

The American Paint Horse 2022 Convention

APHA hosted its first ever hybrid convention in 2022, following the first ever virtual convention in 2021. The individual committees met via Zoom beginning in mid-February and boasted of high levels of guest participation in all meetings.

Committee Meeting Reports:

On, Thursday, February 17, 2022 the Amateur Committee met via Zoom to discuss the rule change proposals brought forward for this year's consideration. Nine total rule change proposals were discussed at this meeting. Out of those nine, eight of them were passed out of committee for consideration and voting by the State Directors. Rule AM-300 was defeated within the committee via vote. That proposal allowed for "Amateur Halter Classes to be considered in Top 20 standings points for the Amateur Walk Trot Division." The rule was defeated due to the need for additional clarity on where points would land for people. The conversation within the committee meeting showed that scenarios not considered by the rule change originator could not be answered or addressed, which ultimately led the committee members to feel that the proposal would not be beneficial. Also, during the discussion, it was determined that amendments to the rule change proposal would change the intent of it, which is not allowed. Ultimately, the committee felt that additional clarifying information was needed prior to moving forward with the proposal. There was significant discussion of the proposals of amateurs being paid for lessons and receiving sponsorships. Some in the meeting felt that additional clarification was needed such as putting a cap on the amount of money that could be earned and wanting to see what AQHA was doing with similar proposals. Ultimately, the committee felt that additional conversation and consideration was warranted, so both proposals were moved forward.

On Monday, February 21, 2022 the Regional Club Committee met via Zoom. I have served as the Vice-Chair of this committee all year. We did not have any rule change proposals come forward from the committee but discussed those proposals which would impact regional clubs. Rule SC-105 allows Regional Clubs to partner together to host POR's outside of hosting club's boundaries without the need for a variance. All committee members felt this was a positive move forward for regional clubs. Rule SC-110 would not allow listed show managers and show secretaries to exhibit at the shows they were working. There was a great deal of discussion over this proposal. Many smaller regional club shows rely on a volunteer base to fill these roles, and proponents of those shows felt that it would cause a significant financial detriment to those regional clubs. There was a great deal of discussion over creating a standard that all shows were held to. Rule SC-110-1 would require that show managers and show secretaries show competency for the job they are doing by completing a certification course, in order to increase accuracy and the timely completion of show results at regional club events. All committee members felt that this was a positive thing for regional clubs. The Regional Club Committee, did however, request that early implementation be removed from the rule change proposal due to many events having already been started or hired for. That amendment was accepted for consideration of State Directors at Convention. Rule SC-125, reduces the submission of show results following an event from 15 days to 7 days. All committee members felt this was a positive change.

In addition to the discussion of the above rule change proposals, the Regional Club Committee discussed the on going work of bringing all Zones together with a more unified By Law structure. Each year the

RCC evaluates one third of all regional clubs in the world for compliance of APHA rules. Beginning in 2022, all ten zones will also begin a rotation of review for APHA show approval compliance. In addition, a template is being created to aid Zones in establishing a more unified structure of By Laws. At this time, there are minimal rules provided by APHA that helps Zone Coordinating Committees organize themselves. The APHA Executive Board has approved a Zone Compliance Check List to be used by the RCC in 2022.

On Tuesday, February 22, 2022 the Show & Contest Committee met via Zoom. The committee engaged in significant discussion about the perception of show managers and show secretaries exhibiting at the shows they are working. Many felt that the perception could and had been creating feelings of negativity in bringing new people into the APHA shows, which could be fixed by the rule change. Just as many people felt that this rule change would negatively impact smaller regional club shows bottom line. Ultimately, all rule change proposals were passed out of committee for further consideration and vote by the State Directors.

General Membership Meeting Report:

On Saturday, February 26, 2022 there were 88 State Directors and 3 Alternates present for roll call. A quorum was established.

- APHA saw gains in overall rates of membership in 2021 from 2022. We have still not gotten back to the place we were at in 2019 but are approaching it.
- APHA has seen a rise of 23.72% of the number of judges at shows from 2020.
- APHA has seen a rise of 5.22% in the number of overall horses at shows from 2020.
- APHA has seen a rise of 43.67% in the number of overall entries at shows from 2020.
- These rises are overall a decrease of 16% in comparison to the 2019 numbers.
- The #1 show was the European National Show.
- The #2 show was the Zone 2 Show: They had 1098 entries per judge and 210 total horses.
- The Zone One Show was ranked #8 overall. We had 841 entries per judge and 145 total horses.

Results of Rule Change Proposal Amendment Votes:

- All proposed amendments moved forward with a majority yes vote for voting of State Director consideration.

Strategic Plan Report:

- APHA is building upon the following 3 pillars:
 - Maximizing the customer experience
 - Demonstrating educational leadership
 - Demonstrating financial leadership
- In 2022 we are providing:
 - 1.5 million dollars in show purses and prizes at the World Show
 - \$144,000 in Year End Award Prizes
 - \$135,000 in Youth World Show & Academic Scholarships
- Individual memberships are up 1.15%
- Individual horse registrations are up 1.8% (2020=9706)

- We have a double digit increase in horse transfers.
- We have positive movement in APHA sponsorships in both brand/corporate sponsors and in money received since moving to the Stockyards.
 - \$350,000 in kind/brand/corporate sponsorships
 - \$450,000 in money sponsorships
- APHA has seen significant positive movement with social media.
 - 2016: 39,000 social media hits
 - 2021: 300,000 social media hits
- There has been some slippage in revenue from magazine publications from 2019-2020 but seems to have stabilized in 2021.
- 2021 brought APHA \$10,068,235.00 in revenue. This is the first time in decades this level of increase has been seen. Revenue in 2020 was \$8,157,019.00.
- APHA has had \$371,811.00 in Barn Door sales in 2021.
- Stallions in the Performance Divisions are seeing an increase in the amount of earned Chrome Cash. The increases seen in 2021 for stallion payouts from Chrome Cash are higher than those paid out for Breeders Trust.
 - 2021 Breeders Trust Amount: \$8.36 per point earned.
- Breeders Futurity paid out a record amount in 2021 in all areas. There was a 52% increase in gold class entries. In 2022 non-pro classes are being added.
- One third of all 2021 registrations are from outside of the United States.

Financial Report:

- Operating Revenue increase in 2021.
 - 2021: \$10,068,235.00
 - 2020: \$8,157,019.00
- Operating Expense increased in 2021.
 - 2021: \$9,835,410.00
 - 2020: \$8,322,220.00

APHA Shows Report:

Show Year	2019	2020	2021	+/- %
Total # Shows	1024	645	798	+ 23.72%
Total Exhibitors	4956	3777	4560	+ 20.73%
Total Horses	4910	4135	4351	+ 5.22%
Total Entries	261,242	174,698	250,997	+ 30.39%
World Show	NA	1536	1743	+ 15%

- Cowgirl Gathering: Event owned by APHA. APHA is an association made up of 70-85% women. They are looking for ways to embrace and highlight women. The 2021 Cowgirl Gathering was the largest 1 day barrel racing event in the United States.

Marked For Greatness Properties:

- APHA is looking for ways to expand non-traditional events to include APHAs profitability and revenue.
- The Marked For Greatness Properties entity was created to allow for: Tax Sheltering
 - Non IRS triggering opportunities (things that will not impact APHA's not for profit status).
 - Look for profit subsidiaries that protect APHA.
 - Return to APHA as dividends, which is being worked on by APHA legal counsel now.

Youth World Show Endowment:

- APHA is committed to undercutting student loans for association youth. Thanks to the Cowgirl Gathering, an increase of 54% was made in the main YWS endowment.
 - 305 total scholarships have been awarded to approximately 150 youth members. No other horse industry association is currently doing this.
 - Between 2012 and 2021, a total of \$899,950.00 has been earned in the endowment.
 - Approximately \$600,000.00 has been redeemed by youth association members to date.

Amateurs & Youth:

- Amateur Association Memberships increased 6.7% from 2020.
 - 2021: 3,350
 - 2020: 3,137
- Youth Association Memberships increased by 6.3% from 2020.
 - 2021: 3,478
 - 2020: 3,258
 - APHA is committed to finding ways to get young kids on the backs of horses.

Horse Symposium:

- The heads of the NRHA, NRCHA, USEF, Ruby Buckle Incentive Programs and Billy Smith made up the panel to discuss the current state of the horse industry.
- The major commonality shared with all associations is finding ways to create a more welcoming environment so that new people want to come and be part of the larger group and finding ways to increase youth levels of engagement within the associations.
- All parties recognize the need to utilize data more effectively. At the current time, horse industry association data is housed within old technology systems that do not readily allow it be accessed and used effectively. They recognize the need to collaborate across associations and look at data in a shared manner, but currently the cost of updating systems to allow for this is prohibitive.

General Membership Meeting Report:

On Sunday, February 27, 2022 there were 87 State Directors and 3 Alternates present for roll call. A quorum was established. Voting on rule change proposals was conducted electronically for these 90 people to begin the evening of 2/27/22 and to end at noon on 2/28/22.

2022 Nominating Committee: These people were elected from a pool of 4 candidates.

- Lisa LaPlace
- Diane Paris

2022 Board of Directors: Three people were elected from a pool of 5 candidates to join the Board.

- Incoming President: Melanie Cox-Dayhuff
- President Elect: David Lands
- Board Member 1: Sandy Jirkovsky
- Board Member 2: Kelly Bowles-Chapman
- Board Member 3: Diane Alves
- Board Member 4: Monica Hagen
- Board Member 5: Ashely Griffin (newly elected)
- Board Member 6: Mike Holloway (newly elected)
- Board Member 7: James Howard (newly elected)
- Immediate Past President: Allison Umberger

2022 Rule Changes as passed by State Director Voting:

https://apha.com/news/18-rule-changes-passed-by-state-directors-including-show-secretary-certification-optional-clipping-and-prohibiting-raised-trot-overs-for-in-hand-trail/?fbclid=IwAR3PbEczLHN9p1Z1vUEXbwYC--aKYSegO-yKYFOuzL0YN29Gzub_-mc4gz4

Thank you for the opportunity to represent Washington State!

~ Kory Kumar

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