

# 2020 APHA Convention Report

submitted by Linda Vance

The 2020 APHA Convention was one for the history books for many reasons. We flew into Dallas knowing that for the first time in the history of our association, we would now have our Association offices housed in the Historic Fort Worth Stockyards. The new offices proved to be everything we had hoped for and more. I was able to attend the pre-opening ceremonies where we were also afforded the opportunity to meet two of the candidates vying for positions on the Executive Committee. Unfortunately, I was not able to attend the official grand opening ceremonies the following evening due to illness, but I understand it was an awesome event by all who attended.

In the General Membership meeting on 2/28/2020 was held in the studio of RFD TV and The Cowboy Channel. We were welcomed by the CEO of Rural Media Group who gave us some history on how the concept of developing programming to serve the needs of rural America while at the same time, reuniting the city and rural ways of life is their goal. Then Craig Cavalier of Magestic Realty gave us an update on the Stockyards expansion.

Next, Clay Hamilton of the United States Department of Agriculture spoke to us with an update on how they are working on overseas development of agriculture and how our participation in the USLGE program has afforded us funds on a yearly basis to promote foreign trade within the Paint Horse industry.

Billy Smith, APHA Executive Director, then presented his state of the Association report. The first notation was that the move of our offices to the Stockyards will save us approximately \$200,000 per year from costs no longer incurred in maintenance of the old building. We also learned that the cost of ownership, specialization in the industry, AQHA allowing more white in their registry and a lack of instructors industry-wide have caused almost all Breed associations to lose wealth. APHA, however, has not lost any wealth during this same time frame which speaks volumes.

APHA's strategic plan is to maximize customer engagement, demonstrate educational leadership, demonstrate financial leadership, and maximize organizational capacity to achieve this plan. Continue to expand social media contacts, we now have over 354,000 followers.

Save the Date: The 2020 Eastern National Championships will be held October 16-18 in Lexington, VA; and the Western National Championships will be held October 15-17 in Las Vegas, NV.

Next Ginny Mathis, our chief financial officer, let us know that APHA is in great shape financially. Even though our revenues were down by 2.1% in 2019, our expenses were down 7.18% to offset this decline. 2019 Registrations were only down by 1,000 from 2018, transfers were approximately the same, down about 1,000. Memberships declined by 4%.

We increased our assets by approximately 2 million dollars from 2018 to 2019, largely due to sale of the old building as well as good investments in the markets. Unfortunately, publication

revenue has continued to decline in 2019. Our total World and Gift show revenue, which includes the Texas state funds we receive, was down less than \$100,000 from 2018 and was at the same level as the 2017 income. Sponsorship revenue was up somewhat over 2018.

The 2019 Open/Amateur World Show had an increase in both horses and entries; however, the Youth World Show saw a decline both in horses attending and entries made. The Youth World Show Scholarship program is doing well and helping some very deserving youth with continuing their educational opportunities.

Mannetta McAvaddy, the 2019-2020 AjPHA President, gave us a presentation on her project "Leg Up Into Leadership". Her goals for the project are to increase National Director membership by 15%, add 5 International Directors, raise funds for another Travel Scholarship to the Youth Leadership Conference for 2021. She has scheduled a number of fund raisers and networking opportunities to help achieve these goals.

My Rules Committee, met twice during the Convention. One rule change proposal was passed to the floor for a vote, none were defeated. A motion was made to send rule proposal Article IX-2 to the floor. A motion was made and passed to recommend the World Shows remain as they are and continue to explore more possibilities such as showing in conjunction with another association or moving the Youth Show to a less expensive venue. A motion was made and passed to recommend that the World Show qualifications be left as they are currently. The Committee also spoke with the Youth Convention attendees regarding the purpose and mission of the Rules Committee and the importance of youth scholarships available to them.

As I mentioned earlier, I was quite ill and unable to attend all of the functions; however, I was able to make it to the Hall of Fame Induction to help honor more of our horses and founders of the Association. Congratulations to all who received this honor.

Finally, we voted on the Rule Change Proposals (11 new rule change proposals were passed along with a new set of By Laws determining how our Association will be governed); please visit [APHA.com](http://APHA.com) to see a listing of these new rules and governance by-laws. Some of these new rules passed with an early implementation so will go into effect prior to the end of 2020.

We wrapped up our 2020 Convention by electing two new members to our Executive Committee. One to replace the most recent Past President and one to replace a current member who is unable to complete her term due to family illness issues. So welcome to Sandy Jirkovsky and Kelly-Boles Chapman our two new members elected to lead our Association into the coming years. They will join Casey West, President; Alison Umberger, President Elect; Melanie Cox-Dayhuff, Vice President; David Lands, Senior member; Sandy Jirkovsky, Fifth member; Kelly Boles-Chapman, Sixth member, and Mike Short, Past President.

As always, it is a pleasure to be able to represent the State of WA and the PNW. Please feel free to contact me if you have any questions.

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