



# Annual Report Appaloosa Horse Club

## FINANCES

It probably helps to begin with the financial condition of your organization. We finished the fiscal year (March, 2010) at a virtual breakeven level:

**Total revenue = \$4,253,574**

**Expenses = \$4,255,758**

**Loss for the year of \$2,184**

That's the almost-good news. The not-so-good news is that we had to cut staff, cut budgets for shows and trail rides, negotiate for concessions on all of our contracts for services and find a host of other ways to save big and small amounts in order to protect the financial stability of the ApHC.

## MEMBERSHIP

Our year-end memberships totaled **17,775**, a decrease of 12% from the previous year.

## REGISTRATION

- ApHC registered **4,139 horses** in 2009, a drop of 23%.
- A total of 1,186 of those registrations were from "outcrosses" with one parent representing one of the approved breeds.
- Transfers (5,155) were down 6%, but that's a smaller decline than some other breeds experienced.
- 242 horses received the Foundation Pedigree Designation in 2009. A total of 4,917 horses are enrolled in the FPD program.
- The ApHC issued 336 Performance Permits in 2009.

The **Members-Only on-line research** program has met with great reviews. We're working on making more reports, forms and processes available on the website. Specifically, we want to offer pre-printed registration applications and breeder's certificates.

With declining numbers of memberships, registrations, mares bred, advertising revenue and other indicators, we can assume that we have plenty of challenges ahead. The trend is similar for other equine breed associations: AQHA membership was down 9%, registrations -18%; APHA membership was down 10%, registrations -21%; Arabian -9% and -21%; Morgan -15% and -14%, etc.

It's a safe bet that each breed group is having serious conversations about what the future could and should look like. Questions are being asked about traditional programs, services and activities that may not survive. Discussions about what "else" to add or experiment with are probably on everyone's list. The ApHC needs to have these conversations with the membership in order to determine appropriate direction and strategy.

## **OTHER STATISTICS**

If there is strength in numbers, the ApHC, regional clubs and international partners surely need to work on ways to help each other. More than **13,000 ApHC members do not belong to a regional club. More than 2,000 regional club members do not belong to the ApHC.** There's an instant pool of prospects.

It may surprise some of you to learn that **international registrations** last year accounted for **31%** of the ApHC total. Worldwide marketing opportunities do exist for Appaloosa horses, but there needs to be a more concerted effort to include international members as part of the core family.

International shows ranked by countries with the largest number of entries:  
**Canada, Germany, France, Austria, Italy, Czech Republic, Netherlands, Switzerland, Sweden and Mexico/Great Britain.**



Through the U.S. Livestock Genetics Export organization, the ApHC received \$43,000 to help with international marketing programs. Trade missions, reverse missions (they visit us), U.S. judges for international shows and other activities were conducted in or with South Africa, Australia, Canada, France, Germany (and the European Championship), Mexico, Brazil and Uruguay.

USLGE also has a branded program to assist individual breeders or groups who wish to develop international marketing efforts.

## **SHOWS**

Overall **entries at ApHC-approved shows were down 5.76%**. We had **2,499** horses that earned at least half a point in 2009. The leading states, ranked by the number of show entries, were Texas, Oklahoma, Michigan, California, Illinois, Florida, New Jersey, New York, Massachusetts and Nebraska.

**1,514 Point-earning Non-Pro horses**

**860 Point-earning Youth horses**

**2,773 Youth Association members**

**3,106 Non-Pro members**



The ApHC **National Show** had 2,894 entries (down 1.9% from 2008).

The **World Show** had 2,383 entries (exactly the same as 2008).

## **RACING**

261 Appaloosa race starters;

\$11,280 = average earnings per starter.

The late **Victoria Ennis** of Kingston, Oklahoma, was inducted into both the ApHC Hall of Fame and the ApHC Racing Hall of Fame.

**Viking Song**, a 1977 mare bred by Curtis Knecht and Dr. Leslie Pam and owned by Sherry Byrd, was also inducted into the ApHC Racing Hall of Fame.

## APPALOOSA HALL OF FAME INDUCTEES

**Horses:**       **Maid's Dream** – Steve Dal Porto and Maid's Dream Syndicate  
                  **Bright Fancy Sergina** – Marco Bertazzoni, La Pavarana Show Horses  
                  **The Hunter** – Char O Lot Ranch

**People:**       **Ward Fenton**  
                  **Victoria Ennis**  
                  **Karen Grimm**

## TRAIL/DISTANCE/ENDURANCE

- 172 participants in the ApHC Distance Program;
- 190 participants in the ApHC Saddle Log;
- 803 ACAAP participants.

Approximately 300 total riders participated in the Apache Land, Land of Liberty, Sheltowee and Chief Joseph trail rides in 2009.



Cat Carter and her 14-year-old gelding The Spur of the Moment, won first place in the ApHC National Championship Endurance Ride and were also awarded the George Hatley Cup for best-conditioned horse! The duo also won the Cracked OATTS Crunch Ride in the process. The top placing youth rider was Meghan Delp on Fourmile's Kuna.

## MARKETING

This broad category includes sponsorships, trade shows, webcast and other promotional activities relating to the National and World shows as well as breed advertising, public relations and member benefits.

Appaloosa **advertising** appeared in print and electronic media such as:

Horse Illustrated  
Horse Link  
Northwest Horse Source  
Trail Blazer  
Trail Rider  
Working Ranch  
Blaze  
Spin to Win  
Horse & Rider  
Cowgirl Magazine  
NRHA/NCHA and NSBA magazines (trades)



The AYA brochure, Guide to Identifying Appaloosas poster, the Trail and Distance brochure and the ACAAP brochure were updated and revised in 2009.

We sold **1,060 boxes of Appaloosa Christmas cards** --- THANK YOU!

### **New partnerships in 2009**

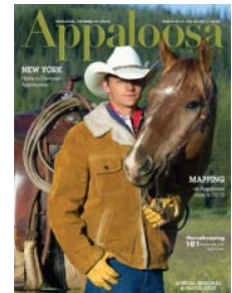
- Liberty Mutual auto and home insurance available to members;
- Appaloosa Email
- Equi Rescue
- Liability insurance packages for regional clubs

### **Ongoing partnerships**

- NTRA Appaloosa Advantage Program – John Deere, UPS, Office Depot, Equine Advantage Travel, Toshiba, Moxi Equestrian, Sherwin Williams Paint (and the newly added prescription card).
- AFLAC
- Hertz Rental Cars
- Bank of America
- Tioga Territory
- MyHorseForSale.com
- American Association of Equine Practitioners (AAEP)

### ***Appaloosa Journal***

Despite a decline in advertising revenue, the Journal continues to fulfill its central mission as flagship for the Appaloosa brand. As with most other publications, one of our goals is to find the right balance between Web-based information and printed material. The staff is taking on more duties in support of all other ApHC departments and programs, while making constant and significant improvements to the look and content of the magazine.



- Redesign of the cover and overall layout structure of the magazine;
- Reduced the Table of Contents to one page and condensed other pages to maintain an adequate advertising-to-editorial ratio; reformatted the black-and-white section to maximize space and visual appeal; reinstating the Junior Journalist program;
- Overhaul of *Journal* Web site, including more interactivity through surveys and Web-exclusive information; growing social network;
- New advertising bundles; rotating banners for sale on the Web site; new directories planned;
- Working to make more products and services available online, while upgrading the readability and appeal of the magazine.

### **INFORMATION TECHNOLOGY**

- Installation of new AS400 System – with actual cost savings;
- Created a racing production Web page and literally dozens of other behind-the-scenes programming to more easily access and update records;
- Our to-do list includes adding medallion information to horse inquiries, merchandise orders online, on-line enrollment in Saddle Log and other programs, ability to calculate FPD percentages, order DNA kits and pedigrees online, new member listings by region, etc., etc.

### **STAFF NOTE**

The ApHC currently has 26.75 full-time equivalent employees (the combination of full-time and part-time numbers). By comparison, in 2005 there were 42 “FTE’S.”

## **OPPORTUNITIES**

1. We have an excuse to think and act creatively as an organization.
2. There will be new opportunities for cooperation with other equine breed associations and industry groups – in part by necessity, in part because it's good business in a changing world.
3. Stronger ApHC-Regional Club/International Affiliate partnerships will make us better.
4. We can agree to focus our energies on defining our own future.
5. We can agree that building the Appaloosa brand is everyone's job.