

APPALOOSA HORSE CLUB TERRITORY I, ZONE C
MEMBERSHIP MEETING & WORKSHOP
HANKINSON, NORTH DAKOTA 2/16/08

SUMMARY OF ROUNDTABLE DISCUSSIONS

TWO JUDGES OR FOUR AT REGIONAL SHOWS?

- ✓ Prefer 4 – expense of going to a show easier to justify;
- ✓ Should be a regional club decision;
- ✓ From another group there was support for a one-judge option;
- ✓ Judges need to know their stuff; still torn on 4 v. 2;
- ✓ Regional club option – both have a place; main concern is keeping costs down for exhibitors and show managers;
- ✓ Four – justify travel and expense;
- ✓ Regional decision, based on expenses

HOW DO WE IMPROVE BREED IMAGE?

- ✓ Consistency of registry rules
- ✓ Breed for and promote quality v quantity
- ✓ Promote versatility and other attributes – more aggressively (RFD-TV)
- ✓ Celebrity spokespersons
- ✓ Reward & promote winners (and all competitors) in major all-breed events (futures, NFR, High School Rodeo, NSBA, etc.)
- ✓ Internet activities for kids
- ✓ Family-friendly
- ✓ Appaloosas in movies
- ✓ Education of public/schools – counter negative perceptions
- ✓ Emphasize color in our breeding programs
- ✓ More community exposure – open shows, trail rides, parades, etc.
- ✓ ACAAP program – promote it; incorporate with regional club activities;
- ✓ Regional clubs need to get involved with promotion at local and regional events;
- ✓ Members and organizations need to unify and focus on the positives
- ✓ Limit disputes and arguments – regional clubs may need to control their ranks
- ✓ Promote youth activities; judging contests
- ✓ Promote color;
- ✓ Donate old Journals to local professional offices, libraries, schools...
- ✓ Provide youth judging guide to 4-H clubs and FFA chapters – regional club project.

VIEW/SUGGESTIONS ON NATIONAL POINT FEES

- ✓ Flat fee; could even be assessed at beginning of the year;
- ✓ Per horse/judge fee instead of per class.
- ✓ Rebate for regional clubs (if it remains the same as today)
- ✓ \$5 or \$10 flat fee per show
- ✓ Get more corporate sponsorships at national and regional levels.
- ✓ Flat rate per horse per show, but have a cap.
- ✓ Flat fee.
- ✓ Is it fair in the first place to assess a fee that goes to ApHC general fund?
- ✓ Regional club rebates via reduction in point fees?
- ✓ ApHC may need to look at cost-cutting of its own.
- ✓ “Office” fee rather than a per class fee?

ALTERNATIVE COMPETITION/ACTIVITIES

- ✓ HS and college rodeo; advertise; provide awards;
- ✓ Recognize and reward Appaloosa folks who participate in “other” activities.
- ✓ Saddle Log awards;
- ✓ More publicity for ACAAP program;
- ✓ 4-H – support use of Appaloosas; pony clubs
- ✓ Recognize what horses are already doing outside our circle.
- ✓ Ranch rodeo, team penning;
- ✓ More communication between clubs, with each other, and ApHC – provide more opportunities to share ideas.
- ✓ Trail, endurance, rodeos, barrels, circuits, dressage, college eq teams;
- ✓ First-year member gets a waiver on fees?
- ✓ Surveys of folks who don’t show – find out what they want.
- ✓ Awards need to be more meaningful.
- ✓ Maybe a regional club could generate some new activities.

HOW DO WE INCREASE PARTICIPATION IN SHOWS?

- ✓ First-time members get coupons to be used at first show.
- ✓ Each one bring one.
- ✓ Fun days; local activities to raise awareness – conventions, expos, field days, exhibitions, etc.
- ✓ Make it more affordable;
- ✓ Fewer classes;
- ✓ Provide opportunities for locals/beginners. Host clinics for novice show folks.
- ✓ Option to combine classes when entries are low;
- ✓ More fun/family atmosphere;
- ✓ Could ApHC approve shows with fewer classes?
- ✓ Affordability issue.

HOW DO WE INCREASE PARTICIPATION IN SHOWS? - CONTINUED

- ✓ Seminar for new exhibitors or prospective exhibitors.
- ✓ Horse show guide for dummies.
- ✓ Rules seminar.
- ✓ Judging issues – judge the horse.
- ✓ Promote better relations with Canadian Appaloosa owners/breeders.
- ✓ Reduced fees for first-timers.
- ✓ All-novice show?

HOW DO WE INCREASE REGISTRATIONS, TRANSFERS, MEMBERSHIPS, REVENUE?

- ✓ Discount on transfer if buyer is youth or non-show (or new to the breed) person?
- ✓ Recognize achievements;
- ✓ Extra Journals – distribute.
- ✓ ApHC should advise regional clubs when someone new joins ApHC; (regional clubs can also advise ApHC by providing full membership lists)
- ✓ Disc with preferred photos to publications.
- ✓ Education about breeding for color.
- ✓ Multi-year membership discount.
- ✓ 12-month membership
- ✓ Lower cost of PPP
- ✓ Flat transfer fee (same for members and non-members) – no perks.
- ✓ Easier registration process.
- ✓ What's wrong with the photos I sent you guys? (see item above)
- ✓ Flat transfer fee. (Our main objective should be to keep track of the horse). Makes it easier for ApHC to say it knows where horses are.
- ✓ Simplify registration process.
- ✓ First-year free membership with a transfer or first-time registration.
- ✓ Emphasize the importance and value of registration.
- ✓ Make the seller responsible for completing the transfer.

HOW DO WE BRING BACK THE TWO-HORSE TRAILER FOLKS?

- ✓ Smaller all-breed shows; novice shows; need more affordable, local shows that welcome youth;
- ✓ Lower requirements to have an approved show; lower fees in general.
- ✓ More interaction/participation with county fairs, state fairs; lower point fees
- ✓ Payment plan for lifetime membership (for example, if you've been a continuous member for 10 years, offer a lifetime membership or discount)
- ✓ Fun classes...reduce # of classes overall.
- ✓ Get young people involved early.
- ✓ Give a gift to first-timers and those who don't win anything else.
- ✓ More information, less intimidation; reduce costs.