

**Appaloosa Horse Club Fact Sheet**  
2010 year-end

**Registration**

**2010 Registration Statistics**

Regular (#) Classification      2,481  
Non-Characteristic (N)          1,005  
Total Registrations              **3,486**  
(16% decrease from 2009)  
**+7% Jan-May 2011**

**Top Five States: TX/OK/CA/MO/MN**  
**Top Five International: IT/CA/GR/FR/CZR**  
**International registrations = 30% of total**

**Transfers**  
**4,309** (16% decrease from 2009)  
**+4% Jan-May 2011**

**Performance Permits**  
Appaloosa X Appaloosa          168  
Appaloosa X Approved Breed      93  
   **Total 261**

**Foundation Pedigree Designation**  
**219** (10% decrease from 2009)  
**+29% Jan-May 2011**

**Marketing**

**International marketing:** Trade activities in: South Africa, Australia, Canada, France, Germany, Mexico, Brazil, China, Uruguay & Youth Exchange Program.  
**Advertising & Sponsorships**  
**Expos & Trade Shows**  
**Promotional Materials – new brochure**  
**Social Media (FaceBook/Web sites)**  
**Public Relations Activities – articles in other industry publications/interviews/all-breed events**

**Racing**

123 race starters in 2010  
218 Races; average purse of \$9,401  
Average earnings per starter = \$16,662

**Racing Hall of Fame**

**Edward Allred**  
**PERFECT ONE**

**Finances**

Revenue over expenses = \$50,933  
Total revenue = \$3,971,522

**Shows**

**544 ApHC-approved shows (193 Events)**  
**Total entries = 175,600 (-11%)**  
**2,768 horses earning points**  
**2,441 Youth participants**  
**2,950 Non-Pro participants (47.5% 50+)**

**2010 World Show**

Non-Pro entries – 1,238  
Open Halter entries – 346  
Open Performance entries – 802  
Total entries – 2,386 (same as 2009)  
Total horses – 864 (9 fewer than 2009)

**2010 National Show**

Non-Pro entries – 730  
Open Halter entries – 176  
Open Performance – 516  
Youth entries – 1,378  
Total entries: 2,800 (-3.25% from 09)  
Total horses: 682 (-9.67% from 09)

**2011 NS horses = +17%**  
**2011 Youth entries = +19%**  
**2011 Non Pro entries = +38%**  
**2011 Open entries = +18%**

**Trail/Distance**

**260 participants in ApHC-sponsored rides**  
**260 horses enrolled in distance program;**  
**321 horses enrolled in Saddle Log**

**ApHC Membership**

**2010 Membership Total = 16,100 (-9.4%)**  
**113 Regional Clubs with 4,950 members**  
**2,522 of those are not ApHC members**

**Hall of Fame Inductees**

**Doug Schembri**  
**Hugh Williams**  
**CIM-BAD**  
**KING PLAUDIT**  
**THE MIRACLE CHIP**  
**SHAVANO**  
**DAN DEE DOOLIN**