

Shannon O'Dell – 2020 Annual APHA Convention Report
Fort Worth, TX Feb 28 – March 1 – Washington Director

This was an interesting year to finish out this 3 year term as a Director for Washington State. We had some very interesting discussions over the past year related to the proposed changes to the way APHA is governed. Heading into Convention the Directors had the official say in the way APHA business was done. The Executive Committee always had the ability to override our decisions but then we were able to have one final vote to override that if necessary. Because those overrides happen so seldomly many did not understand those of us who were opposed to that change.

So the big news of the Convention is that on the final day the new governance passed narrowly by a vote of 44-37 (I opposed). There was some controversy with this because at the time of the vote the rule change on our screens was the bylaw change related to regional clubs. But as people were scrambling to let people know what we were actually voting on the vote was called for and although many afterwards said they thought they were voting for the other rule no one was willing to stand up and say they were confused so that a point of order could be made. Also, later it was mentioned that there was no motion and second to move this rule change to the floor for voting which also creates some controversy but it was not brought up timely. So the vote stands. This results in a transition of our Executive Committee but the new bylaws went into effect March 1, 2020. It is too much to type here but any of us directors will be happy to explain the changes and the new bylaws are available on the website.

But fortunately Convention started off with much more interesting activities & updates. Our general membership meeting was held in the RFD TV studio (very interesting), and APHA was the first official group to use their studio in this way. RFD hopes to do more like it.

Craig Cavalier with the real estate developers gave us a powerpoint presentation on the future of the Stockyards development (including a proposed new arena, updates on the new hotel currently under construction, etc.). Then Clay Hamilton with the USDA Foreign Agriculture Service addressed us. Per Billy Smith, this organization funds most if not all of our foreign work which is shifting from underwriting judges, etc. to more education based. The FAS had about 30 people working on the China agriculture trade deal which resulted in China buying an additional \$17-\$20 billion in US ag products. They could not continue negotiation as they had to pull people out of China when Covid-19 broke out but staff are still working on things. The current trade deal is for 2 years but other portions will go on for years (per Billy, China reduced the tariff on horses). They are back full force in Japan. Also, he reported that the USMCA has had a benefit to US ag. They are now looking to the UK and Kenya for more deals. Because the European Union is pretty set in their ways, it is tough to get into any EU country so that's why now only working with the UK.

Then Billy addressed us with his report. He says the annual financial report will be available on the website soon after audit. We had a 2.1% decrease in revenue for 2019 (mostly due to decreased Journal & registration revenue). But we also had a 7.18% decline in expenses.

- Every registry in his studies have lost wealth except APHA (this is because we have a couple years of operating capital in the bank)
- Revenue over expenses is up and once you subtract depreciation also up
- Registrations were down 9.89% (AQHA was down 2.16%)
- Transfers were down 9.14%

- Memberships were down around 4% (I missed the slide)
- Shows were down 6.23%. Exhibitors were down 2.86% & horses were down 5.23%. Total entries were down 3.14%
- Open/Amateur World show was up 14.36% in horses & 13.01% in entries (due to ancillary events like WCHA, Patriot Roping, etc.)
- Youth World show down 31.18% in horses and 30.96% in entries
- Amateur members up 1.8% but youth down 8%
- Breeders Trust subscriptions down by 21, but Gold & Platinum nominations up
- Only 64% of our total registrations are from the US these days. Canada is 9%, Europe is 22% and the rest of the world is 5%
- Despite the Journal & Chrome receiving awards, Journal advertising & subscriptions are down. But our social media contacts are up
- The 2 National Championship shows are on a 3 year trajectory to profitability

Jenny Mathis then gave us our financial report:

- Operating revenue less operating expense after depreciation was in the black
- Investment income was way up over 2018 (\$2,245,642 vs \$1,555,356)
- I missed a bunch of slides in the middle – but the overall picture is good
- Sponsorship revenue was up in 2019
- Youth world show lost \$148,358 after the Texas Trust fund monies of \$100,588
- Open/Amateur world show made \$317,156 after Texas fund monies of \$194,105

I will add that in our committees, we were all asked to give recommendations about combining the World shows back together. Each committee meeting that I attended had different information so I don't know that the recommendations could be weighted evenly. Discussion was pretty evenly split between combining back into late June/July and keeping a fall futurity for the halter horses vs combining into the September slot and finding ways to work around the youth concerns on attendance. But most of the recommendations centered on what seemed to be the APHA preference in moving the Open/Amateur World show back to the summer in 2021 and keeping a halter futurity/weanling classes in the September slot in a shortened format. So stay tuned to see what ultimately happens – many were VERY concerned about being that close to Pinto while others didn't think it would be much conflict. I personally fall into the first group 😊

AjPHA President Mannelta McAvaddy gave her presentation on her presidential project “Leg Up Into Leadership”. She wants to increase national director memberships by 15% and add 5 International Directors. She is working to raise money for an additional travel scholarship to the 2021 Youth Leadership Conference

After that we all left the studios and went to our assigned committee meetings. I was again on Long Range planning. Unfortunately, all the work we put into our proposals this past year were basically dead on arrival. We wanted to propose a secondary judging tier for 1 judge introductory shows where you would not have to use an APHA carded judge but instead a knowledgeable trainer or judge carded in another Association that would be closer to the show to minimize expenses (thus helping groups to even put one one). There was too much concern this would cut into carded judges being able to get a judging assignment (I pointed out they aren't losing out on a show because I can't afford to put on the event in the first place without some relief so instead the event just doesn't occur). There was also some concerns about “dumbing down” the value of APHA points. I pointed out that these were events designed to get the open show and high school equestrian kids, etc. to dip a toe into the APHA pool to see if we could get them hooked. And we weren't just pulling Joe Blow off the street – this had to be a

knowledgeable person who was going to have to go through Horse IQ and receive a certification from APHA to be in this tier. Then someone said this would impact 1/3 of our APHA shows – I immediately said that was wrong because if 1/3 of our shows were this introductory 1 judge style show then it wouldn't have been given to multiple committees as a priority item for the last several years. I think someone just ran a report on single judge shows and looked at entries under a certain number – this would capture an NRCHA or NRHA show that is dual approved using NRCHA or NRHA judges. It could have also captured a PBRIP event where a timer is used. It also likely captured single judge AQHA or Pinto shows that were holding Paint classes with a Paint judge. None of those events would be the events that would have been approved for this 2nd tier program that was proposed. The committee motioned to table it for further feedback but I honestly feel it is dead.

Kelly Boles Chapman joined us for a bit to talk about the various Youth programs where we might be able to forge some strategic partnerships. IEA, YEDA, IHSA, & NCEA.

After all the committee meetings, right next door to us APHA held it's Grand Opening party. I do have to say that the new offices are absolutely beautiful and our bronzes really stand out from the main street as you walk or drive by. So I hope that once our world gets back to normal we are able to take advantage of that kind of traffic in our General Store.

Day 2 brought our Board of Directors Session 1:

Report from Dr. Seiber with the USLGE – they act as a liaison with the USDA

- More than 30% of APHA business annually is from outside the US
- How is APHA using the USLGE funding?
 - 16 activities in 16 countries
 - Emerging market program with Mexico will start in 2020
 - Agribusiness trade mission in Columbia
 - Reception in Brazil
 - Outreach to posts & participants (Irena Stamatelakas)

We then had roll call & the standing committee reports from Day 1. The only things of note to report is the Regional Clubs would like to see Zones have reporting requirements like regional clubs do. And the Foundation would like to increase their board from 7 to 15 members.

Dr. Wood then gave a very good & helpful presentation on the new governance proposal. He was very patient and answered a lot of tough questions. His main point is that if you are age 50 or younger, you weren't born yet the last time our bylaws have been significantly revised. And I agree, they were do for a big facelift. But I still opposed the new governance.

After this I decided to visit the Equestrian Experience Committee since I did not have any standing committee obligations. I was SHOCKED to find out the PAC program is on the chopping block with APHA because it is losing money and enrollments. Their last survey results said people were not staying with the program because they wanted more value. There was an EXCELLENT brainstorming session with recommendations to the Executive Committee on how we need to be tapping our International markets because they do not have a lot of APHA shows but they do have a lot of open shows. This alone could make up the shortfall. The committee is recommending that PAC participation be one of the Gold Star criteria for next year. And for 2021 they will look at award categories – can we combine some to save money? Should some be split or changed? Or just flat eliminated? I am hopeful that we are able to save the PAC

program because that really can be a useful tool to get people captured into the APHA family without them needing to be breed show savvy or ready or competitive.

Day 3 – the final day! We received the committee reports from those who met on day 2. Here are a couple highlights:

- Professional Horseman has 31 in their ambassador program
- Judges committee reports over 1,000 users of Horse IQ (someone quietly pointed out to me that all the judges are required to be on it, but that does mean we still have additional participants)

Unfortunately Karen Thomas had to resign her position on the Executive Committee for family reasons. So we had 2 open slots to fill. We had 3 candidates. So the 2020 Board of Directors (under the new bylaws):

President Casey West
President Elect Alison Umberger
VP Melanie Cox-Dayhuff
Sr. Member David Lands
5th Member Sandy Jirkovsky
6th Member Kelly Chapman
Immediate Past President Mike Short

I have a checklist of all those who were present for the 2 roll calls if anyone has questions about who was present.

Below is a summary of the various rule change proposals & actions taken.

As always, it is a pleasure to serve Washington and the greater APHA membership. I look forward to another 3 years. I have been notified that I get to go back to the Show & Contest committee (HOORAY). It sounds like they are working on some really fun ideas and I look forward to being a part of that.

Respectfully submitted,
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- Article IX – changing language that clubs who do not comply with the reporting procedures shall have future show approvals withheld (instead of “may”) – passed 58-8
- RG-020-1 – it was designed to allow solids to show in regular registry classes but the committee felt it accidentally deleted some registration things we wanted to keep. They tried to amend it but weren't able. So the committee defeated it and they will be working on something for next year
- RG-070-2 – extending 1 Paint parent horses without enough color but with a marker & a trait to be elevated to regular registry status. This failed 43-45. There was some passionate floor debate on this. I will say that a lot of good ideas came about during convention and Breed Integrity is already putting something together that will suit the desires of a lot people on both sides of this issue. So stay tuned
- RG-095-1 – simplifying horse name change requests – passed 68-9
- SC-105-1 – allowing all clubs to have 2 PORs per year – passed 68-15

- SC-105-2 – allowing a 2 judge show to have a clinic with one or both of the judges serving as clinicians – passed 79-8
- SC-105-3 – allowing complete discretion to clubs to determine the number of PORs they want to host – defeated in committee
- SC-230-1 – changing utility driving obstacles – defeated in committee
- SC-301-1 – making a mounting block mandatory in ranch classes – passed 74-11
- SC-301-4 – creating 4 ranch reining patterns in addition to the allowed reining & working cow patterns – passed 53-31 (I was surprised there was controversy in this)
- SC-302-1 – allowing HUS horses to enter ranch pleasure/rail – defeated 32-56
- SC-305-1 – allowing dual approval of mounted shooting events not part of CMSA – passed 75-11
- JU-000-1 – allowing judges to do more shows within 200 miles in a month – passed 75-11
- AM-075-1 – making at least 3 Masters classes mandatory – defeated in committee
- AM-080-1 – forcing combining Masters & Amateur if one division is not a 2 point earning class – defeated 10-75
- AM-080-2 – requiring at least 3 Masters classes be offered at Zone shows – defeated in committee
- AM-205-1 – changing return to Novice from 10 years to 3 years – defeated in committee
- AM-300-1 – limiting who can compete in Amateur Walk/Trot – defeated in committee
- YP-086-1 – creating Youth color classes – passed 77-6
- YP-205-1 – allowing Zones 12, 13 & 14 to decrease the number of points to remain novice from 50-25 – passed 77-8