.



Our President keeping order.



PRESIDENT'S MESSAGE BY STEVE DOBROTT

I am pleased to report that the SBBA Breeders Conference, February 12-14, was a resounding success. In my opinion this was the most important meeting that the Association has had regarding our sense of direction in breeding. Thanks to presenters Deborah Wolfe and Sandi Young, we learned all about the usefulness of artificial insemination (AI) and embryo transfer (ET) to preserve unique genomes of horses and discussed how these techniques can be used to enhance breed conservation. We were well versed in the history of Spanish Barb by Jane Dobrott. Maureen Kirk-Detberner reported on the progress being made by the Arizona Colonial Spanish Horse Project to get this horse recognized as the Official Horse for the state of Arizona.

Our principle guide for the conference was the book *Managing Breeds for a Secure Future* by Dr. Phil Sponenberg and Donald Bixby. This book is recommended reading for anyone involved in breed conservation.

We reviewed and analyzed the principle stallion and mare bloodlines in order to determine the best genetic management strategies. This was a tedious but valuable exercise that revealed where management emphasis is needed. After reviewing all of the existing and deceased breeding stallions, mares and progeny posted on the picture windows of the ranch house, one not only got a visual sense of how few active breeders we have, and the scope of the available genetics, but also how rare and possibly threatened our horses really are.

We discussed the need to preserve our genetic base by setting up AI banks for rare males and employ ET from rare females before they pass and how to fund such actions. We also realized the need to increase appropriate complimentary genetics from available sources not yet tapped into. In order to increase our genetic diversity, we need to invite other Spanish Colonial Horse breeders to join our organization and to submit their horses for consideration as candidates for registration.

It is apparent that we must not make the same

mistake that other horse associations have made. We, as partners in the conservation of the "Spanish Colonial Horse", cannot afford to isolate already limited genetic diversity that comprises the Spanish Barb by excluding potentially useful genetics within legitimate bloodlines outside our organization. We cannot afford to put politics and personal bias above sound genetic management. We have witnessed irreplaceable bloodlines disappear under our watch and in good consciousness should strive to not loose any more.

I was reminded just how limited our gene pool is and how necessary it is for the membership to grow and prosper as an organization in order to provide for a secure future for these horses. Currently, we have breeders that are considering dispersal plans and exit strategies that may or may not place genetically irreplaceable horses into secure hands. This conference impressed upon me the urgency of our mission. It also stimulated some good ideas on how to proceed with what we need to accomplish in order to succeed in our goals.

I, like most participants, left the conference daunted by our mission and mentally exhausted from two and a half days of presentations, discussions and strategy sessions, but remained optimistic that we can meet our goal of securing the future of the Spanish Barb. I was reassured by the commitment and enthusiasm of the participants that there is a future for our horses if we remain true to the founding principles of our association and diligent with our resources. Although limited, our breeding stock currently has good genetic variability with prospects of new blood lines. Because of the new direction that we are taking to "re-brand" SBBA through better communications and outreach within and without our membership and the significant promotional opportunities before us, I expect the association to grow and prosper

I thank all who made the conference a success and all those who came from afar to participate. Special thanks to Jerry and Marjorie Dixon for providing their ranch headquarters and wonderful accommodations and hospitality.

DRAGOON MOUNTAIN SPANISH BARBS IN THE NEWS (CONTINUED)



Enrique with De Anza's son



Azul and Franciscan Friar



Mariachis at the dancing horses, Tucson



Jerry Arreola (10) with Enrique (1)

The Chiricahua Mountain Spanish Barbs Ranch started with 3 off-spring from the Dragoon Mountain Spanish Barbs Ranch and Eva Cruce from Silke. We merged this group with Onate (son of Santiago) and an old quarter horse, Wendy. The reasons why this all got started is another story, but leave it to say that my horse experience was minimal, no knowledge of groundwork, natural anything or even any real riding experience. I knew I liked horses and they liked me. I had been practicing martial arts and meditation for 30 years and teaching for 20 and 10 respectively. It was time to regain Beginner's Mind.

I acquired Eva Cruce who was staying with Wacintanka (Larry Griffin). He talked about horses with a way of thinking that matched my feelings. I was not yet planning to move out, and do horse care myself, I had two women who were looking to help at that point. One too many perhaps!

I did move out in a mode of renewal of "Beginner's Mind". I had installed 5.5 Kw of solar and was in process of installing two wind turbines for a total of over 10Kw of green energy. USDA grants for both were unique in the state and all this went fairly smoothly.

Now I had to learn to train my horses and take care of them. Larry continued to show up for horsemanship. Larry's emphasis of using communication and responsibility and leadership (Itanchan) along with standard flexibility exercises helped me get started. Also, I was reading and writing a journal from Ga Wai Pony Boy's books. All this was a good foundation for the Clinton Andersen DVD's which I preferred over the Parelli versions of similar training material. My practice was to learn to communicate with these highly sentient beings. They seem to love the attention. I do the work and they get to play along!

In 2008 a set of Wilbur Cruce horses came in from Oklahoma. In 2009, the Oklahoma horses, Onate and Sophia went off to Texas. I had gotten two foals out of Eva and added old SBBA line horses stallion Lucido and Saya as they needed a new home. In addition I got a free small quarter horse from California and I now have 9 horses total including Josephina. It is a very cool group. They run on two 80 acre sections with some loss of 20-30 acres for Lucido. We also have an additional 80 acre spread where the Oklahoma horses were running.

These horses really communicate and act with very good manners if one takes the time to share some inner talk. They will tell you if they are ready or not for whatever and a little more communication usually does it. They are a cool group for sure (minus that quarter horse who loses her cool pretty easy).

I also learned foot care from a Pete Ramey student, Mark Jeldness. He mentored me for a year and I found a knack and a physical ability to handle the feet and stress on one's back. There is another DVD set *Under the Horse* which also helps guide. We cured Onate's very deformed feet and also Eva has no sign of laminitis any longer (babies help I think). The diet is a big part of the mentorship not always related to the feet but we should be especially conscious with these barbs and how rich a diet they get. Low or no grain and low alfalfa is safer but good grass hay is hard to get. I use oat hay and this seems an ideal mix with open pasture. I augment the pasture with watered paddocks where I am experimenting with prairie grass of different types as well as the natural grass, oats and Bermuda.

We have a very natural thing going. The horses act like dogs. My son has moved in recently to help and to go to school, all is great! He recently started a website "spanishbarbrv.com" where one can see some of the sites and ideas he has for making a little income from the ranch and facilities.

We now are studying riding. We use the riding with confidence DVD from Clinton as a start. Primary riding horses are Eva and Josephina. I ride Paz and Luna around a little bareback and with a bareback pad. We are just getting them under a real saddle (they were born 2006). We can also ride Saya (a little old, but game) and the quarter horse Whiskey (a little too game for old men!). Lou also (bareback), but he likes to go backwards if he is not in the mood. So there is a bit of work as well as learning. The two little ones, Primero and Genitora, get their fun doing the groundwork..

We can handle visitors and have a lot of open riding. Rabbit warrens pose a small hazard so we avoid galloping in unknown areas!

Words I have spoken through the ears of this horse
Bond her heart with mine on this fateful course
I am drawn to her pasture day after day
To watch her enchantment, her magical way
Quietly she grazes in the stillness of dawn
Then a twitch of her flank, thundering hooves, she is gone
Just a streak of black satin from her mane to her tail
Silently taunting, catch me, you'll fail
So I watch from the gate her frolic and run
Hoping she'll tire and finally be done
Closer she comes, I catch her blue eyes
As she prances along, does she think she can fly?
But we connect through our gaze, me and this mare
Words I have spoken, the secret we share.



PERFORMED

In Memory of A.H. A.H. Inahani Waste - P-61

Her legacy lives on in **Maggie** owned by Marie Martineau; **Haley** owned Carrine Klimentidis; and in **Torbellino's Spanish Angel**, Angel's 2007 filly, 2008 colt, and 2009 colt, all owned by Heidi & Jerry Collings.

Inahani was the first daughter of Peg Freitag's original pair, Rawhide, (one of the 3 original SBBA Foundation Stallions) and Juno Squaw Buck. Inahani was true to her lineage and her breed. She was enjoyed by many people in her saddle on the trail, was used as a schooling mount and performed invitational musical routines for breed promotional exhibitions. Inahani excelled in NATRC competitive trail and my, how she could hit a long extended trot and hold the pace for miles! She spent her later years in the company of her last daughter "Haley" in the ownership and loving care of Carrine Klimentidis, Baltimore, MD.

Fond memories of Inahani will be shared by all who know her and whose lives she touched.

Gracias a Dios old Friend,
Peg Freitag



*Like the wind I run
My hooves barely touch the grass
Like the wind, the horses run
Like the wind.*

WELCOME NEW MEMBERS

Welcome to our newest SBBA Members:

Roeliff & Jill Felice Annon - Alcalde, NM
Maureen & Donald Kirk-Detberner - Oro Valley, AZ
Blaine & Marie-Louise Hadden - Jemez Springs, NM

John Mayer & Pamela Kaminski - Grants, NM
Cherie & Jeff Pralle - Silver City, NM
Deborah Wolfe - Milbrae, CA
Sandi Young & Howard Gendler - Mountain Ranch, CA



ARIZONA STATE HORSE

BY KRISTENA HANSEN, CRONKITE NEWS SERVICE

ST. DAVID- Arroyo may not have the size of a quarter horse, the speed of a thoroughbred or the elegance of an Arabian.

But this colonial Spanish horse can eat nearly any native grass, has hooves so firm they don't require shoes and is renowned for its stamina. In the late 1600s, its ancestors carried Father Eusebio Kino from



Marjorie Dixon, with a Spanish colonial horse and foal on her St. David ranch, is one of the enthusiasts pushing to have the breed named Arizona's official state horse. The breed's history dating back to the days when Father Eusebio Kino and other Spaniards ventured into what became Arizona. (Cronkite News Service Photo by Kristena Hansen)

Mexico into present-day Arizona, where he credited the breed for helping him establish missions.

As cattle ranchers sought bigger and stronger horses in the 300-plus years since, they cross-bred the colonial Spanish horse into many of today's most popular pedigrees. It's nearly nearly vanished in its native Spain and is a novelty breed kept alive by people such as Marjorie Dixon, Arroyo's owner.

Ten years ago, Dixon sold her quarter horses and began breeding the colonial Spanish horse at her 1,200-acre ranch set beneath the Dragoon Mountains of southeastern Arizona. Her passion inspired a sugges-

tion from her husband, Jerry.

"My husband looked at me and said, 'Marjorie, these horses should be the Arizona state horse. You should really get on that,'" Dixon said with a laugh.

That could happen this year, as a bill inspired by Dixon and other members of Arizona's Colonial Spanish Horse Project is moving through the state Legislature. HB 2634, sponsored by Rep. Patricia V. Fleming, D-Sierra Vista, is awaiting a vote by the full House that would send it to the Senate.

If it passes, the colonial Spanish horse would join a list of state emblems that includes an official fossil (petrified wood), amphibian (tree frog) and neckwear (bola tie).

"These horses are a state treasure because of the history behind them," said Fleming, whose district includes St. David. "This is recognizing a piece of Arizona heritage."



A group of Spanish colonial horses runs at a ranch in St. David. Enthusiasts are pushing to have the breed named Arizona's state horse because of its history dating back to the days when Father Eusebio Kino and other Spaniards ventured into what became Arizona. (Cronkite News Service Photo by Kristena Hansen)

(Continued on page 8)

ARIZONA STATE HORSE (CONTINUED)

Dubbed North America's first true horse, the colonial Spanish horse arrived in the New World with Spanish explorers. The breed made its first appearance in Arizona in 1540 with conquistador Francisco Vazquez de Coronado and (Continued on page 5) returned to stay with Father Kino, who is nicknamed



Marjorie Dixon, with a Spanish colonial horse at her St. David ranch, is one of the enthusiasts pushing to have the breed named Arizona's official state horse. The breed's history dating back to the days when Father Eusebio Kino and other Spaniards ventured into what became Arizona. (Cronkite News Service Photo by Kristena Hansen) "the padre on horseback."

Showing off some of her 30 colonial Spanish horses, Dixon said she hopes the designation also would inspire more people to raise and own the horses. She said the breed's unique physical attributes make it ideal for today's recreational riders.

"They really can do anything," she said. "They're easy to train, good at endurance and trail riding, very mild-mannered and are very intelligent."

But not everyone is on board with the idea of honoring this horse.

Tarly Pearson, executive director of the Arabian Horse Association of Arizona, said she sent a letter to the Legislature contesting Fleming's bill. She called Ar-

izona "the mecca for the Arabian horse" and said her group would press for legislation honoring that breed if Fleming's bill fails.

"No one even knows what the colonial Spanish horse is," she said. "This would be doing the state of Arizona a great disservice."

But Maureen Kirk-Detberner, another member of Dixon's group and an owner of Arabian horses herself, said the colonial Spanish horse is by far the best to represent Arizona not only because of its history but because of its undeniable influence on modern breeds.

Country singer Rex Allen Jr. and groups such as the American Quarter Horse Association and the Santa Cruz Valley Heritage Alliance are among a dozen supporters listed on the group's Web site.

"The support we've gotten has been wonderful, and some have been really surprising," said Kirk-Detberner, a Tucson resident who quit her job last year to be project manager for the group.

Dixon said the organization's next step is establishing a foundation to help preserve the colonial Spanish horse.

"Saving breeds now that have the genetics and diversity that these horses have, and many other rare breeds, is really a passion for the preservation of animals in the future," she said.

Colonial Spanish Horses are registered at many different registries among them: SMR Spanish Mustang Registry, SSMA Southwest Spanish Mustang Association, HOA Horses of America, as well as the SBBA.

Learn more at www.arizonahorseproject.com

Articles and Advertisements for the SBBA Newsletter

Ad prices: Full page - \$40.00, 1/2 page - \$25.00, 1/4 page - \$15.00

Deadlines for ads and articles: Mar. 1st & Oct. 1st.

For more information contact:

Marjorie Dixon: marjoriedixonaz@gmail.com
520-212-1872

Becky Chandos: Rebecca_chandos@powerc.net
949-257-3987



TIRES BY RALPH CHANDOS

Tires! Not generally considered the subject matter of memorable dinner party conversations, but for someone who trailers horses they represent a critical and largely neglected component of the trailering process. Understanding a few basic concepts and performing some simple maintenance procedures can help ensure a safe trailering experience for you and your animals.

While the tires on your tow vehicle are every bit as important, trailer tires can present some problematic idiosyncrasies particular to the application. Unless you are the rare exception, most horse trailers do a fair bit of just “sitting around”. The implication here is that trailer tires often “die” of old age long before they run out of tread. The common misconception...“it’s got plenty of tread-it must be safe” is a difficult mind set to overcome but the reality is that the integrity of a tire deteriorates with age.

Heat, sunlight, ozone exposure and a number of other factors inevitably contribute to the process, often manifested in sidewall cracking exposing the cord reinforcements of the tire to moisture and other elements. Over time the process can lead to sudden tire failure and provide an untimely and potentially expensive contribution to the shredded rubber commonly observed on our roadways. So how do we know the age of a tire and what are some reasonable guidelines? Every tire sold for “on highway” use must by law display an alpha-numeric “DOT” number on one sidewall (so it might be on the inside). This number with the DOT prefix when properly interpreted provides a wealth of information including the manufacturer, the plant where the tire was produced and many other bits, but for our concerns, let’s look at the last four digits because they will indicate the week and year that the tire was made. Ex. a DOT number ending in 2607 would indicate that the tire was manufactured in the 26th week of 2007...1308...the 13th week of 2008 etc.

So now that we know the actual age, what constitutes old? It’s difficult to establish a hard number when it would be prudent to remove a tire from service because there are many factors that can influence longevity. A trailer parked inside a barn or the cheap investment of tire covers can greatly extend a tires useful life relative to one stored outside exposed to weather and direct sunlight. While I would not necessarily advocate discarding a tire that is 6 or even 7 years old, it might be a good time for added scrutiny. Visu-

ally inspecting tires for sidewall cracking or other signs of deterioration becomes more critical as they become older and a few minute inspection might avoid an unscheduled roadside tire change or potential trailer damage.

The valve stems where air is added to the tires are most likely the same age as the tires and they may also exhibit signs of age so it is a good time to look at them as well. Maintaining proper inflation is a major factor in maximizing a tires useful life. Running a tire even 5 or 10 lbs. below the recommendation on the sidewall will dramatically increase wear and more importantly cause excessive heat build up. Tire manufactures universally agree that the leading cause of tire failure is under inflation and while it’s always important to maintain correct air pressure, running an old tire low is asking for a failure. Most tires will exhibit a certain amount of “porosity” so even with the absence of a nail or other leak source they will typically lose pressure and over time this can become significant. This loss is usually fairly consistent tire to tire so if three tires indicate a 5lb. loss and the fourth is 15lbs. low we could probably discount the first three as normal air loss but the fourth most likely has another issue.

So a few quick thoughts in closing. When you have new tires installed on your trailer you can ask your dealer to mount the tires such that the DOT numbers are on the outside so that you can more easily reference it. He will know full well what this number means but might hope that you do not. Remember that knowing the significance of this number can prevent him from selling you tires that might already be several years old when you buy them. Also make sure that the tires you are being sold have the proper weight capacity for your trailer. Even if they are the same size as the ones coming off they might not have the correct weight rating. Always ask for new valve stems and request steel valve caps if they do not already have them. The plastic caps that usually come with them will keep dirt out of the valve stem but will not always provide an air seal if the core inside the stem fails...the steel ones though slightly more expensive will provide a secondary seal. If you record the DOT numbers and pressure recommendations somewhere handy when you purchase your tires...inside tack room etc. you will have a convenient reminder of the tires age and filling guidelines without having to crawl around the tires to find them. And remember, maintaining proper inflation is key in maximizing longevity and preventing premature failure.

HOW DO WE FIND NEW MEMBERS?

BY MAUREEN KIRK-DETBERNER

Sounds like a simple thing to get down...but how do we get it down. I have a few ideas to throw out to the group. Last Saturday I attended my first Extreme Cowboy Race. It was so much fun taking photos, listening to the trainer and talking with the participants. Interestingly there were three mustangs at the race, one that had been off the BLM for 6 weeks, another that left in mid February and the third that was hand raised as her mother died 5 days after she was born.

Now what does Extreme Cowboy Racing and mustangs have to do with getting new members? Two of the three Mustangs might be great candidates for the SBBA registry. I'm going to run down the owner of the most awesome little mare that was there. She was the smallest horse and the fastest, and was winning the event when we left.

To my undereducated eye she looked very much like a Spanish Horse.

The other mustang was in training with Lanny Leach a well known trainer in Tucson. Lanny does the Extreme Mustang Makeover competitions. He is given a mustang

right off the BLM for 90 days of training. Then he takes the horse to the Extreme Mustang Makeover competition. He is usually in the top 5 competitors and last year his son Logan won with a perfect score. Then Logan's horse was auctioned off for \$29,000. For more information see the website <http://extrememustangmakeover.com/>. I've approached Lanny to register his new mustang and I sure hope he will.

Another idea is to go to the local BLM auctions with a new member kit and look for horses that are of the Spanish type. Then approach the new owners with a SBBA membership kit along with setting them up with a buddy member to be available for any questions etc.

One more idea and this BIG (big idea gal as Marjorie Dixon calls me) goes to bed... what about a web page all about what SBBA is doing and

the benefits of joining...then we could run adds speaking about the webpage and about registering Spanish type horses in SBBA in Craigslist, local horse clubs etc .

That is all I have and bed is calling. Who is with me on this and when can we get started?



Become an SBBA Member Today!

Your support of the SBBA through membership contributes to the conservation and restoration of this genetically and historically rare breed. Conservation breeders are needed to insure its continuation for future generations.

Annual Membership Dues: Individual: \$15.00, Family: \$20.00 Owner/Breeder: \$25.00

Includes the SBBA Annual Journal, plus newsletters Membership Forms and additional information available at www.spanishbarb.com/membership. Or write to:

SBBA Membership
P.O. Box 392
Trabuco Canyon CA 92678-0392

2010 SBBA FOALS



On April 13th at 7:15 a.m., Stone Shield gave birth to a thriving baby boy! My first grand-foal! Diamond is his sire. - Deb Wolfe



Guión was born on 2-19-10 to dam, Niña (Baby) and sire, Alejandro. He was a surprise and Alejandro's first offspring. - Marorie Dixon

YOUR 2009-2010 SBBA BOARD OF DIRECTORS

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Nominations for SBBA Board of Directors

It is already time to start thinking about nominations for the SBBA board of Directors. The board currently consists of seven positions. A total of three of those positions will be open for the election to be held in September of 2010.

Directors whose terms are expiring are Kay Hughes and Heidi Collings. Also, Silke Schneider has decided she will resign her positions of Director, Vice President and Secretary to make room for "new blood" on the board. This will become effective after the fall election.

This election is an opportunity for members to become more involved in the direction and decisions made for the organization. Please give some serious thought to members that you think would be a good candidate for the Board of Directors. Enclosed in this newsletter is a Nomination form. You can nominate as many members as you wish. Just fill out the form and mail it back to Secretary Silke Schneider, or email her with your nominees. Those nominated will be contacted to see if they wish to serve before their names will be listed on the election ballot. Silke's contact information is on the attached Nomination form.

SPANISH BARBS ON-THE-GO



Marie Martineau's granddaughter Tiffany McGlynn with Chihinne.



Rebekah Segien on Shade at Equestrian Trail International's (ETI) 357's April Playday

For Sale

Dragoon Mountain Spanish Barbs

These horses have been in Arizona since the early Spanish settlers. They are comfortable in the desert and on trails. Raised in herds with both stallion and mares; they represent the best in horse disposition, intelligence and hardiness. Easily trained and easy keepers they make excellent trail, endurance, cattle and recreation horses.

We have yearlings, two year olds, three year olds and several trained horses.



For more information contact:
Marjorie Dixon 520-212-1872
Becky Chandos 949-257-3987
Or email repliestodeni@yahoo.com
www.spanishbarb.com/breeders/pages/dixon

Marketing was not on the agenda for the Strategic Breeding Conference, held this last February, however our final session was changed to address this subject. The SBBA has been very fortunate with the addition of two new members and one existing, who bring fresh ideas and previous marketing experience that will be instrumental in advancing the face of the SBBA.

Maureen Kirk-Detberner, Deb Wolfe and Sandi Young brainstormed late Saturday evening and came up with a long list of ideas for the association, which were presented on Sunday.

Below is a summary of the items covered. Go to the NEWS section of www.spanishbarb.com for more details.

Membership & Communications

- Job One – We need to re-connect with our membership.
- We need to communicate more regularly; regionally and nationally to create a sense of community among members.
- We should consider giving a SBBA membership to activity participants
- Create and provide a “New Member CD” with registration forms, history, training tips, and other materials of interest can be provided.

Funds & Foundation

- Need to create a foundation for donations and fund-raising. (This has been started)
- Sponsors: Each of us listed potential individuals to approach to offer assistance

Activities and Events

- Both Activities & Events are needed to give our group the distinction of something to do. Host a basic trail ride or show & tell at your local park, historical society, school or local horseman’s association. Even without owning a Barb you can make a presentation.
- We don’t put enough emphasis on the fact that these horses are so rare. Their “critical status” should be headlined on the home page of web site.
- Establish a technical advisory board; Phil Sponenberg, Dr. Gus Cochran, a vet or equine fertility specialist, even a high-profile trainer, etc.

Printed Materials

- Need a new single logo that will identify the SBBA; our “brand”. Also, create merchandise with the logo for sale on web site & at events.
- Discuss a Motto for the association.
- Produce SBBA organization letter head; and to include on the margin.
- Produce high-end business cards for use with “special contacts”.
- Produce 4” x 6” photo or art cards for multi-purpose

uses; invites, thank you, postcards.

- Produce a Press Kit that is available in both print & online.
- Press kits are what reporters, sponsors, funders, donors use to check out your organization and to gain a context for writing an article about the horses or the SBBA.
- We have a wonderful volunteer to serve in the role of official Media Contact in Maureen Kirk-Detberner– who volunteered to be the first point of contact for the Press!

SBBA Web site Additions and Revisions

- HOME PAGE: needs: Critical Status of breed: how to volunteer/donate; Current Actions: Arizona Horse Project, and AI Project, and Foundation
- Ways to get Involved; volunteer, learn, educate others; donate, train, fund-raise, host an event, become a foster-breeder, how to buy a Spanish Barb.
- Add a FAQ Page (Frequently Asked Questions); especially about the breed, but also about the SBBA and breeding program.
- Donation methods: money, and in-kind, wish list.
- Activities & Events list as an Annual Calendar; with contacts: regionally.
- Updated Breeders List; by State with all links, addresses checked regularly for accuracy, and to confirm participation in the breeding program.
- Illustrated Breed Standard with photos
- A Stallion Page: with photos, basic data live or AI and contact links to breeders.
- Testimonials: Brief member and other testimonials as to the importance of the horses – begun! We’ve collected some and need more.
- Rescue Project
- Foundation News
- Sale Page
- Videos: Link to pre-screened and approved for content, You-tube videos.
- Link to Arizona Horse Project; and identify our relationship to it.
- News tab: Archived Newsletters
- History and “journey of the Breed: Pull from current content a History of the Breed section and expand: Need to strongly identify and distinguish thorough examples and explanation what makes the Barb unique, valuable and special.
- Develop the History or Origins of the SBBA organization with dates, landmarks and names of significant events, perhaps in a timeline.
- Resources Page: to include training items, recommended trainers, DVD’s books, videos, products, recommended reading list.
- Press Room tab to include downloadable files – a virtual press kit in addition to: authorized Media

FRESH IDEAS IN MARKETING (CONTINUED)

Contact person; SBBA organization background, and fact sheet, an archive of press releases, books, and articles published, biographies, a Colonial Spanish Horse Breed Definition/Description Sheet, copies of booklets, brochures and publications.

- Officers Biography Page: (to drop down from the About SBBA, tab).
- Mission Statement: Separate from background information as a stand-alone item.
- See Above, need to emphasize the need to market the horses as "critically endangered."

These "revelations" were wondrous to us. We had known we needed to be doing more, but were in sort of a stagnant place. Their presentation left us all quite overwhelmed but inspired to do more to get the word out about the importance, critical status and joy of the Spanish Barb.

THIS IS A VERY IMPORTANT STEP for the SBBA. In order to accomplish our mission statement; to preserve,



Fast Winn Photography

Specializing in Equine Photography

Horse Sale Photos
Personal & Equine Portraits
Fine Art

Maureen Kirk-Detberner

www.fastwinn.com

mkirk@fastwinn.com

520.419.7191

Oro Valley, AZ

perpetuate and promote Spanish Barb, we all need to work this ongoing task. Start thinking about some part of this plan that you can help accomplish. Start by going to www.spanishbarb.com and reading the details developed so far. Pick one item from the list and phone or email us to start a discussion on what you would like to do to help move the SBBA forward.

There is much to accomplish and with member participation – we can do more than we ever hoped or imagined.

Contact for the Marketing Project: Deborah Wolfe
wolfedeborah@hotmail.com (408) 504-4438

CONGRATULATIONS TO SANDI YOUNG & HOWARD GENDLER

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**MARK YOUR CALENDAR FOR THE 2010 SBBA ANNUAL MEETING
SEPT 17-19 NEAR SILVER CITY, NEW MEXICO.**



Contact Becky Chandos, Rebecca_chandos@powerc.net for details.

SBBA
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