

Hawk's Flight Farm

Hawk's Flight Farm owner Karin McMurtrie has loved and owned Arabians for 25 years but she never tires of helping new fans "discover" the breed.

McMurtrie, a participant in AHA's Discovery Farms program, loves showcasing the breed's attributes and poking holes in Arabian myths.

"Some people have such negative stereotypes of Arabians. I think that's why I get such a rush out of showing them horses that are totally the opposite of what they expect," she explained.

For example, a recent visitor was so charmed by both McMurtrie and her horses that she wrote AHA headquarters.

"It was a wonderful experience," wrote Molly Treiber, who visited the farm with her daughter and granddaughter. "Karin took a great deal of time showing us her Arabians and giving us lots of information about the breed. We hope to become owners of our own Arabs in the near future."

McMurtrie described Discovery Farms as a great program and marketing tool. She's had numerous referrals from the AHA Web site, due to her Discovery Farm designation. In April, she hosted a visitor who found her operation and wanted to see her breeding program firsthand, as a direct result of her Discovery Farm listing. She's even had drop-in visitors, who were drawn by the signature Discovery Farm sign on her front gate.

McMurtrie, who stands Amir Jamaal (Ali Jamaal x Luz De Fe) at her Sarasota, Fla., farm, added that the program



dovetails nicely with the goals of her breeding program, which is to preserve the classical Arabian, with "wonderful temperament, beauty and great legs." It allows her to literally showcase that type through her breeding, for Arabian fans and horse lovers in general.

She urged other Discovery Farms and AHA clubs to use AHA promotional materials for breed education. She hands out AHA prospective member packets to her visitors. "I always give them something

they can take home and review; everyone really loves it," McMurtrie said.

Connecting people and Arabians, especially newcomers, is her mission. "If someone is looking for a horse, I ask them several questions to determine what they are really looking for and trying to achieve with an Arabian. If I don't happen to have a horse to fit their needs, I have a pretty extensive Arabian network to refer them to other farms and AHA members. We'll help them find a trainer, anything they need."

Following a tough Florida hurricane season last fall and a farm rebuilding phase, McMurtrie is showing two Amir Jamaal daughters in halter classes this year and is looking forward to making a "strong debut back into the Arabian world."

It's a world that is being "discovered" by new Arabian fans all the time, every day, thanks to the Discovery Farms program and enthusiastic participants like McMurtrie.

McMurtrie can be reached at 941-926-0311; hawksflightfarm@aol.com or www.hawksflightfarm.com

If you'd like to welcome visitors and introduce Arabians at your facility, consider the Discovery Farms program. To enroll, go to ArabianHorses.org/DiscoveryFarm and fill out the online application. After an initial registration fee of \$30, your farm can continue to participate in the program by maintaining a current AHA membership. You'll also receive a 2'x 3' Discovery Farm sign to place at your farm entrance.

Enjoy an Arabian Extravaganza

This year in Albuquerque, join us for the U.S. Nationals Finals Extravaganza, the four-day grand finale (Oct. 26-29) to the 2005 U.S. National Arabian and Half-Arabian Championship Horse Show. It's a celebration that allows AHA members

and Arabian enthusiasts to "Experience the Exceptional"—legendary sires, spectacular shopping expo and a series of parties with some of the industry's most notable barns. See page 103 for details.

Change in Canadian Nationals Prize List

Please note that the contact for early stalling listed on page 24 of the Canadian Nationals Prize list has been changed.

Rob O'Connor is no longer the contact. The new contact is: Brenda McIntosh – Regina Exhibition Park, 306-781-9237.