

**Territory 1 Zone B Workshop**  
**Missoula, MT**  
**April 26-27, 2008**

Thank goes to all the dedicated Appaloosa people who took the time out of their busy lives to make this workshop a success. Due to various reasons, attendance was not quite as large as expected. Many clubs sent representatives who did an excellent job of conveying their views and concerns. Clubs represented were the Alberta Appaloosa Horse Association from Alberta Canada, Montana Appaloosa Club, Vigilante Appaloosa Club, Mountain Country Appaloosa Club, Western Montana Appaloosa Club, Intermountain Appaloosa Club, Dal-Worth Appaloosa Club and Palouse Empire Appaloosa Club.

Thanks also go to Steve Taylor, CEO of the Appaloosa Horse Club and Kevin Pullen, the Appaloosa Horse Club Trail and Distance Coordinator for their attendance and participation.

Good discussions, good food and great ideas happened and we hope the success of this workshop will encourage other areas to organize a workshop of their own. They are great tools for the exchange of ideas.

Following is a summary of the discussions of member and regional club concerns and the current changing horse world challenges the ApHC and its regional club faces and some ideas of how to successfully navigate thru them.

- Have the ApHC add 3 and 5 year membership
- Memberships without the Journal.
- Associate memberships just for specific things without voting rights.
- Offer awards for ACAAP in 2 or more different divisions, all with comparable awards.
- Expand the ACAAP program to include some sort of recognition for non-traditional events that offer awards and placing such as parades and non-arena type judges trail classes.
- More promotion for ACAAP.
- Research giving regional clubs and individual members reduced rates to buy subscriptions of the Appaloosa Journal so that they may place the Journal public venues such as schools, libraries and museums or to put in stores on a consignment basis.
- The Journal should focus more on what everyday Appaloosa members do with their horses, more articles on what regional clubs do and more information each month on the different programs. Show more of the different things the members use their Appaloosas for.
- Include the ACAAP newsletter in the Journal or at least have an article each month about ACAAP
- Develop some sort of reply system for all correspondence received by the ApHC, whether via email, phone or regular mail.
- Have the website have a page for links to different groups promoting the many diverse types of Appaloosa being bred, from foundation bred to modern breeds from trail to racing.

- More information on the website about the F numbered horses and present day foundation bred horses.
- Have the ApHC forward questions to regional clubs on things such as breeders of a certain type of horse or trainers in a certain area of expertise. Encourage the regional to have a contact person who has information on the members in their area in order to answer these questions that the ApHC cannot ethically answer.
- The ApHC as an organization, its regional clubs and its membership need to be more proactive to industry affecting equine and agricultural issues. Land use and horse transport are just 2 examples.
- The ApHC should send contact information on new members to regional clubs in the members' area and also include information on the regional clubs in the area to new members.
- The ApHC, regional clubs and individuals should look at joining their state and the national horse council.
- The ApHC look into group liability that all clubs can buy into.
- Have a more user friendly rule book.
- Look into the ApHC developing their own horse show software program that regional clubs can purchase.
- Concerns were expressed about regional club officers being required to be ApHC members and regional clubs needing to give the ApHC a financial report.
- Directors need better communications with members and keep them more up to date on ApHC matters.
- Encourage regional clubs to have awards for saddle log hours and other goal oriented awards that are non horse show related.
- Develop an on line suggestion box and maybe offer a suggestion of the month prize.
- The ApHC, regional clubs and individual members need to remember that not all members use the internet and keep other lines of communication open with members also. Suggested having regional calling trees and good newsletters.
- Regional clubs could provide information about local Appaloosa breeders and the Appaloosa in general for local welcome packets given by realtors when someone purchases a home in the area.
- Utilizing YouTube as an advertising tool along with your traditional forms of advertising.
- Regional clubs need to be sure and do all the little things that make people feel welcome at your events and always be positive in their attitude and leave the negativity at home.
- Ideas for shows: BBQ's for exhibitors and staff, welcome wagon at barns when exhibitors arrive to show them their stalls, answer any questions they have, offer snacks, coffee and water and generally provide them with a positive first look at your show.
- Always present a positive attitude to the public and leave the controversy and negativity at home.
- Regional clubs can make a list of organizations their members belong to and then work with those groups not only to help them, but to promote the Appaloosa.
- Provide educational opportunities for the public outside of organized horse expos. Examples-- do a horse safety demonstration for a group using Appaloosas; have a booth at your local farmers market with Appaloosa information and a live horse if possible.

- Organize a local horse club day for all breeds at a local feed store or some large parking lot with much public exposure.
- Regional clubs could organize a youth royalty program to attract youth to their club and to attract publicity.
- Offer local show circuits, could be open, breed, breed/combo or combined with other breeds.
- Combine events with other groups to defray costs and work. Offer your clubs help at their show in exchange for their work at your show.
- Private treaty all breed sales that offer test rides, veterinarians on site for inspections and a short presentation of sale horses. Might combine with a stallion presentation.
- Include 4-H and FFA classes in your events.
- Do not skimp on advertising as it makes you look successful and tells the public that you are still viable.
- Always present a professional and successful look. Presentation is very important to success.
- Regional clubs could look into group purchasing of feeds, hay, tack, supplements, etc.
- Focus on many small local things rather than large regional things.
- Look into multi-regional club sponsored large events.
- Sponsor a 4-H/FFA horse judging contest using all Appaloosas.

Many marketing ideas were talked about: Affordability not only in purchasing, but in many phases of Appaloosadom as compared to other breeds; Color, both loud and non; Grandparents; Non-pros; Youth.

I am sure there were some things that we missed; if so please contact any of us with corrections and additions.

Jan Phillips, organizer, Territory 1 Zone B workshop  
Sandra Jones and Lynette Thompson, committee members