

## APHA Director's report May 2013

By  
Grace Harris

I attend Ways and Means Committee the chief of marketing was there, Bruce Anderson. We talked about the decline of revenues, which is slowing and we expect to be in the black by 2014. Growth in membership and registration is needed to accomplish this. The journal revenue is also in a decline. The general store was up 53 percent mostly due to the 50 year anniversary sales. We have a hundred and twelve percent increases in sponsorship revenue.

The first Quarter of 2013 is up over 2012 promising a much better future.

We need to recruit more members and get more horses registered in the breed registry. Licensing older horses that should have had papers but for some reason didn't get them but or long ago lost, they will be licensed as unknown genetic testing and other considerations before they can be licensed every committee discussed the idea now it has been sent to a task force.

The other thing they came up with was by being a member we are eligible for the APHA xtras program, vendors that are going to give us a price break on their products. Some of the vendors that are already in the program; John Deere, Office Depot, Valvoline, and several motels, Go to [www.aphh.com/APHA-xtras](http://www.aphh.com/APHA-xtras) and learn more about it. I decided to try out the Xtras program on a new John Deere lawn mower and saved \$300. The members will save more than they paid for dues.

The Chrome magazine will also be given to the members we're hoping these things will get people to join for the perks.

Scholarships is in desperate need of new endowments and unfortunately the old \$10,000 endowments are not enough, we need \$25,000 because the interest earned is what is used for the scholarship. Now we can give 46 scholarships. At the current rate each year we are going to be giving less scholarship. There was an anonymous \$25,000 donation for the foundation which is going to help a lot. Heritage Foundation made \$2,600 on there fundraising event; gambling and silent auction to buy the plaque for the historical marker to be placed at the site that APHA was first started. Thanks to SWWPHC for their \$200.00 donation.

This was the last stand alone workshop. With the new format and to be able to get all the work done in one year in one meeting we're going to use conference calls, the internet on something called "go to business" similar to Skype. It is just not the old world anymore; it's all tech from here.

Better to go online and read which rules got out of committee which ones didn't. The end of February next year will be convention, let your directors know how you feel about all those rules.

A clarification was the green horse; it is being added to the world show and includes Western Pleasure, trail, Western riding, HU.

Respectfully Submitted

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Face book friend of SWWPHC