

Pacific North-West Endurance Riders Conference 2009

ASAV one of the Event Exhibitors

By Denis Atam:

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ASAV participated in the 2009 PNER ([Pacific North-West Endurance Riders](#)) Conference during **Jan. 30th until Feb. 1st, 2009** Portland, Oregon as one of the event exhibitors.



ASAV had a booth setup in a professional & compelling way, which attracted lots of visitors to inquire about:

- Shagya-Arabians
- ASAV as Organization
- Shagya-Breeding in general
- ASAV Jump-Start-Program
- ASAV Youth Program, and more.



ASAV was represented by:

- * Kilian Dill (ASAV-President) and his wife Drena Dill
- * Denis Atam (ASAV BOD)
- * Irmi Atam (Breeding Committee)
- * Kesleigh Lehman (Youth Director)
- * Nancy Skakel (Promotions Editor)



Kesleigh Lehman, Irmi Atam, Kilian Dill



There were lots of brochures & handouts available at the ASAV booth such as:

- ASAV Flyers
- Overview about Shagyas
- ASAV as Organization for the Registration of Shagyas and Shagya Outcrosses (Appendix-Shagyas, Shagya-Sportlos, and Anglo-Shagyas)
- ASAV Publications and Newsletters
- ASAV Youth Program
- ASAV Jump-Start Program
- Shagya Calendars & Pictures
- Other Publications & Printouts



To attract more visitors a video was shown with an impressive presentation of famous Shagya stallions & mares. One of the videos also shared pictures from the Babolna Stud and their Shagya-Arabian bloodstock. In addition - between the video presentations several Shagya slides shows were presented at the ASAV booth.

It was interesting to see people walk by and stop to watch the slide show or video and then further inquiring.



Several samples of the ASAV Stud-book were also available and received a lot of attention & kudos. Multiple inquiries were made, where Shagyas can be found, standing at farms & ranches of ASAV members & breeders in the Pacific North-West region. ASAV openly made references to ASAV members & breeders for the benefit of our paying membership.



Kesleigh Lehman (ASAV Youth Director)

We had several people signing up for a membership with ASAV during those 2 ½ days. It's great to see our membership numbers are steadily growing as ASAV is noticed & visible to the public.

ASAV received also a lot of positive feedback & encouragement. We are perceived as an open, membership friendly and professional Shagya Registry for the North-American Continent. ASAV members appreciate our efforts to help with the Marketing of Shagya-Arabians in a compelling, professional and innovative way.

Come & join ASAV!

www.shagvaregistry.com