

**For your consideration, Candidate Bill Thiel, Territory III, Zone B.**

---

N76 W36096 Saddlebrook Lane  
Oconomowoc, WI 53066



Good Morning:

My name is Bill Thiel and I am currently on the Board of Directors for the Appaloosa Horse Club for Territory III Zone B. For those of you do not know me personally, I would like to take this opportunity to introduce myself.

My wife Susan and I live in Oconomowoc, Wisconsin, with our three children – Joseph, 13; Sarah 12; and Drew 8. We are small breeders with fourteen years of experience with Appaloosas. We stand a stallion – Zip Me Impressive, 2003 World’s Best Appaloosa – and I am familiar with all aspects of the breeding process including artificial insemination, the handling and shipping of cooled/frozen semen both domestically and internationally, mare care and management, foaling, and the handling and training of young horses.

I own and manage Saddlebrook BarnCams<sup>®</sup>, a successful agricultural-related technology business, and manage all of the various aspects of our own horse business as well.

I exhibit our horses at regional and world shows and have attended various horse fairs and events – both in this country and abroad – to better understand the full scope of the issues facing our industry.

**During the past three years I have accomplished many things.**

1. I served on the International Committee of the ApHC, where we have increased international sales, increased interaction with our international clubs, and increased memberships and registrations within those organizations.
2. I served and led the Marketing Committee for our first \$40,000 roping event at the world show. We also implemented the Membership Advantage Program which gave us discounts on many products and therefore to make our membership more valuable.
3. I served on the Breeders Committee and developed a relationship with Select Breeders to get all ApHC members 10% off collection services.
4. I helped lead the Sale Committee raising thousands of dollars including \$9000 from the new Select Stallion Auction

**Yet much more still needs to be done.**

Despite hard work, we continue to lose ground to other breeds and many regional clubs are struggling financially across the country. The Appaloosa Horse Club and the Appaloosa industry stand squarely at a crossroads. The decisions facing the club must be dealt with in a thoughtful but decisive manner with the good of both the horse and the ApHC membership at heart.

I would like to stay on the Board of Directors for another term to address these issues:

- **Show Expense.** Regional Clubs and exhibitors cannot afford the shows we have with the current structure that is in place. There are many options available to change this. We continue to do what we always have done and wonder why it’s still not working. It’s broke, let’s fix it.
- **Play nice.** At no time in our history is this more critical than now. We need to work together within our club, between regional clubs and across breeds. We need to present an attractive, cohesive front to prospective customers so that they want to own horses. We need to stop the duplication of services of staff, between clubs and breeds to help us reduce our costs and provide a better product for our members.

- **Media.** Our Journal and our website are business tools that we must integrate with everything we do—not to replace human interaction, but to reduce costs, attract world-wide Appaloosa fans and make the ApHC experience faster and easier. The website has come a long way from the early days, but there is still more to do.
- **Money.** We need to run the ApHC like a successful business and a little less like City Hall. We can't pay out more than we bring in. Every decision needs to have a financial impact attached so we know how and where to spend our money. We need to spend our members' money like it's our own, for the long-term strength of the breed.
- **Just Do It.** I feel that it is the duty of every board member to say what they are going to do; do it; and then report back what they've done. It is also the responsibility of every Board to listen to its membership and communicate with them effectively, to set the direction of the organization, and to measure the success of progress toward goals. Too often the board has voted one way at the March meeting and the opposite way at the June meeting. If we stick to your core principles, we should be able to stick to our votes and make better decisions in the long run.

I respectfully ask for your vote again for the ApHC Board of Directors.

Bill Thiel

**\*Candidate letters are not edited for grammar or content; letters are posted as they are received in office.**