

2013 WORKSHOP REPORT

SUBMITTED BY LINDA VANCE

The final APHA Workshop was held May 29 -June 1, 2013 in Texas. Starting in Feb., 2014, primarily due to financial reasons, APHA will move to a one meeting per year process of governance. This final Workshop started off with a Director Summit during which we were provided some insight into the concept of being a “family-oriented” association and the fact that we all need to work hard to create an atmosphere of caring and helpfulness to reach out and embrace others and bring them into our family. The bigger we make the net by offering better programs and by having the most friendly, fun events; the more folks will want to be a part of APHA! However, we cannot sit back and rest, once we have made a good impression, we need to make sure we offer new opportunities and figure out how to adapt to a new normal with where the horse industry has landed in today’s economics. We must figure out how to bring members back, as well as entice new members. It was encouraging to see that the declines in most departments has significantly slowed down or stopped; however it is not the time to slow down, rest or even take a breather! We need to make sure we are all a part of the solution not a part of our own problems! We all need to be rumor killers not rumor starters, as well, we all need to take the initiative to welcome newcomers to our association and be helpful and friendly towards them.

APHA shows in 2012 had an additional 38,000 entries over the 2011 shows and there were 59 additional USA events, 5 in Canada and 30 International over 2011. In an effort to add value to its membership, APHA has been very busy adding 16 new direct member benefits through their Xtras program (check this out on the website to start receiving benefits from this program). Youth memberships are up by 2%, and even though 2013 registrations are projected to be down by 10%, a new streamlined process should help speed up registrations and assure better customer service from beginning to end as one APHA staff representative will handle the entire process from start to finish - no other breed association does this so APHA will be leading the way again!

We want to focus on reclaiming paint horses and their owners who have gone to other associations to participate, and we need to find a way to increase the value of our solid paint bred. The failing economy exposed weaknesses in our Association which we now have the opportunity to correct. Enthusiasm is a key to growth; and our new publication entitled “Chrome” which many of you hopefully have seen by now is keyed towards creating a new breathe of freshness and will have a broader appeal to more people and should generate new advertising opportunities. Lifetime members are going to have access to a complete line of products created especially for them, including engraved buckles. Paint Barrel Racing has initiated a new incentive plan called PB RIP which sanctions outside events, and Breeders Trust is exploring new ways to increase revenues and payouts. APHA is looking at any and all ways to maximize our efforts, pursue more corporate partners, upgrade technologies, improve communications and programs in all areas.

Also, in an effort to bring older horses into our association and to introduce ourselves to folks who are riding Paint horses in other disciplines, APHA is exploring a new licensing program. This would allow those horses who do not possess current APHA registration papers to compete in the working APHA events such as Barrel Racing, Reining, Roping, Working Cow Horse, etc. As a 'licensed' Paint, they would be able to participate with registered Paints, and enjoy the same

rights and privileges. As proposed these would most likely be a “competition “ entry only; however, there was discussion of establishing a pathway to breeding, in which case DNA would be required. This concept is still very much in the initial stages but these areas have suffered some of our greatest declines in numbers so this idea might give them an incentive to be a part of our association.

We were introduced to David Dellin our new Judges Coordinator and also saw the creation of a Task Force to work on our entire Rule Book providing input to the Rules Committee and the EC on needed clarifications and changes to get more in line with other associations. These changes should make it much easier for multi-carded judges as well as competitors who cross back and forth between associations to be knowledgeable about the rules in many areas. Even though only a minority of APHA members show their horses, they generate a great deal of our revenue and active participation within the association.

In 2012 the two World Shows continued to lose money; however the amount was down by 2% over the previous year and this years partnership of APHA Youth Worlds and ApHC Nationals will hopefully create a turnaround there. The fall World Show is playing host to the Cowtown Roping, with upwards of 1300 teams expected to participate. Sponsorship revenues are up by 112% and general store revenues are up for 2012 largely due to the 50th Anniversary items sold. All in all, APHA is still in a very healthy financial state as we have no debt other than our day-to-day operating expenses and as previously stated, the declines we have been seeing are slowing or have stopped all together so the future looks bright in many areas.

With the development of the Rulebook Task Force, a number of rule change proposals were sent to this task force rather than being sent to the convention floor for a vote in February, 2014. For a complete list of the rule change proposals that were sent to the floor to be voted on at this next Convention, please go to the APHA website under 2013 Workshop Rule Change Proposals; and let your National Directors know how you want us to vote on these proposals.

Four emergency rule changes were brought in front of the board on June 1. These included:

Overturing the Executive Committee’s decision to require a \$100 fee every other year for all nominated Breeders’ Trust horses age 6 and older, in order for the horse to remain eligible for Breeders’ Trust payouts during that period. This was approved by the Board of Directors, effective immediately. Approving the inclusion of four green classes—Western pleasure, hunter under saddle, trail and Western riding—at the APHA World Championship show, beginning with the 2013 World Show with qualification waived for the inaugural event. This was approved by the Board of Directors, effective immediately.

Revising two rule change proposals that would permit the use of leased horses in Amateur and Youth events. The original rule change proposals were written only for Zones 12, 13 and 14 (international zones); both the Amateur and Youth committees requested making these proposals applicable to all zones. Their requests were approved by the Board of Directors and will be voted on at the 2014 Convention.

Proposing the suspension of qualification requirements for Youth exhibitors in the 2013 and 2014 AjPHA Youth world Championship Show—the Executive Committee declined the motion

There was also a clarification by the Rules Committee that points accumulated in Amateur and/or Youth Walk-Trot does not count towards Green Horse points accumulations, retroactive to 1/1/13.

All in all, it was a very intense, upbeat, positive final Workshop with lots of new energies and new ideas being looked at for the future. We learned that Gist has a new affiliate awards program; and learned the new AjPHA president's project is to finish out currently under-funded APHA scholarship endowments which is a very needed project. The APHA Foundation awarded 7 new scholarships and renewed an additional 39 for the upcoming year. Some other discussion items at committee levels were: Ride America Smart Phone App, education on and elimination of genetic defects in our horses, judges accountability and education, animal welfare including a position statement, targeting of specific areas where membership decreases have been highest by a task force to determine reasons for the declines so we can make improvements, Trail rides for causes such as cancer, web site development for Ride America Program, and how to help our Regional Clubs in their struggles to gain and maintain members. There was also a governance task force set up to help with issues relating to national directors as well as regional clubs so we can expect to see recommendations forthcoming.

A final important announcement was provided by the EC Nominating Committee with their slate of officers for 2014 naming Michael Short as the nominee for 6th committee member. As always, I was very honored to have the opportunity to represent the state of Washington and the whole Pacific Northwest by attending this final APHA Workshop. As a page in our book closes and we move forward into a new chapter, I encourage each and every one of you to take your APHA membership as seriously as you take your commitment to your Paint Horses; educate yourself about it, use it to your best benefit, and help by participating and giving input to make it better not only for yourself but for all of your fellow APHA buddies!! Please give me your input on the proposed rule change proposals to be voted on next February by email, voicemail, facebook or phone call so I can represent you properly. Hope to see you down the trail soon.

Linda Vance

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