

A Paint in Every Barn – APHA Convention, February 2015

I'm so proud to be the Regional Club Chairperson. The Committee was called out twice in the first two hours of Convention. Once for having submitted well thought out written input to the Governance Committee, and once for suggesting and following through to initiate an educational symposia on a topic critical to the health of the Association: Volunteer Recruitment, Recognition, and Retention.

Meeting of the Chairs and Vice Chairs with the EC. Rule Change Proposals (RCPs) submitted by the Governance Task Force for clarity of the bylaws, and to give Regional Clubs flexibility. Many opportunities for input from Members, Directors and Committees. Three Committees: Regional Club; Rules; Long Range Planning; and two Directors, submitted written input. All other input was by way of conversations. All Regional Club (RC) information will be moved to a new section. Other areas that brought the most input: Executive Committee (EC) and Zone structure, and how to increase participation in areas where there is no Director, Alternate, or where the current Director no longer participates.

Many of us are connected through social media but a large part of "Convention" happens around hallway conversations.

General Membership Meeting: Standard call to order and introductions

1. Jay Hickey Horse Council – New congress as of November. To be determined how well this congress will work together. Government stays open until December 31. Will work it out to stay open for business. Tax write offs and depreciation laws, those expired and those re-instated. Not efficient. Programs to focus on newcomers.
2. Executive Secretary Report, Billy Smith. Charity Golf Tournament and family review. Last year was the largest Convention every on record. This year is larger. Billy is completing his third year and sees it as a privilege.
 - a. The Inspirational Part: If we work together for a single cause, we can do great things. If we fragment and clamor to act on self-interest, soils the ground. Still have challenges but APHA has crossed some deep water. Team work: Failure to work together does more damage than anything. The second most recognized challenge is failure to adhere to our mission: Grow the Paint Horse Community. What successes do Directors think can be achieved bringing with them the interest of the breed. Take off the Regional Hat and put on the Association Hat and keep the horse at the core of our decision making. Regional Club Committee initiates the VR3. Proud of leaders who want to help leaders with education.
 - b. The Stats: Membership down 2%, the smallest drop in years. Revenue greater than expenses which meets Billy's first directive: balance the budget (revenue + \$527k, expenses - \$707k), we have no debt, and we own our property. We are on the road back from the bad economy. We are addressing our weaknesses with strong leadership that works to a common goal. 97% of all exhibitors own at least one AQHA horse. Historical stats of APHA Market Share. 1990-1995 grew and again by 2000 highest on record. 2005 through 2010 slide. By 2011 arrested slide, and by end of 2013 slightly increased.
 - c. Goals:
 - i. Develop clarity around governance rules
 - ii. To renew focus on education throughout the organization
 - iii. Strengthen club structure and purpose
 - iv. Broaden associations appeal beyond an exclusive registry and show organization and a wider array of people who are interested in horses
 - v. To expand or reconfigure service to industry professionals, non-competitors, and first timers
 - vi. To uphold western values and heritage
 - d. Impact of Judging and Judges: Overall there is a positive perspective. At the World Show, over 1/3 exhibitors placed in top 3, over 1/3 horses placed in the top 3.
 - e. Strengthening Clubs:
 - i. 1/3 of our Directors have opted out of email communications. Please consider signing an Opt In statement. Please share any reason to continue opting out. All or nothing.
 - ii. Web-based Training for Exhibitors: To be launched by the end of the year.
 - iii. Standardized look and feel of logo to brand a united front
 - iv. Continue existing tools like the Paint Horse Journal, Chrome, General Store, and Facebook. Read and share the stories on the Facebook page.
 - f. American Paint Horse Foundation Scholarship Fund: Largest donation ever by Jerry Baker toward the \$168,000. Also received \$25,000 from the Edith Winter Grace Charitable Trust. 2014 distribution
 - g. Consider: Is what we are doing encouraging participation?
3. GIST Regional Club Affiliate Award: First Place \$2,500.00 awarded to New Jersey. Second \$1,500.00 Paint Horse Association of Australia. Third \$1,000.00 to Missouri Paint Horse Club.
4. AjPHA Presidential Project Update: Youth Today Youth Leaders

Board of Directors Meeting – 107 total present, 97 of which were Directors: Standard call to order, introductions, roll call, and oath for 2014 Directors

1. Financials presented by Parr and Associates. Listen to the story and then see if the numbers match the story. The format presented in the past is now restructured to a modified cash basis format is easier to compile and read, more transparent, yet still meets the requirements of the laws. Today for the first time we show a positive bottom line.
 - a. Income Statement: Increase in revenues and investment income 2014 in comparison to 2013.
 - b. Balance Sheet: Net assets have decreased \$171,000, yet \$114,000 was from depreciation of fixed assets. Results in very little decline in net assets with a strong 8:1 ratio of assets to liabilities.
 - c. Trends: Improved operational efficiencies. Member Services is 26% of all revenue and is up. Publications, World & Gift Show (22% of all revenue), Performance Department (5% of all revenue), and Sponsorship Revenue is up. General Store is down and could be attributed to the 50th Anniversary sales and merchandise.
 - d. Youth World Show and Gift Show: Net operating loss of \$121,918, in comparison to 2013 loss of \$64,881.
 - e. Open and Amateur World Show and Gift Show (OAWS): Net operating income of \$190,113.
3. Awards of Service and Regional Club Sponsorships. Two Longest at 40 years including from Zone One Butch Wonderlich. And a 30 service award to Grace Harris, 21 years to Linda Vance, from Zone One and Washington State Directors. Five Regional Clubs awarded \$1,000 each for creative show format and member recruitment: Arizona PHC, Eastern Idaho PHC, Empire State PHC, Inland NW PHC, Northern Michigan PHC.
4. Standing Committee Reports. ***These are very brief highlights. Please read minutes in full when published by APHA.***
 - a. Amateur – Rules passed and defeated. Opportunities for the Amateur program overall structure.
 - b. Breed Integrity and Registration – Success of the Breeders Trust reenrollment process. Additional changes to BT needed. Compared proposals with Long Range Planning and agreed to work together.
 - c. General Show and Contest – Rules passed and defeated. Process to develop eligibility to Regional Championship Show program with awards being sponsored by APHA. Year End Awards task force recommended World Show points be eliminated, discussion, no action was taken. Show approval rules and how to increase opportunity and participation, including mileage, formats. Several RCPs will be written for consideration next year.
 - d. International – 4 members attended from Germany. Shows include a Grand Entry prior to the start of each show. Recommend Distinguished Service Award be rotating to an International Member on alternating years.
 - e. Judges – Open Session: The Committee is very progressive, fair and objective members that are proud of the accountability. Sixteen judges retired, 3 have passed away. Potential judges awards rings versus pins, adding judge bios to the website and possibly the PHJ. Closed Session: Reviews of judge applicants and temporary judges with recommendations to permanent status. Rules passed and defeated.
 - f. Long Range Planning – Hot topics, ideas, plans. Performance Halter and consequences of Awards: Superiors, Champion that have halter points attached to them. Recommend implementation of the American Paint Stock Horse Registry, Regular and Solid Paint Bred. A RCP will be proposed. Ideas for the future of the Breeders Trust: Establish a flat fee for Stallion owners, a per Mare fee, and a Cap on points. 4-Judge Paint-O-Rama formats.
 - g. Professional Horseman’s – Upcoming interactive educational website in effort to explain what the judges are looking for: Ask a Pro. Asked Professional Horsemen to consider volunteer acting as clinicians at events to expose participants to APHA and the Professionals. Recommendations to advertising, awards for year end.
 - h. Racing – Strategic planning, awards, marketing and publications, new owners.
 - i. Recreational Riding – Ride America update, a major part of the committee. New promotions for 2015, enrollment includes a \$100 gift certificate for Platinum products and Trail Rider magazine. Ride America Saddle Star winners notified and May issue of PHJ will include bios. Upcoming activities and legislation, and APHA involvement discussed. Recommend clubs initiate a trails service project. Fort Rob 2015 is 20th Anniversary.
 - j. Regional Club – Attending the meeting were 11 committee members, 8 guests, 1 EC member and staff liaison. We discussed the rule change proposals and especially the ability of the President to appoint Directors. The committee proposed no additional rule changes or amendments. We reviewed our VR3 presentation and discussed potential topics for 2016 convention. A guest of the Membership Committee let us know that Committee was dissolved. The RC Committee will review the Membership committee purpose and determine how to incorporate it. We discussed the 5 year review and the Regional Club Programs with our goal toward continuous improvement and awareness for the Gold Star, Club of Distinction, Regional Club Sponsorship, and Gist Affiliate Awards programs. We reviewed the Regional Club website and THE sourcebook, focusing on the tools and resources available to Regional Clubs. With a goal towards offering ways to strengthen Regional Clubs, the Committee will gather “best practices” from Regional Clubs of the APHA that have been proven to be successful activities, events and promotions, that resulted in club improvement, and smooth/efficient operations, growing the membership, and other suggestions, and to add these ideas to the Sourcebook and the Regional Club Website as suggestions for other Regional Clubs.

- k. Rules – Rules passed and defeated.
 - l. Youth – Rules passed and defeated. Evaluated Regional Championship Show, Youth Convention, recruitment and leadership structure. Task Force formed.
 - m. Membership – Overall membership of the Association at above 50,000, trend, results of initiatives. Agreed to dissolve committee and disperse responsibility and purpose to other committees.
 - n. Foundation – Elections of the Board. Hall of Fame sub-committee. Presented Board selection criteria to align with APHA board. Income of \$8,000 from Golf tournament, other fundraising, gifts and donations received. Heritage sub-committee will look at how to progress initiatives including cataloging donated items.
5. Members that need our thoughts and prayers. Lauren Kelly, Tom Ford, Wanda Williams, Johnny Rogers
 6. Review of Rules, and Any Motions/Seconds to Amend – Opportunity to see what has come out of committee (as amended), and to amend, and debate of and vote on amendment.
 7. Motion to allow vote by absentee ballot. APHA Bylaws do not allow proxy or absentee because of need to hear debate, be involved in the conversation, dialog about the issues, and ability to make change in the moment. Make the sacrifice we know needs to be made in our lives to be a part of the Association.
 8. Question from the floor – Did the Youth combining with Appaloosa Youth World Show benefit? Yes, in cost savings on cattle and fairgrounds crew and maintenance, added vendors, increased traffic on the grounds and visibility.

Board of Directors Meeting Recessed

VR³ – Volunteer Recruitment, Recognition, and Retention. The Regional Club Committee representative David Lands from Virginia presented the RC Committee's seminar. The seminar was videotaped and will be available as well as the power point that accompanied the presentation. About 125 attended.

The Game Plan – Ranch Horse, Showmanship, and Trail Classes. APHA Judges Coordinator and two judges presented the class rules, how it's judged, and showed examples through videos, printed patterns, and scorings.

Board of Directors Reconvened

9. Roll call, Mary Parrot's outgoing Pres speech, Nominating Committee, and 2015 Slate of Officers announced.
10. Election of the EC and installation of 2015 EC, Directors and Alternates
 - a. President Elect – Susie Shaw (unopposed)
 - b. Vice President – George Ready (unopposed)
 - c. Senior Committee Member – Craig Wood (unopposed)
 - d. 5th Committee Member – Mike Short (unopposed)
 - e. 6th Committee Member – Casey West. Recognized from the floor additional nominee Don Beard
 - i. Don Beard Platform – Progress and growth through attracting the backyard paint horse owner
 - ii. Casey West Platform – Growth

Elected: Casey West

Incoming President Ron Shelley Comments. The foundation and strength of APHA is our heritage and we have a responsibility to a continuation of what came before us and to those that created it. The Association guiding principles are clear: Color, versatility, and marketing in a way that protects the brand. We need processes to allow us to be more engaged. The Membership Committee dissolved because the purpose is better served by the Regional Club Committee. EC was involved in determining the 6 Strategic Initiatives Staff is carrying out. Now we will see policy deployed through committees. We will see a renewed commitment that will produce results.

Comments by Tom Gilmore, Director from Arizona. Appreciation for recognizing Colin Beals and the generation that accomplished so much to start a legacy which is this Association.

Comments by Fred Young, Past President. Concern for the priorities of the Association and hope that we are not concerned with money over our colored horses.

Next year in Virginia!