

Exposure in other major publication ( Horse & Rider, Western Horseman, Farm & Ranch, Outdoor Living, etc.)

**Club Name:**  
**Charter #:**  
**Territory:**  
**Zone:**

Scoring Criteria		Points Earned	Possible Points
1	ApHC approved breed show		25
2	Open show		20
3	Yearly banquet		20
4	Monthly or bimonthly meetings		20
5	Stallion auction		10
6	Hold a trail ride		25
7	Host a clinic		20
8	Exposure in the <i>Appaloosa Journal</i>		10
9	Exposure in other major publication ( Horse & Rider, Western Horseman, Farm & Ranch, Outdoor Living, etc.)		10
10	Web site		20
11	Monthly or bi-monthly newsletter		20
12	Two or more members actively participating in ACAAP		25
13	Two or more members with nominated stallions in Breeders' Trust		20
14	One or more club member(s) actively participated in a ApHC Trail/Endurance/Distance Program		15
15	Ten (10) or more members ApHC Non-Pro members		10
16	Horse expo/fair		25
17	Parade and/or drill team		20
18	Other media exposure (TV/radio/newspapers)		0-30
19	Increase membership 1-10 ApHC members		20
	a) 11- 20 increase in ApHC members		5
	b) 21 or more increase in ApHC members		5
20	Club youth applied for AYF Educational Scholarship		20
21	Club youth participated in ApHC & AYA youth contests		10
22	Club nominated club youth for the AYA Honor of Merit		10
23	Club provides a Youth Honor Program		10
24	Working with other clubs on a project		25
25	Charity participation		20
26	Submission presentation		0-10
27	Club is re-applying for exemplary regional club award		10
28	Other activities		0-20

**NOTES:**

## ApHC Exemplary Regional Club Award Scoring Criteria Explanations

- 1. ApHC-approved breed show** - If you have open show classes in your breed show that are not pointed, you do not get credit for both a ApHC breed show and an open show. You will only get credit for a breed show.
- 2. Open shows** - are a strong marketing tool by providing broad public exposure to the Appaloosa breed and promoting their versatility. Open shows have proven to be very financially successful to many clubs.
- 3. Yearly banquets** - are an important part of your membership recognition programs and an ideal way to celebrate as a community the many accomplishments from the past year.
- 4. Monthly or bimonthly meetings** - are a necessary step in keeping your membership active, recruiting volunteers, highlighting member's accomplishments, and providing needed advertising opportunities for your sponsors.
- 5. Stallion auctions** – are an outstanding way to aid in the promotion of ApHC stallions and to create a fun and successful fundraising opportunity while reaching potential new members.
- 6. Hold a trail ride** - The trail ride requires at least 10 ride participants, must be a minimum 2-hour trail ride and must be advertised outside of your website or newsletter.
- 7. Clinics** - are an important way to educate our members whether they are new to the breed or a long time veteran. Clinics must be equine related.
- 8. Exposure in the *Appaloosa Journal*** - This can be an advertisement placed by the club, a member of a regional club or articles published in the magazine.
- 9. Exposure in other major publication** - This produces important marketing opportunities by putting the Appaloosa in front of potential new buyers. Magazines do not have to be equine related but must be nationally distributed. For example: Western Horseman, Horse & Rider, Country Living, National Geographic Kids, AARP Magazine, etc. This can be an advertisement placed by the club, a member of a regional club or articles published in the magazine.
- 10. Web sites** - are the fastest way to keep members up to date with their club activities and helps potential members find out more about the regional club.
- 11. Monthly or bi-monthly newsletters** - keep members up to date, lets members know they are appreciated and their membership has value. Newsletters can be mailed or emailed.
- 12. Two or more members participating in ACAAP** - Members must have been active in participation not just enrolled in the program. Provide member name, address and ApHC membership numbers for verification.
- 13. Two or more members with nominated stallions in the Breeders Trust program.** Provide member names, addresses and ApHC membership numbers for verification.
- 14. One or more members active in the distance/trail program** Member must provide proof they rode on an endurance ride or a competitive trail ride that is put on by an ApHC sanctioned organization. Clubs can also get points for this category if a member rode on one of the 4 major ApHC trail rides in that year.
- 15. Ten or more members who are ApHC non-pro members.**
- 16. Horse expo** - This includes horse expos and agricultural related events where the regional club sets up a booth and displays ApHC material. Examples would be horse expos, livestock shows, FFA or 4H conventions, etc.
- 17. Parade and/or drill team.**
- 18. Other media exposure** - would include local newspaper, television or radio coverage. This can be coverage of the club or of one of their members.
- 19. Increase club membership** – club members must be ApHC members. This category will be verified by the ApHC. Depending on how many members you increase by, you may be eligible for points in 19, 19a and 19b.
- 20. Club youth applied for AYF Scholarship** - This is a amazing opportunity for college bound youth. Clubs should let their youth know about this opportunity and encourage and help them to apply.
- 21. Club youth participated in ApHC & AYA youth contests** - This includes participation in one or more of the following by a youth member: Speech, essay, art photography or Jr. Journalist Contest.
- 22. Club nominated youth for the AYA Honor of Merit** - The Honor of Merit award is open to ApHC youth members who have previously been awarded the Certificate of Recognition. It is designed for a limited number of youth who have progressed far beyond the average and who have obtained the highest degree of horsemanship. The recipients of this award shall have displayed outstanding leadership, sportsmanship, and promotion of the Appaloosa breed and character development as well as accomplishments in the show ring. Applicants must be nominated by a Regional Club. More information on this can be found at <http://appaloosa.com/youth/youth-awards.htm>
- 23. Club provides a Youth Honor Program** - This is where your club can provide an award or special recognition for youth. For example: Awards for Sportsmanship, Most Improved Youth, Youth of the Year, Special Award for work outside the Regional Club (such as 4-H, FFA, High School Rodeo, Community Activities, etc.), Regional Club Scholarships (for school or attending special events or programs)
- 24. Working with other clubs on a project** – two or more regional clubs working together to hold a trail ride, ApHC-approved breed show, open show or other member active event.
- 25. Charity Participation** – working with local/national or multi-national charities to raise funds or awareness
- 26. Submission Presentation** - This is an important award and clubs should take the time to make the most professional presentation they can. Please note that presentations should be submitted in a scrapbook type format.
- 27. Club is re-applying for the exemplary regional club award in a consecutive year.**
- 28. Other activities** - include activities not covered in the previous 27 categories. 0-20 points will be awarded based on how these additional activities helped promote the ApHC and the Appaloosa breed.