

## 2010 USIHC Promotion Committee Report

USIHC had displays at 3 trade shows in 2010. The first started out at the PA World Expo in February. In April USIHC had a breed display at the Equine Affaire in Columbus, Ohio. Lastly for 2010 USIHC along with Gudmar Petursson's Icelandic Horses, Pangea Icelandic Horses and the Icelandic Trade Council had a huge and very impressive display at the Equine Affaire in Springfield, MA. Attendance was good at all 3 events. A BIG thank you to all the volunteers that made these 3 events a success with the live demonstrations. Gudmar Petursson's performance team "Knights of Iceland" was in high speed for 2010 wowing crowds of people! His team had a presence at the WEG in Lexington, KY. The Knights of Iceland was seen in both Fantasia shows at the Equine Affaire. USIHC placed a full page in the new and popular "The Stud Book" The promotions committee is looking for any ideas on how to promote the icelandic horse out west so if anyone can help from that area please feel free to join our committee or call me with any suggestions.

The Quarterly and the Promotions committees came up with a plan that will allow members to go to [www.icelandics.org](http://www.icelandics.org) and request a complimentary back issue of the *Quarterly* magazine along with a "hello" letter. So if anyone sells a horse or has a friend that has rescued a horse this is a great tool to introduce them to USIHC as well as the Icelandic Breed.