

Appaloosa Town Hall Meeting Ter. VI Zone A

Columbus OH, April 11 2008

Marketing

Journal—

Needs more personal interest stories (average ApHC members and their Appaloosas)
Would like to see more Regional Coverage (two-way street—regional clubs need to get organized and submit content and stories to the Journal—maybe some AJ guidance on this?)
Compliments on the informational article on Jackson—it was good
Mention of more info wanted regarding Distance, shuffling Appaloosas, putting Top Ten back in print

Website----

Overall website is great—improvements are appreciated
People LOVE online pedigrees and point search—would like expanded performance records added to include Medallions, World and Nat'l wins, Distance, ACAAP, etc--- any chance at being able to search production records? Maybe offer expanded services with a subscription fee if necessary?
Want more online forms, and capability for online submittal of forms, info, and entries
Want downloadable movies/promo literature
Please improve email communication/response—not getting it in some departments
Need to utilize online and print media to advertise to those outside of the ApHC regarding the Appaloosa website—get more people looking at the site, watching streaming video, etc

Equine Affaire— (OH specifically)

Concerns with display booth availability—this is a big space, tabletop booth doesn't fill it
Sale merchandise from ApHC—can we do that again?
Timing—need honest and timely communication from ApHC sooner so problems and shortfalls in securing promo literature and booth materials can be solved locally if necessary
Would like to be able to download promo films, promo info and literature from the ApHC website
Novelty items such as magnets, stickers, pens are a big hit with Equine Affaire
History—Appaloosas have unique history, more distributable info from ApHC regarding it would be good

General Marketing—

More needed at national level for youth and collegiate aged targets—Can ApHC partner in some way with colleges offering equine programs?
Members' part in marketing – every time the “public” sees an Appaloosa or Appaloosas are discussed in “public”, it is a marketing opportunity—what are we as members doing with these opportunities? Positive? Negative?
(Also see more above re: Website, and below re: Regional Clubs Community Events and Membership Responsibilities, and Show)

Regional Clubs

******Communication--**

ApHC (and regional clubs, but less so) need to improve—MAJOR CONCERN

“Welcome Wagon”—

ApHC needs to share info on new members/owners in their area with regional clubs—regional clubs need to welcome local new ApHC members/owners individually and encourage regional club membership and involvement

Purpose of Regional Clubs—

To survive/thrive, Regional clubs need to consider broadening their scope to increase interest and exposure—more coverage of non-show interest, more effort to create a higher comfort level for members/potential members with different/a variety of Appaloosa interests

****Actively pursue the idea that a regional club can offer support to everyone under one umbrella—the Horse is our focus**

Two way street—those with other non-show interests need to offer their expertise and time-- volunteer to be the go to-guy for regional clubs to grow these areas

Need for ApHC help and guidance in the above

Community events—

Tractor Supply Co. “Out Here With Horses” annual event was used as an example— free or cheap opportunities for regional clubs to organize to promote Appaloosas on the local level

Breeding/Registration

Breeder’s Trust---

Need to re-vamp

-Open to more events?

-More \$ to nominate/maintain, rather than more fees to stallion owner

-Buy-ins

Need to publicize/encourage participation

Breeding/Registration Rules—

NO Changes to Permit (how we register/show solids). LEAVE IT ALONE now. It's fine.

Shipped semen—need a Journal article explaining changes to no fee, how to file paperwork etc.

Show

Halter

Need judging card for Most Colorful and FPD so that points for conformation vs. color are assigned per the class rules— i.e. solids and minimally colored horses should NOT be winning these classes

Change to FPD judging rules/standards?

Positives in our show system

Walk Trot program

Horse against Horse

Streaming video of World/National shows—everyone loves this—need to publicize this outside ApHC

*****These are big positives and/or unique to us--- Marketing opportunities!!

General Show

ACAAP—good basic program--- what can we do to grow it?

25 horse minimum rule at shows—rule needs to be reviewed and clarified, as does required class list

Membership

NTRA partnership—

More publicity

Regional booth info?

(Welcome Wagon—see above in Regional Clubs)

ApHC Member Incentives

Discount for 1st time members, and/or 1st time registering/transferring an Appaloosa—Give new members a break if they join mid-year—

Allow Horse transfers of ownership if Seller is a member—we will gain transfers, keep track of more horses, and have a record of owners/therefore potential new members (nothing to lose, as these buyers are simply not joining or transferring at present time)

Member Responsibilities

Entitlement—“Me/My mentality”—how do we get past this?

-Focus on what is best for the Appaloosa Horse? (not just what is best for a particular individual, facet or group)

-Understanding ApHC and all of us must “live within our means”

-Be able to accept change

-Acknowledge and proclaim our value (ApHC’s value, the Appaloosa’s value, ApHC member value)