

The APHA 2025 Annual Convention

Report By: Joanna Latham

APHA hosted its annual Convention on March 2/28-3/2 2025, at the Hotel Drover, in Fort Worth, Texas

General Membership Meeting: February 28, 2025

AjPHA Presidential Report: Mackenna Noon provided a short video report of her work to reduce barriers for exhibitors and to grow the future particularly with a rule change proposal for Novice Youth to retain points earned. She has also worked on increased partnerships with YEDA at APHA events

2024 Progress Report: Reported by Dave Dellin: February 28, 2025

Key Points: Looking at unique number of horses shown, not just entries

- 80% comes from Y/AM classes
- 75% of horses show earned at least ½ a point in 2024
- What is best for APHA as a whole? Not just specific regions or disciplines

Membership: Showing a decline over 3 years, however, we lost less members from 2023-2024 than from 2022-2023.

Chrome Magazine/Paint Horse Journal: Continues to grow, goal to show the world what APHA is

Breeding: Small decrease in numbers of mares/stallions bred. Numbers do grow as people register their horses later in life

Registration: Sizeable increase in overall registration

- Over 11,000 registrations (last time this happened was 2014)
- Older horses are registering due to Chrome Cash incentives ie. roping, cutting, reining

Show Entries: show entries are down 30% from what was showing 20 years ago in 2004

- Eastern/ Western Nationals growth was exponential
- 2024 Western National 97% increase in entries, 70% increases in horses

World Show/Halter Million: Numbers of horses are holding steady, with a slight decrease at the Halter Million

- Intermediate class numbers are up, with 55% of exhibitors also showing in the intermediate classes

International: 28% of memberships are outside of the United States, EuroPaint had large numbers!

Chrome Cash: A way to add value to APHA memberships at auxiliary events

- 3,201 entries, paid out \$1.2 million

PAC: Overall, there was a 12% decrease in enrollments. APHA is seeking exponential growth in this program. The PAC E Show has shown to be very popular, and APHA is seeking to grow this area.

IRHA: “International Ranch Horse Association,” Owned by APHA.

- \$300,000 paid out at WS
- \$25,000 paid out at other events
- 8 new events have asked for 2025 sanctioning

Becca Bot: APHA has launched an AI chat feature on website to help answer rule book and registration questions

- Gives 24/7 customer service options, but is not designed to replace humans

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

- **Pillar 1: Elevate the image of the paint horse.**
 - Improve incentives to compete and breed
 - Paynt Points
 - New and different, no other associations are doing this
 - Color Incentive Task Force
 - Incentives for visually identifiable
 - 49.3% of 2023 point earners had more than 12 inches on continuous white
 - Enhance promotion between APHA & affiliates
 - Horse IQ being used for affiliates as well
 - Chrome Cash
 - Capitalize on imagery of the Paint horse
 - Expand promotion of the Paint Horse lifestyle
 - Increase online engagement
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- **Pillar 2: Leverage the Marked For Greatness Properties to optimize for profit opportunities.**

- Expand PHbarndoor
 - Hosting popup events
 - More items in store and online
- Explore development of equine and western lifestyle experience opportunities
 - Multiple youth activities during the Cowboy Gathering such as roping, sculpture, farrier, chuckwagon cook off
- Develop IRHA
 - Implemented registration fees, increase in approved events
- Increase brand awareness
 - Branding on statues in Stockyards
 - More Paint Horse branded items in PHbarndoor
- **Pillar 3: Improve efficiency and satisfaction with customers.**
 - Simplify APHA rules
 - Youth and amateur task force
 - Advisory Committee created
 - Increase efficiency of APHA processing
 - Becca Bot
 - More language translations on website
 - Improved timing on transfers
- **Pillar 4: Develop & Implement ways to improve leadership.**
 - Develop and deploy member/leader resources
 - Redesigned Member Newsletter
 - Expanded leadership onboarding
 - Regional Club Advisory Committee developing a resource toolbox for show managers
 - Create APHA outreach strategy
 - Advisory Committee placement questionnaire
 - NLDC subcommittee to be developed in 2025
 - Identify & Incorporate Existing leadership
 - Potential partnership with NRHA, NRCHA, NCHA and Priefert for youth leadership program.

Paynt Points Round Table Discussion: March 1, 2025

There was a lot of discussion about how this fee will detour new less experienced exhibitors from entering. President Kelly Bowles Chapman gave us a real life example from a show she attended in Michigan. Two very beginner walk-trotters were in a class, neither was having a very good class, but made it through said class and one exhibitor earned 1 point. That is a \$10 payout, despite not having the best class ever. Everyone has a chance, and it is a competitive sport. There will be times that points are not earned, but even before Paynt Points, there have been plenty of classes that an exhibitor has entered and not earned a point.

- All APHA classes will be charged a \$2 fee per judge beginning in January 2025.
- Based on 2022 data Paynt Points would have paid out over \$1 Million to exhibitors
- All youth and amateur and novice classes are eligible for payout including W/T
- 100% of collected \$2 fees will be put into the Paynt Points Payout Program. APHA is not charging an admin fees, all the money goes back to the exhibitors
- Payout #1 of each year is for points earned January 1st through June 30th .
- Payout #2 of each year is for points earned July 1st through December 31st .
- APHA is adding \$500,000 from their investment accounts
- APHA hopes to add open classes Jan 2026. This requires an additional \$300,000 of added money from them to make it happen.
- World Show pointed classes are also included in this program.
- No payouts for non pointed classes such as futurites or Chrome Cash classes
- Without the \$2 class/judge, the payouts are estimated at \$5/point versus the \$10 point.

Rules Advisory Committee Meeting: March 1, 2024

Rule Change Proposal Discussions:

Many of these rule changes were “housekeeping” items to help simplify and standardize rules

SC-015: No discussion, proposal passed out of committee

SC-090: Discussion was positive for decreasing the mileage between shows. This proposal passed out of committee

SC-105: (defeated in committee) A lot of discussion occurred on this proposal related to giving Regional Clubs the opportunity to make decisions for themselves regarding how many judges they offered at shows.

SC-105-1: (defeated in committee) It will be up to the clubs to determine how many judges they offer at shows.

SC-105-2: Purpose to simplify rules and streamline process, already giving livestock show variances for 4 judges. This proposal passed out of committee

SC-105-3: No discussion, proposal passed out of committee

SC-105-4: No discussion, proposal passed out of committee.

SC-110: No discussion, proposal passed out of committee

SC-145: No discussion, proposal passed out of committee

SC-150: No discussion, proposal passed out of committee

SC-155: There was a lot of discussion regarding why purple, proposal passed out of committee

SC-185-1: This was a very controversial proposal. There was a great deal of argument against it related to stacking classes, as well as assistant trainers not having an opportunity to show. The yearling open exhibitors were in favor of this proposal as it would increase lungeline numbers. Proposed number of horses allowed to show was a higher number than most people would like to see. Ultimately this rule passed out of committee

SC-204: No discussion, proposal passed out of committee

SC-247: No discussion, proposal passed out of committee

SC-283: No discussion, proposal passed out of committee

SC-286: No discussion, proposal passed out of committee

SC-290: Discussion was positive in requiring a minimum of a lope in gaming events. Judges supported it, especially when it comes to earning points ethically. The proposal passed out of committee

SC-309: Discussion from judges to express how confusing the pattern is and how exhibitors are always confused when it is used, there are plenty of other patterns to use. The proposal passed out of committee.

AM-080: (defeated) There was a great deal of discussion on this related to forcing a combination at 6 being too high. Currently show management can combine without the consent of all if classes have 3 or less entries. The group felt that was sufficient. The arguments centered around Master Amateurs not wanting to combine and not being penalized by a forced combination

AM-085: This proposal was very controversial. There was a lot of debate on if showmanship is really an individual class. Pattern classes contain an F & E scores (Form and Effectiveness). The debate by judges against amateurs was that in horsemanship, equitation and showmanship the horse is the tool the exhibitor uses to perform the class, proposal passed out of committee

AM-105: was removed due to conflict with AM-085. The Rules committee directed the Competition committee, that if they passed AM-085 out of committee, this rule could not be discussed or passed.

AM-110: No discussion, proposal passed out of committee

AM-115: No discussion, proposal passed out of committee

AM-117: (defeated) The discussion around this class was that it would open the class for professionals to compete against amateurs or youth as it is currently written, which

would create an unfair advantage. The committee unanimously voted against this proposal, which defeated it.

AM-205: (defeated) The discussion was short and centered around the need to not limit points earned in other associations to not be counted toward Novice eligibility. The committee voted 2 for and 11 against this proposal, which defeated it.

AM-205-1: The discussion was that a lot can happen for a person in 10 years, and that if requested and applied for a person could have the novice status returned to zero if after a period of 10 years no points had been earned. The proposal passed out of committee.

AM-300: The discussion focused on the want of Master Amateurs to have their own category to show in. It was also pointed out that this proposal allows show committees the OPTION of creating a Master Amateur W/T and Amateur W/T division but does not require them to. The proposal passed out of committee

YP-075: (defeated) The discussion was the same as with the forced amateur combinations. This Proposal was defeated by the committee with a vote of 5 in favor of it and 8 against it.

YP-075-1: No discussion, proposal passed out of committee

YP-205: No discussion, proposal passed out of committee

Joanna Latham

Alternate State Director Oregon