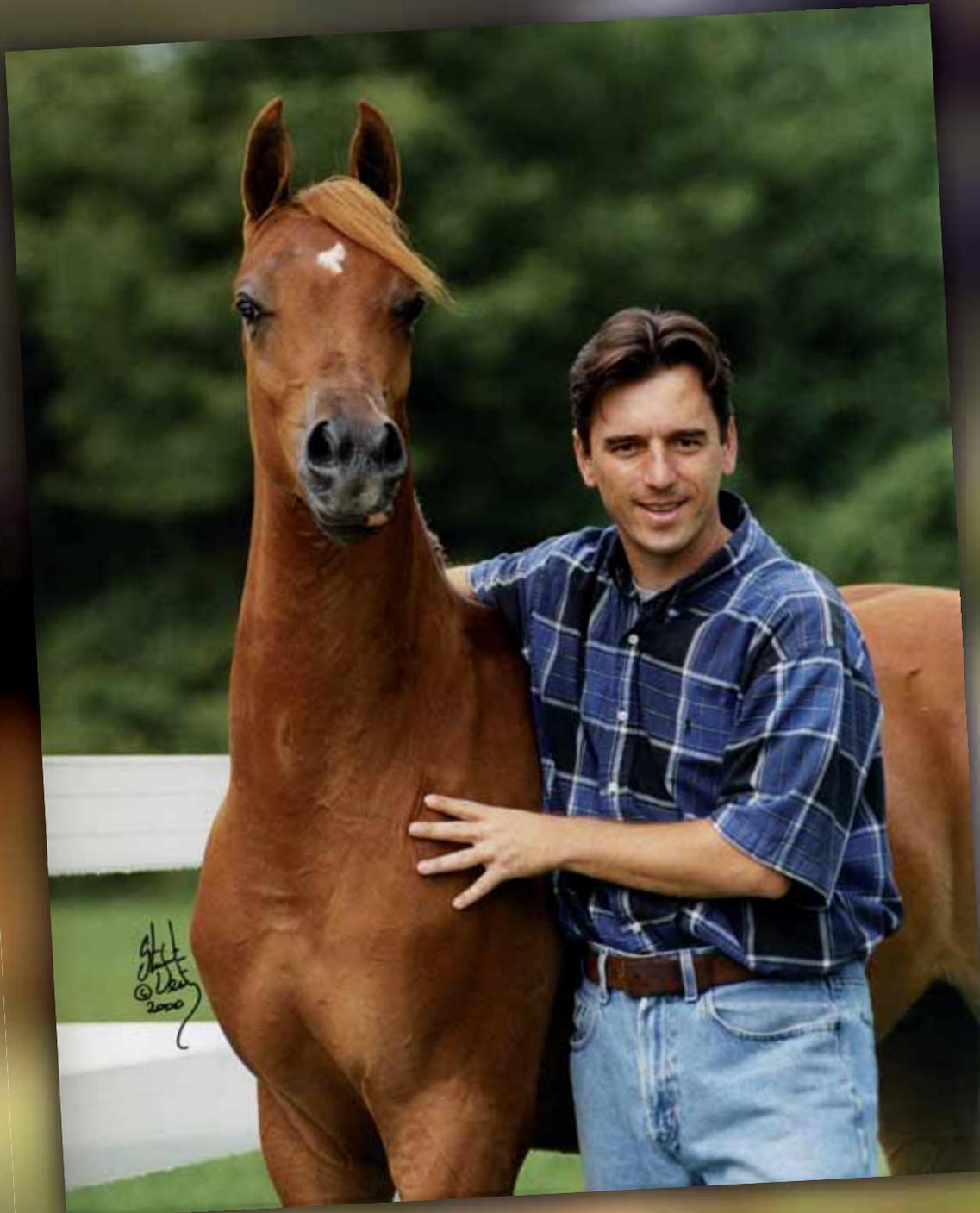


Scott Bailey A Life with Horses

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[design: arabhorsepromotion.com]



SWF-Casino by Magnum Psyche

Stonewall Farm Arabians, Scottsdale Arizona



Scott Bailey's interest in horses began much as it has for many others. Exposure to horses at an early age led to a life-long passion, first as a hobby and eventually as a more serious competitive pursuit. Where Scott's story becomes unique however, is how he turned that passion into not only a successful breeding operation, but a cutting-edge digital marketing resource for the Arabian horse industry. The Arabian Horse Network, Scott's international farm directory and industry news resource, has developed hundreds of the most beautiful equine website on the internet today. ArabHorse.com's

clients enjoy a broad selection of powerful marketing resources, including an extensive email subscriber list, sending client newsletters all over the world every day.

"I was first introduced to horses at seven years old, when my father brought home two quarter horses." Inheriting his father's life-long love of horses, Scott spent much of his free time learning to ride. At age twelve, he received his first show horse and began competing. "He was a great horse to have as a kid. Versatile and a natural performer! I wasn't particularly good at



**Stonewall Farm's Foundation mare,
BB Flaming Rose**

sports, but riding came naturally to me. My family participated in horse shows nearly every weekend and my competitive success was very encouraging."

Scott's father was a significant influence early on, establishing a foundation of riding principles and horsemanship that persist today. Also influential to Scott's developing interest in horses was Lee Mancini, an Arabian trainer in Michigan. "I went to work for Lee at 19, traveling all over the U.S. to a variety of horse shows. Even as a groom, it was a special opportunity to

learn. Not only riding and handling horses, but the principles of good horsemanship that I still carry with me now." Based on a style that they observed developing in the International show ring and the products of breeding farms around the world, Michael Byatt also influenced Scott to develop an appreciation for the Arabian breed's unique origins and global influence.

His involvement in the horse industry took an important turn in the mid nineties. During his final year in college, partly out of simple curiosity, a casual internet search revealed a

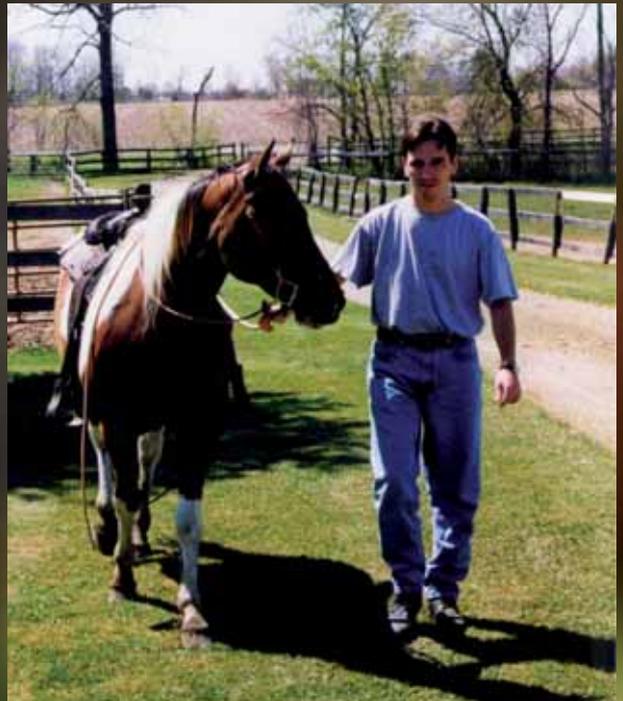
Scott's first horse Mr. B



Scott in Kenya 1987



David and Scott, with their mares, BB Flamingo Rose and Checkers



Scott and his first show horse Scout

surprisingly limited number of Arabian farms online. Acknowledging the vast potential for horse farms and breeding operations to gain powerful and low-cost exposure to an international market, Scott began exploring ways to connect his experience in the equine industry with this yet-untapped market. Working with an acquaintance who had the necessary technical expertise, Scott set out to sell his first Arabian horse website.

"I put Shawn and Carmelle Rooker's site online in 1996, followed by Grand Arabians Farm, Avatar Arabians, and

Midwest Training Center. I began developing ArabHorse.com at that time as well, as an additional resource for clients and people searching for information about Arabian horse farms in the internet."

15 years and over 400 websites later, it's no surprise that Scott has a special appreciation for the positive impact of technology on the horse industry. Information sharing that may have taken months ten years ago by way of printed publications, can now be updated and accessed in minutes. Real-time horse show results,

Scott in Egypt



Scott and David with BB's daughter Reserve National Champion SWF Central Park



Scott and David, with BB Flamingo Rose and her daughter Reserve National Champion SWF Desert Rose

Scott and his dog Oliver

photos, and even live video are often just a click away.

Perhaps the most notable beneficiaries however, are the many smaller horse farms that are now able to market their horses with greater ease and effectiveness. "Twenty or thirty years ago, selling a horse internationally was reserved for only the largest farms and breeders. Now with a great website, small farms can market their horses all over the world. I made a sale in 1998 to Saudi Arabia that started with a simple ad on my website. "

Websites are certainly not the only way farms and breeders can market their horses. Social networking resources continue to grow in popularity, offering users simple and intuitive tools for sharing information. Scott encourages his clients to network through tools like Facebook, blogs, and professional networking associations. "These tools are a great way to create new connections, many of which lead to business relationships and friendships. I often make an initial connection on Facebook, and end up meeting them in person at a horse show later on."



Scott & David with Italian Group in Dubai



Scott and Lenita in Brazil



Scott and Michael Delcore with Princess Laetitia d'Arenberg



Scott and Mieke

The Arabian Horse Network has become an important resource for the industry's digital marketing needs and Scott is personally invested in helping fellow horsemen develop their businesses and improve marketing exposure. "Online marketing is the ultimate equalizer in the Arabian horse industry, giving smaller operations access to the same kind of targeted international exposure that for so long was accessible only to larger farms. I'm always excited to help my clients move forward and grow." Thanks to pioneers like Scott, online marketing is a more economical option than traditional print media and

advertisements. Annual marketing budgets can now garner the same return for a fraction of what farms might have spent years ago. "It's become much harder to distinguish the small breeder from the big training center and that's good for the industry."

Scott hasn't limited his influence to digital marketing, however. Inspired by the success and prestige of shows in Europe, he was instrumental in the creation of the Arabian Breeders World Cup in Las Vegas, one of the premiere Arabian horse shows in the world for five years and counting. The show is a unique format



Scott and Sh. Ammar bin Humaid Al Nuaimi



Scott & David with Kim Jarvis in Dubai



Scott with Luciano Curry and Bob and Dixie North



Scott and Mohammed Al Tawhidi

of halter classes that embraces the many other elements of the show experience.

Scott has also been a successful breeder, establishing Stonewall Farm Arabians in Scottsdale, Arizona with partner David Cains. Home of Marwan Al Shaqab son Selket Marque, Stonewall Farm is built on a spectacular collection of mares. Scott and David's shared commitment to excellence and a meticulous breeding program have given Stonewall Farm a strong reputation for producing beautiful foals.

Serious about offering his clients the most current, relevant marketing tools, Scott spends much of his time learning about, analyzing, and streamlining new ways to improve marketing exposure online. "Staying up to date with industry trends is a big part of my job. I don't want our clients to be left behind."

The Arabian Horse Network has become a leader in the industry, developing a powerful email marketing subscriber base, integrated social media tools and a full-feature content management system (CMS) for equine websites. Scott's



First booth for Arabhorse at Scottsdale 1997



influence on the Arabian horse industry will likely continue to grow, offering powerful new marketing tools to his clients and developing exciting new projects that will surely change the way the equine industry communicates. Scott's latest endeavor, iEquine.com, is a social network for the equine community, covering all breeds and offering exciting features to market horses, share information, and communicate with friends.