

APHA Workshop, May 31-June 1, 2013

Milestones

Last APHA Workshop as we go to one annual meeting, Convention in February.
Last year of a three year term I am serving on the APHF Scholarship Evaluation Committee.
10th year I am serving as a Washington State Director/Alternate.
First time serving as a Committee Chairperson.

Report from Executive Director Billy Smith: "I'm All In!"

The changes we will experience in our one meeting format may be clumsy at first, but we will become more efficient and find other ways to connect and meet more frequently using other platforms. Upcoming Conventions will include opportunities for Show Managers, Directors, and Members for leadership training, learning, and boosting effectiveness.

APHA has the most people on staff that personally participate in the horse industry. APHA staff "get it." They understand wants and needs of horse enthusiasts. To the uninitiated, APHA is a well kept secret that when found out, is a breath of fresh air. So, how do we get the secret out? We need to discover new opportunities that will also help restore the financial underpinnings of the Association. A lifetime member exclusive product line will be added to the General Store. Check out the Xtras: Member benefits that give real value. If we don't use them and our sponsors, they will go away. These business contributions are a critical piece of our financial strength. Be a rumor killer, not a rumor creator/repeater (Contrary to what may be going around, AQHA is NOT buying APHA).

Join Billy in taking responsibility to generate ideas and have constructive conversations, that may lead to positive changes. 2012 saw an additional 59 approved events, 2% increase in Youth membership, faster registration and re-engineering of many processes, with 1/2 the staff. The new Member Care Representatives handle transactions from start to finish, ending with a congratulatory note. 2012 also saw the loss of an equivalent to an entire foal crop: unregistered speed, cattle, reining, and roping Paints. Should our rules and processes change to reclaim them? As we consider rule changes, consider the intended AND unintended consequences of our decisions. Can we focus on making the tent of the Association bigger and wider? Include unregistered Paints with some kind of License to Participate? Let's make it so when our secret is discovered and they "see" us, they decide to stay. Let them see us as hospitable and harmonious.

Now a 3-prong focus: Revenue, Productivity, Member Retention. The economy didn't cause our weaknesses, it only exposed them. 2014 will see Chrome, the new APHA published lifestyle magazine, upgraded technologies, improved communications, audits of programs to ensure they are more revenue-centric, and a balanced budget (APHA has not had one since 1998).

Topics of the EC, Chairpersons, and Vice Chairpersons Meeting to take to each Committee for Discussion:

1. Consider the World Show Qualifying time frame and process for Youth, and for Open/Amateur separately. Are modifications needed? What are the challenges real competitors face?
2. Consider if Green Horse classes should be added to the World Show.
3. How do we reward the behavior we want, not punish what we don't. Make the tent bigger.
4. We need the trainers, they are the foundation of Horse Show entries.
5. Breeder's Trust Program: Are points and distribution of funds equitable?
6. License to Participate: How might this work? What are the issues?

Recreational Riding

1. Club Rides: Send information to APHA for including on the website, in Constant Contact e-blasts. Retroactively the rides can be charter requirements if 20+ riders attended, let APHA know.
2. Back Country Horsemen: Recommending a partnership and recognition for Ride America enrollees for volunteer hours maintaining trails and for campouts.

3. All Around Trail Horse: Is there a way to do this by nomination, People's Choice, by credits earned, by activities? Need ideas how and where this could be awarded.
4. How could Ride America include a category for Paints with a License to Participate?
5. Donation of \$10,000: A donor left the use up to the Committee. Ideas include a Recreational Riding website as the go to place for all things trail and leisure riding across the country including overnight stabling, public trails.
6. American Horse Council: APHA will send 3 participants to the national convention.
7. Ranch Horse Pleasure Class: Committee recommends passing the proposed rule change out of committee for voting at the February 2014 Convention.
8. Gist Regional Club Affiliate Program: Gist Silversmiths developed an awards reward program for Regional Clubs. Clubs should look at giving these quality products because of the rewards program they get the best value. Find out more from this flyer:
http://clubs.apha.com/docs/default-source/sponsor-documents/gistapha_affiliaterewards_52013.pdf?sfvrsn=2

Regional Club:

1. We reviewed Convention minutes and action items and their outcomes since Convention.
2. We reviewed the history of the Committee,, disbanding in 2004, it's reformation and revised purpose, and the seven significant accomplishments since it was re-established in 2010.
3. We reviewed and discussed each topic handed down from the EC. Consensus was to eliminate Youth WS qualifying, add Green Horse classes to the WS, create a Task Force to study consequences and impacts of the idea of License to Participate.
4. Topics were interrelated so the discussion was not specific to one. These topics lead to more detailed discussion: Regional Club Conduct; Financial Health of Clubs, Club 5 year Reviews.
 - a. State requirements for incorporation and club best practices
 - b. Key indicators of club health besides finances
 - c. 5 Year Review checklist
 - d. Scoring clubs based on key data points
 - e. Options to help low functioning clubs and to respond to non-functioning clubs
 - f. Financial responsibilities of clubs by Federal and State requirements and best practices

The results of the discussion laid out plans for volunteers to attend teleconferences to look at the 5 Year Review checklist and process, to consider what key information is collected, should be collected for analysis, how often to reviewed (if 5 years is perhaps too infrequent) and what the process will be if the club is non-functioning or elements required for their charter are not complete. They will take into consideration best practices for organizations.

Board of Directors Meeting

1. The EC Nominating Committee recommended Mike Short for 6th Committee member.
2. A Rules Task Force was formed to review the Rule book for opportunities to include rather than exclude horses and members.
3. The presentation of the Annual Report 2012 was given (available on the APHA website).
4. An Emergency Action was approved to allow Green Horse Classes at the 2013 World Show.
5. An Emergency Action was NOT approved to waive Youth World Show qualifying for 2013.

Standing Committee Report Highlights:

You will want to go online and read the details of each committee meeting and a complete listing of RCPs (Rule Change Proposals) that were passed out of committee. It will be up to you to contact your state directors to share your opinions on how we should vote on those RCPs at the Convention in February. RCPs <http://www.apha.com/forms/PDFFiles/rulebooks/2012RuleChangeProposals.pdf>

EC Nominating - nominated Mike Short for 6th Committee Member.

Respectfully Submitted, Lori Nevin