



STRATEGIC PLAN

Board Approved 2005 - First Revision, April 2006

MISSION STATEMENT

The Pyramid Society is devoted to the preservation, perpetuation, and promotion of the Straight Egyptian horse as the premiere source of classic Arabian type in the world. As the leader of an international community of breeders and owners, The Pyramid Society strives to unite its members in the breeding of superior quality Straight Egyptian horses, and to encourage the use of their blood as a source of the classic refinement necessary for the Arabian breed at large.

We envision The Pyramid Society as the leader of a world-wide community of breeders, owners, and devotees united in the pursuit of excellence.

VALUES

THE SUPERIOR EQUINE

We believe the Straight Egyptian horse occupies a position of unsurpassed excellence. The Straight Egyptian horse is world-renowned for its beauty, intelligence, athleticism and stamina. Its nobility and courage are hallmarks of the breed; its affinity for humans and eagerness to please are legendary. The versatility and temperament of the Egyptian Arabian horse make it ideally suited for a wide range of uses from superior breeding stock to halter and performance disciplines or as a beloved family companion. Additionally, we believe the Straight Egyptian horse remains today a proven and invaluable source of outcross blood for the equine world at large.

GENETIC PREPOTENCY

We believe the Straight Egyptian horse is a proven source of highly desirable characteristics and its genetic prepotency is unique and vital to the Arabian breed. In that context, the definition of the Straight Egyptian horse as determined by The Pyramid Society is the cornerstone for protecting the invaluable blood.

HERITAGE AND HISTORY

We believe the historic home of the Straight Egyptian horse was with the people of the Arabian Desert. Its legacy in song and art and story is a lasting source of fascination and inspiration. Breeding traditions of the Bedouin, now centuries old, lay a foundation of excellence for all who would perpetuate the Straight Egyptian Arabian today.

PURSUIT OF EXCELLENCE

We believe the future of the Straight Egyptian horse demands a focused community dedicated both to preserving its classic type as well as to maintaining a high standard of quality within the population of Straight Egyptian horses.

EDUCATION

We believe education of members of the Pyramid Society, as well as the equine community at large, is paramount in achieving the Society's mission of preserving, perpetuating, and promoting the Straight Egyptian horse.

ETHICAL CONDUCT

We believe in good sportsmanship, adherence to the rules, and fairness and honesty in our relationships with others.

HUMANE TREATMENT AND RESPECT

We believe, as caretakers and stewards of the Straight Egyptian horse, we owe it our highest respect. Any mistreatment of the horse is contrary to the guiding principles of The Pyramid Society.

MEMBER PARTICIPATION

We believe our members are integral to the Society's continued success and, therefore, deserve unparalleled, personalized service

GLOBAL COMMUNITY

We believe participation in the international community provides an opportunity for collaboration among enthusiasts of the Straight Egyptian Arabian horse and is vital to the world-wide identity and promotion of the Straight Egyptian horse and The Pyramid Society.

LIFE STYLE

We believe social interaction and friendly competition are key elements to the success of our organization.

KEY AREAS FOR ACTION

STANDARDS OF EXCELLENCE

Strategic Direction: to identify, maintain, and promote the highest standards of quality in the breeding of Straight Egyptian Arabian horses.

Actions:

- establish standards of excellence
- conduct symposia on what constitutes quality in the Straight Egyptian horse
- implement an orientation program for Egyptian Event judges
- conduct follow-up analysis of quality of performance of Egyptian Event judges
- evaluate and revise, if necessary, the manner in which horses are presented
- establish standards of recognition for breeding animals and an associated voluntary qualification program for such animals

RESEARCH

Strategic Direction: to foster research on the history, development, and current status of the Egyptian horse, its breeders, and its impact on equine breeding world-wide.

Actions:

- monitor and validate listings of Straight Egyptian horses in the AHA Datasource
- develop and publish research-based Reference Handbook to Straight Egyptian Horses and Manual of Straight Egyptian Horses and Root Stock List
- establish and maintain an active liaison with the historical and scientific research communities
- report relevant research findings in publications of The Pyramid Society
- perform forward looking research in areas such as new registrations and owners, governing body activities, industry trends, and membership demographics

EDUCATION

Strategic Direction: to be the established provider and source of education on Egyptian Arabian horses and their uses

Actions:

- create a multi-level, sequenced curriculum of study for breeders of Egyptian Arabian horses
- develop multi-media teaching materials, reference and resource database, lesson plans, and course outlines commensurate with the curriculum
- develop and implement a strategy to disseminate the above materials using instructors approved by the Pyramid Society

WORLD-WIDE SUPPORT AND INFLUENCE

Strategic Direction: to collaborate with breeders of Egyptian Arabian horses and associated organizations world-wide for mutual support and coordination.

Actions:

- identify individual representatives to organizations of mutual purpose worldwide
- establish and maintain a "presence" for The Pyramid Society at international shows, events, and conferences
- develop a mechanism to facilitate strategic alliances and affiliations
- develop a packet of materials for International use

OUTREACH AND PROMOTION

Strategic Direction: to assertively promote the Egyptian Arabian horse and The Pyramid Society within the Arabian horse community and among the general public.

Actions:

- provide incentives among breeders of non-Egyptian horses for breeding to Straight Egyptian stallions
- enhance and improve use of communication technologies in promoting the Egyptian Arabian horse and The Pyramid Society
- establish a profile for the Egyptian Arabian horse and The Pyramid Society in all-breed publications and events
- develop and implement a marketing and promotion program for members of The Pyramid Society
- develop and implement high-point and/or other recognition programs for Egyptian Arabian horses competing/participating in venues other than the Egyptian Event

NATIONAL ACTIVITIES

Strategic Direction: to enhance and promote a broad array of activities for breeders and enthusiasts of the Egyptian Arabian horse.

Actions:

- develop guidelines for regional activities that are consistent with TPS mission and guidelines for support for their implementation by regional groups
- conduct the Egyptian Event annually
- evaluate the design, schedule, and concept for the Egyptian Event to ensure the most productive and attractive format
- sponsor an annual, non-competitive convention to be conducted on a region-to-region basis
- implement a diverse and varied program of year-round activities including but not limited to open-houses, presentations of breeding stock, recreational rider programs, competitive trail rides, endurance races, Egyptian Sport Horse Nationals, and other performance opportunities such as reining, cutting, driving, jumping

ETHICAL AND HUMANE CONDUCT

Strategic Direction: to set forth and implement a rigorous agenda to protect the Egyptian Arabian horse.

Actions:

- identify specific actions and activities that constitute abuse or mistreatment of horses and publish a defining document reflecting same
- develop and implement programs and procedures to prevent/punish incidents of abuse or mistreatment
- maintain liaison with governing bodies to ensure support in eliminating abuse or mistreatment
- establish an equine rescue organization within The Pyramid Society
- promote an environment that fosters good sportsmanship and adherence to the rules

MEMBER SUPPORT AND DEVELOPMENT

Strategic Direction: to develop and implement a comprehensive program of membership recruitment, retention, support, and development.

Action:

- define “packages” of member benefits appropriate to a diverse and varied population of breeders and enthusiasts combined with a sliding scale pricing strategy
- design and implement a comprehensive member recruitment program
- establish and maintain a comprehensive, visually attractive computerized presentation which defines The Pyramid Society, its mission, member benefits, and activities for use in promoting the organization
- create and implement a program of member support and retention
- create, implement, and support a network of Pyramid Society chapters, nationally and internationally

FINANCE

Strategic Direction: to develop and maintain an environment of fiscal responsibility, solvency, and stability for The Pyramid Society.

Actions:

- develop and implement an annual budgeting and financial management strategy
- develop and implement a comprehensive, multi-source strategy of fund raising and development
- develop and implement policies and procedures for all bookkeeping and financial functions of The Pyramid Society
- coordinate with the membership recruitment program so that membership dues fully offset normal operating expenses within five (5) years

ORGANIZATION AND MANAGEMENT

Strategic Direction: to develop a comprehensive organizational management structure for meaningful involvement by members in leadership roles and the volunteer service within The Pyramid Society.

Actions:

- establish a structure of standing committees to develop and implement programs and services of The Pyramid Society
- develop a manual for the Board of Directors
- establish and maintain a set of policies, procedures and reference information relating to the administration and management of The Pyramid Society and all activities undertaken by The Pyramid Society, including the Egyptian Event.
- provide ongoing liaison between the Board and staff to ensure requisite support for staff and to advise the Board on personnel, salaries, and benefits
- develop a plan for year-round volunteer recruitment, including an opportunity for a social/informational event with members in association with the board meetings