

ApHC Planning and Review Committee Meeting – March 7th, 2017

Attendance

Board Members: Lynette Thompson, Tom Hodges, Todd Michael, Ken Johnson, Ray Burchett, Dena Raggio, David Johnson, Terie Clark

Staff: Steve Taylor, Lauren McCleary

Between the Feb 16th meeting and the March 7th meeting, Committee members ranked a list of 10 Priorities and Goals to reflect their thoughts on what the top three issues to work on should be. The list was as follows:

1. How do members define “value” and what does ApHC need to do in order to deliver it?
2. How do we “re-invent” or re-invigorate the ApHC youth program?
3. What kinds of programs or incentives (and industry influences) will be necessary to generate increases in breeding and registration?
4. Where are the real gaps in information/education for members?
5. What key attributes of our breed and organization do we need to promote?
6. What are the primary economic factors working for and against us and our members? Are there things we can do to “manage” or influence them?
7. How can we better serve regional clubs and affiliates, while strengthening the connection and making better use of the partnership?
8. Are there ways ApHC can support or encourage more stallion ownership?
9. What new ways can we use to emphasize the unique history of our breed?
10. What’s the best way to help members keep up with trends and issues relating to genetics?

Todd Michael led a discussion/exercise about the results of the rankings in order to find out why some would rate a topic as “1” (highest importance) while another member would rate it at a “5” or lower. The discussion was aimed at getting to the true priorities for the Committee to focus on.

There was a consensus among the group to condense some of the topics because of how heavily they depend on each other. For example, economic factors will be addressed through defining the “Value” process.

There was a lot of discussion around Regional Clubs and Youth programs. Both need to be re-invigorated, and Regional Clubs are a great way to reach the Youth. It was agreed that there needs to be ways to reach Youth beyond just getting them to Show. There should be more opportunities for them to be involved. There are great hurdles to overcome in reaching Youth due to economic factors and limited time due to demanding schedules.

The Committee decided to continue this discussion on their next call.

Committee agrees to meet again on March 14th.

Meeting was adjourned.