

2018 APHA Convention Report

Respectfully submitted by: **Linda Vance**

Even though I have attended many APHA Conventions throughout the past 20+ years, I never cease to be re-energized and at the same time humbled, at times to be a lifetime member and servant to such a great organization. We are very fortunate to have so many dedicated members and staff who are willing to put countless hours into making our Association the best that it can be. It goes without saying that this year's Convention was as always educational in many areas and quite fast paced. I will try to be as brief as possible with my update even though there was a lot of great information disseminated through many avenues.

I was able to make it to one of the "move to the Stockyards" walking tours this year to get a close up and personal look at what APHA's move from our current location to the Historic Stockyards in Fort Worth will entail on the scene (details on the whole project will be presented a little later in the Convention). The area that will house APHA is just off of the main street where the daily cattle drive takes place and will be very close to the newly relocated RFD TV production studios. This move will allow APHA to have an exclusive as far as being the only horse breed to have headquarters in this Historic area, it will put our beautiful paint horses in front of millions of visitors each year; and more importantly, thousands of children each year will have the opportunity to fall in love with our beautiful bronze paint horses! Another great opportunity for APHA in this new location will be to increase revenue through our General Store merchandize. It goes without saying that the atmosphere of the historic Stockyards will allow us to better achieve our Mission Statement of "Promote, preserve and provide meaningful experiences with Paint Horses". Look for more information to come on this move to a new home for APHA.

Our State of the Association presentation provided by ED, Billy Smith, also included information from Brian Brendle of the American Horse Council who updated us on how our industry is doing. He made us aware that there are 990,000 Americans employed by the horse industry, 240,000 of these are in the racing industry. The equine therapy area of the industry is rapidly growing, and the House of Reps approved an amendment to increase funding for equine therapy for veterans by 5 million dollars for 2018. The new tax law lowers the corporate rate to 21%, down from last year's 35% effective 1/1/18. There are also changes for small business deductions and depreciation for property placed in service after 9/27/17. ACH continues to work on access to trails and maintenance/preservation of existing trails on public lands as it is a major priority as well as working on "recreation - not red tape" simplifying permitting processes. DOT new ELD rules were discussed and the bottom line is if you have not previously been reporting, then more than likely you will not have to start now. Even if your towing vehicle and trailer may exceed the weight limits outlined, unless you are commercial and/or operating a business you will not be effected. Here is a website with all of the information you will need to determine if you need to be concerned, <https://cms.fmcsa.dot.gov/hours-service/elds/non-business-related-transportation-horses>.

The overview of APHA's current state included the following info: The horse industry has changed and we, in turn, must also change to succeed. We will utilize technology to broaden our services through visionary thinking while maximizing customer engagement. Memberships are currently at 44,000; however our social media members are now over 350,000! Our Facebook video views are up 89% over 2016 - people want the content we are producing! Also, Facebook Messaging service continues to be a great customer service tool. Our total registrations were down 3.8% in 2017, while transfers were down 11%. Even so, our financial status remains very strong and at the top of our industry, as we currently have 15 months

worth of working capital in reserve. We now have all of our investments with outside financial managers and all are performing very well. Our relocation to the historic stockyards of Fort Worth will provide an increase of visitors through our doors which will increase several different revenue streams, and we plan on having this move made by late 2019.

2017 Youth World Show had an increase in horses of 7.42% and an increase in entries of .57%. The 2017 Open/Amateur World Show had an 11.26% increase in horses, and a 28.10% in entries. Our World Show App is a progressive web app that had 7,205 visits, 2,407 unique visitors, and was viewed by people in 19 countries. We also had an increase of 4% in our State Events Trust Fund revenue. We have the following partnerships in place: WCHA Breeders, NSBA, ACHA, Ohio QHA, ApHC, NCHA, and CMSA. Our 2017 show statistics showed a 4.7% decrease in shows held, 1% increase in exhibitors, a .16% increase in horses being shown, and a decrease of 2.45% in entries. We have had an increase of 4.3% in Amateur Walk-Trot, but a 10% decrease in Amateur members. Breeder's Trust payout was \$8.45 per point; and stallion subscriptions for 2017 had an 8% growth. APHA racing programs and futurities continue to thrive and there were 149 PBRIP events held with \$53,000 awarded.

APHA has improved email with members through our askapha@apha.com/customerservice@apha.com ; 183 horses have advanced to Regular Registry through rule RG-070E. APHA is the first breed to use genetics as a basis for registration status; and we have an improved online registration/transfer/membership system almost ready to launch. 2017 saw an increase in the use of our APHA Xtras program which means increased royalties of 6.4% back to APHA. On average, APHA members save more than \$100,000 per year just through the discounts available through the Xtras program! Check out the new partnership our Foundation has with Amazon if you shop with them. It is called Amazon Smile, and all you need to do is visit smile.amazon.com and sign into your existing account or create a new one; then type American Paint Horse Foundation into the search bar and select it as your charitable organization. Then just shop as usual with the same great prices and 0.5% of your total of eligible purchases will automatically be donated to the APHF to help support Youth Scholarships!

Champs Challenge is AjPHA President, Anna Lia Sullivan's, project where she hopes to collect tack and supplies for local therapeutic riding programs, Host CHAMPS classes at APHA regional club shows, and raise money for CHAMPS exhibitor prizes. For more info contact Anna Lia at YOUTH@APHA.COM.

APHA's Horse IQ program is a huge success, as they have added more classes to help educate one and all on what the judges are looking for in the individual classes. With actual videos where judges score performances and give their reasons for the score, this unique educational tool is a great value at \$6.99 per month if you are an APHA member (\$9.99 if not APHA member).

From our Legal Council, Suzanne C. Radcliff, there was a presentation on Common Equine Contracts (Bill of Sale, Lease, Board Agreement, Breeding Agreements), Liens, Limiting Liability. We learned that in today's society, it is always best to have a written contract rather than a verbal one! Some rules on Liens, in particular, can vary from state to state so know your own state's! Make sure you have our state's Equine Activity Statute posted visibly on your property.

Dr. Samantha Brooks, PhD, again presented information on genetics to help us educate ourselves so we can know how to best utilize the information going forward into the future. The tools this research are providing will help Paint Breeders to increase their color % produced

if used properly.

From the Committees: As I currently serve on the Rules Committee, we actually review all of the rule proposals to assure they are in proper order prior to sending them out to the individual committees for their consideration in the Fall. This year we also created and had inserted into the Convention Program an outline of how the APHA Rule Proposal Process actually flows to help educate our Directors and members on this very important necessary part of our Assn. The Rules Committee also fields questions from the various Committees on the Rule Proposals being considered at Convention as to validity of possible changes and whether or not there is a change of intent. The Committee also discussed amendments to rule proposals and establishing a process whereby these can only be done in Committee and not on the actual Convention Floor. A priority was set to work on a procedure for related rules to be handled.

Other committee news: **Judges Committee** is proposing a rule change for 2019 to make scribes mandatory at all shows. Also, Judges Score sheets being posted is being worked on. **Long Range Planning** discussed: use of 1 day specialty shows, rookie classes, specialty classes within a regular show, renewal of Gelding Plus program, moving the Paint Horse Journal to a strictly digital publication and possibly make available to all, APHA mobile app, data base of equine coaches, capping show fees, and offering incentives to Regional Clubs. **Professional Horseman's** discussed: lesson programs, banner program, & exploring a crisis fund. They now have 121 members. Racing Committee is exploring opportunities in MT and AZ for stakes races. Staff is providing an outline for a monthly newsletter. **Recreational Riding PAC** program had 178 open & 19 youth participants and discussed promotional activities at fairs, expos, etc. The annual Fort Rob ride is Sept 10-15, 2018. **Regional Clubs** discussed and decided to create a closed Facebook group for Regional Club officers, reviewed By Laws for Regional Clubs, will put a Best Practices Manual online for Clubs to utilize, also want to implement webinars and conference calls to educate clubs and officers.

Finally, you may go online to get complete information on the rule proposals passed at the Convention for implementation in January 2018 (heads up a few rules passed requested and were granted early implementation, and will go into effect as quickly as APHA can respond - watch the APHA website/watch for emails from APHA for updates on these.

I would once again, thank everyone for your support as your National Director. I would like to remind you all that I am always more than happy to discuss your questions or concerns about APHA; and you are more than welcome to contact me via phone, email or Facebook. Hoping to see you down the trail sometime in the near future.

ljb