

**For your consideration, Candidate Frank Larrabee, Territory II, Zone B.**



Frank Larrabee is a life-long horseman, with a 20 year history in the Appaloosa breed. By trade, he is a businessman and owner of Larrabee Construction. Frank grew up on a horse farm in Illinois and went to Marmion Military Academy. At 17, he moved to New Mexico to play college basketball and earned his degree in Biology and Sociology. Later, Frank made his permanent home in Corrales, New Mexico where he started his business and horse farm. Frank balances his horses and construction company with the help of his wife, and avid horsewoman, Melanie. The couple stays active in the local community and public building projects. Frank and Melanie have bred and exhibited many National and World Champion Appaloosas including their stallions Mr. Cool Hand Luke, Choc Full of Chips and The Radio Flyer. Frank was President of the Appaloosa Horse Club from July 2002 to June 2005 and is once again President for the 2008-2009 term.

**Mission Statement**

As a horseman, I believe the Appaloosa Horse Club's best days are in front of us. As a businessman, I believe in a professional approach to growth in our association. As President of the ApHC and your director, I have worked with the BOD to set these goals for our success:

- First and foremost, as directors we must protect the financial integrity of our Association. In July of last year I traveled to Idaho to work with our CEO and Staff to trim \$250,000 from our current budget without affecting member services. Our member equity has remained constant since that time.
- Increase exposure of the Appaloosa Horse through innovative, modern and aggressive marketing strategies. Our first Performance Permit Color Incentive checks were mailed to members in February. The total amount exceeded \$46,000.
- Increase membership, registration and participation at ApHC events. Registrations and memberships have waned in the past several years. We need aggressive strategies to register our horses and to increase our membership. We have new programs and partnerships in place to make it more attractive to be an ApHC member. We have partnered with NTRA to offer discount on many useful products such as Sherwin Williams Paint, Office Depot, UPS, and John Deere Tractors. We can help members and Regional Clubs in the future by becoming a group eligible for many insurance savings and benefits.

I would appreciate the opportunity to continue these programs and institute new ones for the benefit of the Appaloosa Horse and you the members of our Association whether your interest is in show, breeding, trail, racing or simply the enjoyment of owning an Appaloosa.

Thank you,

Frank Larrabee

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