

# **The APHA 2024 Annual Convention Report**

**By: Kory Kumar**

APHA hosted its annual Convention on March 1-3, 2024, at the Hotel Drover, in Fort Worth, Texas. Only committees which had rule change proposals for consideration met during convention.

## **Regional Clubs Advisory Committee Report:**

I was the chair of the Regional Club Advisory Committee for 2023. My committee did not meet at convention. I provided the following report at convention:

The Regional Club Advisory Committee met 5 times in 2023 with the following accomplishments:

1. The committee evaluated the annual document submission of 25 clubs and performed 12 re-checks from the 2022 submissions to allow clubs to retain their charter.
2. In 2022 the Regional Club Advisory Committee hosted Zoom Roundtable/Idea Sharing Forums for regional club offers and show managers. In 2023 this committee completed that series with the final round table held on April 19<sup>th</sup> with 29 participants. The entire series consisted of 4 round table discussions with over 184 participants. The series was recorded and is available through horseIQ.
3. In 2023 the committee identified 3 qualified and willing individuals to serve as Regional Club Mentors to provide specific guidance to regional clubs struggling to create successful shows. We are proud to announce that Linda Vance, Alison Umberger and Sheri Grinstead have volunteered, and this new program will be launching in 2024.
4. The Committee was also asked to work with the Long-Range Planning Advisory Committee to determine the focus and direction of Regional Clubs in ways that will create more success in our current specialized horse community through more appropriate club structure, an incentivized franchise-like format and more disciplined club charters. The chairs and vice chairs of the committees met several times and then reported back to each committee. The Regional Club Advisory Committee feels increased regulations through a franchise-like format could restrict the clubs from tailoring shows and activities to their specific geographic and member needs. The Committee also feels that the current club structure is appropriate for our current market and show requirements. The Long-Range Planning Advisory Committee has also reported their committee's thoughts.

## **General Membership Meeting: March 1, 2024**

### **AjPHA Presidential Report:**

Riley Francis reported on her mission to bring more awareness to disabled riders and to expand the CHAMPS program. She is hoping to get more regional club shows in her home state of Michigan and would love to see more added nationwide. The Regional Championship Shows now have CHAMPS at them as well.

### **2023 Progress Report: Reported by Dave Dellin: March 1, 2024**

"We can't have the history of America, without the horse in it," Dave D.

At the start of this meeting, State Directors were asked the following, "What is best for the APHA as a whole? Not regionally, or locally, or for special groups, but for the entire association. Please keep this in mind going forward." The frame of the conversations and work done by State Directors, Committee members, Board Members and Staff was around doing what would be best for the entirety of the association.

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## 2023 Year End Review:

- There has been a progressive decrease in **memberships** over the last 3 years. Chrome Magazine and the Paint Horse Journal go out to all members of APHA at each publication.

Year	Memberships
2021	41,460
2022	40,341
2023	38,691

- APHA broke the 10,000 **horses registered** since 2018. We have seen an increase over the last 3 years.

Year	Registrations
2021	9881
2022	9934
2023	1019

- Transfers** are down progressively over the last 3 years.

Year	Transfers
2021	13,679
2022	12,749
2023	11,183

- The number of **entries at APHA shows**, not including the World Show or Halter Million have gone down over the last 3 years.

Year	Entries	Horses
2021	250,997	4351
2022	239,308	4165
2023	223,414	4036

- World Show Champion **Scholarships** have had a total amount earned of \$1,114,525 and a total amount of money redeemed of \$703,616.
- The **youth team tournament** has grown exponentially. The requirement of having to have their own horse was removed for participants in 2023.

Year	Participants
2021	51
2022	28
*2023	106

- Breeders Trust** is currently paying out \$8.74 per point. The number of stallions has gone down.

Year	Stallions
2021	217
2022	208
2023	195

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- The **Breeders Futurity** has increased a lot in mares registered.

Year	Mares
2022	223
2023	410

- **National Shows (Western National Show Data)**

- There is a 3-year contract for the Western National Show to be at South Point in Las Vegas. The dates are published on the APHA website.

Location	Year	Entries	Horses
Las Vegas	2021	1263	243
Scottsdale	2023	734	171

## International Engagement:

- 22% of overall APHA memberships are international memberships.
- One third of all APHA registrations, are for international horses.
- The European Entries showed a 5% increase from 2022 to 2023.
- Two International Shows were in the top 10 of all APHA shows for entries and horses.

## Chrome Cash 2023

- Total Events = 43
- Total Entries = 3,374
- Total Payouts = \$1,008,701

## PAC 2023

- Total Enrollments: 444
- 44 states and 6 provinces engaged in PAC in 2023.
- 9,760 Recreational Riding hours were logged.
- PAC E-World Show had 162 total entries, and 65 total horses.

## PB Rip 2023

- Total Payouts = \$125,800
- Total Enrollments = 391
- Total Individual Events = 118

## Paint Horse Racing 2023

- Total Payouts = \$2,971,330
- Total Individual Races = 244
- Total Racing Starts = 292

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## **Horse IQ 2023**

- Total Available Lessons = 27
- Total Subscribers = 909
- Partner Organizations = 11
- 26% increase in subscribers from 2022

## **Marked For Greatness Properties 2023**

- PH Barn Door: \$400,000 in gross sales in 2023
  - 46.5 thousand visitors went to the online PH Barn Door Store
  - \$265,000 in in-person sales at the store and at the World Show Booth.
  - 176% increase in online sales following targeted social media marketing in 2023.

## **Social Media 2023**

- Increase of 2% in outreach between 2022 and 2023.
- YouTube Subscribers = 3280
- Instagram Followers = 56,982
- Facebook Friends/Followers = 324,573
- LinkedIn Followers = 4000
- X Followers = 23,400

## **Sponsorship 2023**

<b>Year</b>	<b>Total Amount of \$ and In-Kind Sponsorships</b>
2021	\$824,278
2022	\$1,079,758
2023	\$1,137,037

- Corporate Sponsors are giving \$25,000 or more each year by cash or in-kind sponsorship annually.

## **Financial Review**

- Revenue in 2023 = \$12.2 million
- Expenses in 2023 = \$ 11.8 million
- Net Operating Budget = \$400,000
- Asset Net Result = \$1.2 million
- Assets = \$25.8 million
- Liabilities = \$4.8 million
- 7.12% increase in earnings
- 21.2% decrease in liabilities
- Liabilities and net assets increased 3.4% overall.

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## Show Events Revenue versus Expenses for 2023

World Show: Increased revenue by 20% from 2022

Revenue	Expenses
\$3.4 Million	\$3 Million
\$293,000 net	

Halter Million:

Revenue	Expenses
\$963,000	\$970,000
Negative net loss	

National Shows: Western National Show ONLY \*\*I just did the one for our area.

Revenue	Expenses
\$104,000	\$127,406
Negative net loss	

Marked For Greatness Properties:

Revenue	Expenses
\$1,000,000	\$1,200,000
\$114,000 net loss	

## Your Role in APHA's Future: Presented by Mary Byers: March 1, 2024

Association Membership Trends:

	APHA	AQHA	NRHA	NCHA	NRCHA	NSBA	IBHA	PHA
2014	50,182	263,528	14,895	15,575	4,460	7,859	853	7,416
2015	50,097	260,531	15,289	15,047	4,237	8,209	826	7,131
2016	47,341	253,579	14,873	13,719	4,251	8,643	950	7,291
2017	44,491	251,263	14,866	13,076	4,202	9,101	790	7,113
2018	42,293	234,627	14,818	12,655	4,447	10,680	755	7,140
2019	40,605	221,251	14,788	11,964	4,680	10,447	not available	6,982
2020	40,981	226,577	12,729	12,184	4,849	13,349	740	6,504
2021	41,460	230,514	14,000	13,088	5,169	20,719	489	7,157
2022	40,431	232,318	14,384	14,154	5,316	18,502	717	7,359
Rate of increase or decrease between 2014 and 2022 numbers	-19.43%	-11.84%	-3.43%	-9.12%	19.19%	135.42%	-15.94%	-0.77%

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Horse Registration Data Trends: In 2004 AQHA changed the excessive white rule to allow QH with excessive white into the registry. APHA trend data went down, while AQHA trends increased. In 2020 APHA introduced Chrome Cash...this may have positively impacted our registration numbers within the reined cow horse arenas.

	2001	2006	2011	2016	2017	2018	2019	2020	2021	2022	% Change over 2001
Quarter Horse (US)	125,293	137,045	75,225	63,497	60,893	57,753	57,245	67,653	61,623	74,728	-40%
Thoroughbred (US)	34,721	34,905	22,655	21,119	20,671	19,760	19,206	18,454	17,850	17,300	-50%
Paint	56,869	39,357	15,630	10,964	10,225	10,149	9,145	9,706	9,881	9,934	-83%
Standardbred (US)	11,261	12,452	8,059	7,210	6,885	6,970	6,860	8,332	8,628	8,631	-23%
Tennessee Walking	15,245	13,366	4,206	2,462	2,375	2,501	2,461	3,145	3,098	2,918	-81%
Arabian	9,266	7,033	3,936	3,001	3,153	2,917	2,631	2,459	2,189	2,149	-77%
Appaloosa	9,322	6,749	3,487	2,188	2,193	1,949	1,931	1,825	2,144	2,208	-76%
Saddlebred	3,055	2,859	1,859	1,316	1,561	1,374	1,396	1,232	1,286	1,249	-59%
Morgan Horse	3,175	3,461	1,481	1,334	1,436	1,797	1,739	1,866	2,110	2,616	-25%
Pinto	4,709	4,262	1,911	1,629	1,597	1,614	1,586	1,567	1,806	1,884	-60%
Anglo & Half Arabian	3,944	3,309	1,162	911	915	763	842	859	731	786	-80%
<b>Total</b>	<b>277,160</b>	<b>264,798</b>	<b>139,611</b>	<b>115,631</b>	<b>111,904</b>	<b>107,547</b>	<b>104,942</b>	<b>117,098</b>	<b>111,346</b>	<b>124,403</b>	<b>-55%</b>

## APHA Strategic Plan: 4 Areas of Focus for the next 3 Years

Pillar 1: Elevate the image of the paint horse.



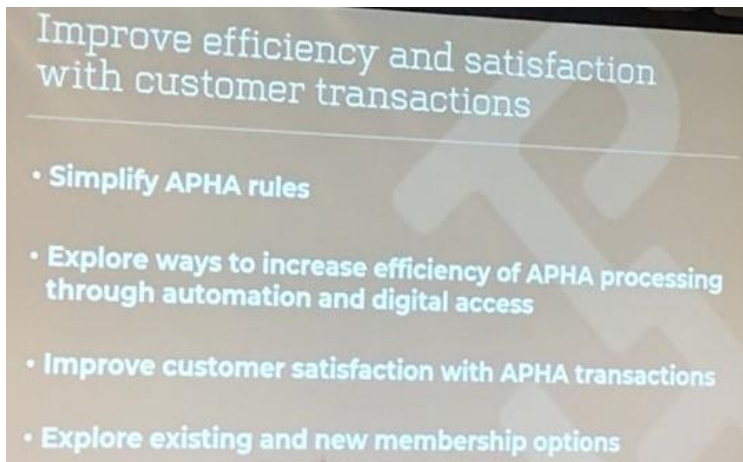
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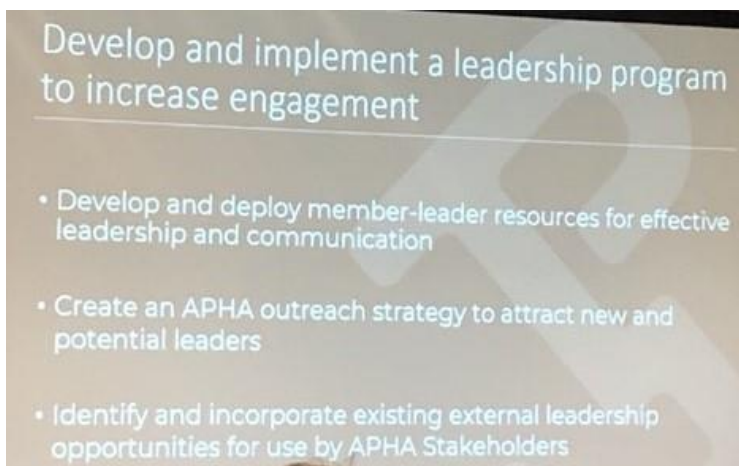
Pillar 2: Leverage the MFG to optimize for profit opportunities.



Pillar 3: Improve efficiency and satisfaction with customers.



Pillar 4: Develop & Implement ways to improve leadership.

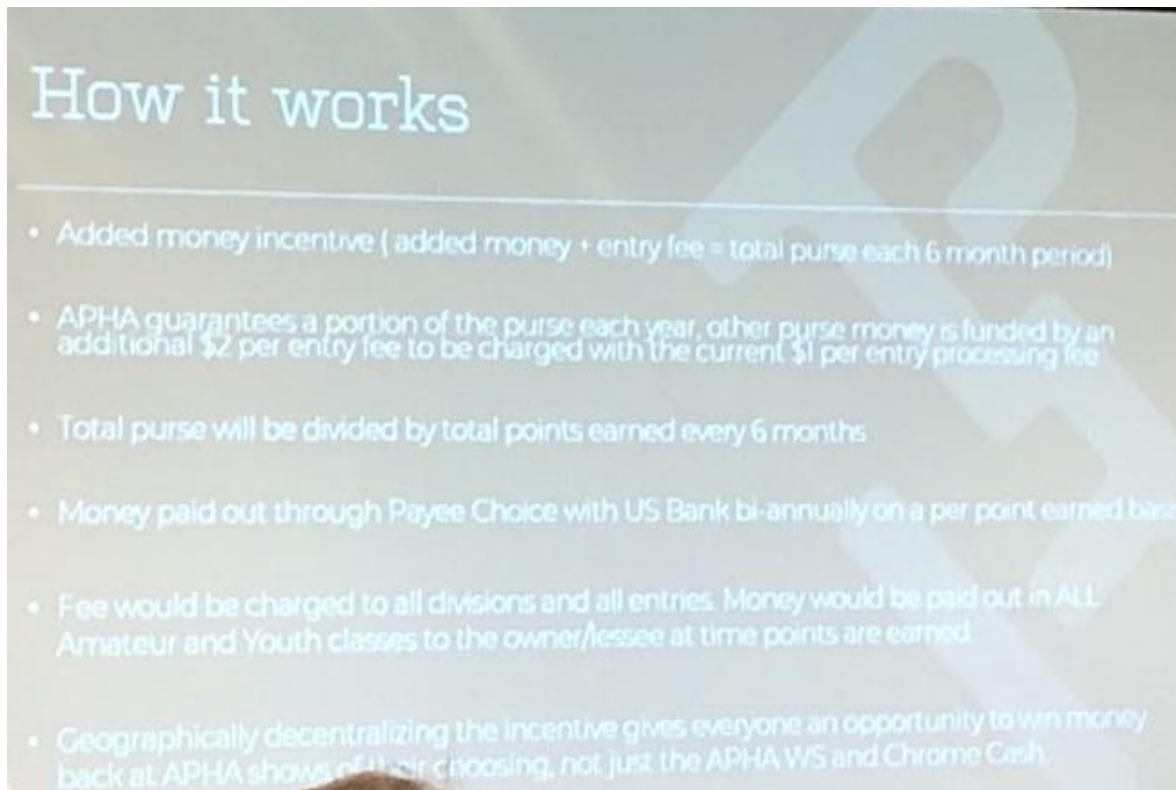


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Paint Points Program Introduction: State Directors were asked to think about this incentive-based program, and how it might positively impact our members. This is not anything that was or will be voted on...it will be a BOARD determination and WILL NOT be implemented BEFORE January 1, 2025. APHA is in the planning phase of this potential program, and they are seeking member feedback on it.

- \$2/class/judge fee collected for ALL APHA classes at ALL APHA shows (regional, zone, national and world shows)
- Fee collected for all open, youth and amateur classes.
- APHA adds in \$500,000 to the total pot of money for the year.
- ALL Youth & Amateurs to include Novice, Walk Trot, 13 & under, 18 & under, 19 & over and Master Amateurs
- Paid out 2 X yearly at \$10.00 per APHA point earned. (6 months between payouts).
- The payment per point would fluctuate year to year based on entry money (similarly to Breeders Trust).
- \$10.00 per point was calculated as follows: Based upon 2022 numbers:
  - 4665 unique horses shown in 2022.
    - 956 unique horses shown in open only classes, accounts for 20% of all horses shown.
    - 3709 unique horses shown in some combination of Youth/Am/Open, accounts for 80% of all horses shown.
    - 68% of exhibitors earned ½ or more points, which would earn them a paycheck under this program.
- No impact to NCAA Collegiate Equestrians, as well as no impact on Amateur status.
- Unique Horse = counting each horse shown at an APHA horse only 1 time, no matter how many shows that same horse entered in the year.



## How it works

- Added money incentive ( added money + entry fee = total purse each 6 month period)
- APHA guarantees a portion of the purse each year, other purse money is funded by an additional \$2 per entry fee to be charged with the current \$1 per entry processing fee
- Total purse will be divided by total points earned every 6 months
- Money paid out through Payee Choice with US Bank bi-annually on a per point earned basis
- Fee would be charged to all divisions and all entries. Money would be paid out in ALL Amateur and Youth classes to the owner/lessee at time points are earned
- Geographically decentralizing the incentive gives everyone an opportunity to win money back at APHA shows of their choosing, not just the APHA WS and Chrome Cash.



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## **Competition Advisory Committee Meeting: March 2, 2024**

- Committee Priorities Reviewed:
  - Increase Amateur/Novice Amateur card holders by 50 from 2022: Not Accomplished
    - Goal: 2,542 card holders
    - Reality: 2,393 card holders
    - 4.6% overall decrease in Amateur card holders
  - Increase Amateur Walk-Trot card holders by 50 from 2022 – Not Accomplished
    - Goal: 877 card holders
    - Reality: 773 card holders
- Discussion of Rule Change Proposals

## **Breed Integrity Advisory Committee Meeting: March 2, 2024**

- Discussion of Rule Change Proposals

## **State Directors Meeting 1: March 2, 2024**

There were 98 total Directors/Alternates present for Roll Call.

- The rule change proposals were brought to the floor for discussion.
- No rule change proposals were amended. All proposals brought forward from the committees were passed to the floor for discussion.

## **State Director Meeting 2: March 3, 2024**

There were 96 total Directors/Alternates present for Roll Call.

- Three people were elected from a pool of 5 candidates to join the Board of Directors.
  - Incoming President: Kelly Bowles-Chapman
  - President Elect: Diane Alves
  - Board Member 1: Ashley Griffin
  - Board Member 2: Mike Holloway
  - Board Member 3: Jamie Howard
  - Board Member 4: Meridith Landy
  - Board Member 5: Peggy Cummings
  - Board Member 5: Rachel Kooiker
  - Board Member 6: Karen Banister (newly elected)
  - Board Member 7: Monika Hagen (newly elected/previous Board Member)
  - Board Member 8: Tina Shanahan (newly elected)
  - Immediate Past President: David Lands
  - Dave Dellin

Thank you for the opportunity to represent Washington State!

~ Kory Kumar

WSPHC ~ SWWPHC ~ INPHC ~ PNPHC ~ NWCC