



# Exemplary Regional Club Program

## Program Information

The Exemplary Regional Club award is presented annually to the regional club that is a model example for others. This program rewards regional clubs for being active and their overall efforts to promote the Appaloosa Horse. Clubs are scored on selected criteria, and it is each club's responsibility to prove they have met the criteria. Clubs can only obtain one score per criteria. For example, clubs can receive a maximum of 25 points for putting on a breed show (see the score sheet below). When two or more clubs work together on a project, each club can earn points for the event. Submissions are scored by a panel of judges at the ApHC Spring Board of Directors Meeting.

*This award recognizes regional clubs who best exemplify the Appaloosa breed.*

### Youth Programs



### Host a Show



### Hold a Clinic



### Be in a Parade



### Deadline 01/31

## Submission Format



Regional clubs wishing to compete for the title of Exemplary Regional Club must submit a scrapbook to the ApHC detailing the club's activities by January 31st. Clubs are then judged on various categories that focus on member participation and breed promotion.

## Scoring & Awards



The highest scoring regional club will be named Exemplary Club of the Year and receive a check for \$500 from the Appaloosa Horse Club and be honored at the Year-End Awards Banquet. The second highest scoring club will receive a certificate and check for \$250 from the Appaloosa Horse Club and the third highest scoring club will receive a certificate and check for \$100. The high scoring club from each territory will receive a certificate from the Appaloosa Horse Club.



# APPALOOSA HORSE CLUB EST. 1938

*The International Breed Registry for Appaloosa Horses*

## ApHC Exemplary Regional Club Award Scoring Criteria Explanations

- 1. Appaloosa Breed Show** – Club hosts one or more ApHC approved shows. If the Club has open show classes within the breed show, no credit will be given for both an ApHC breed show and an open show. Credit is for a breed show or all breed dual ApHC approved (breed) show. 25 Points
- 2. Open Show** – Club hosts one or more open/all breed shows. Open shows are a strong marketing tool by providing broad public exposure to the Appaloosa breed and promoting the versatility of the horse. Open shows have proven to be very financially successful to many clubs. Criteria is strictly for an open or schooling show for all breeds of horses and does not have ApHC approval. 20 points
- 3. Annual banquet** – Club holds one or more banquet events to recognize members' achievements. A banquet or specific membership meeting where members are honored for their accomplishments is an ideal way to retain and gain membership. 20 points
- 4. Monthly or bimonthly meetings** – Club holds monthly or bimonthly meetings of the Board of Directors and/or general membership to make decisions and inform members of Club business operations. Meetings are a necessary step in keeping membership active, recruiting volunteers, gaining information from members, and making decisions regarding Club business activities. 20 points
- 5. Registration of Foal(s) and horses** – Club Member registers a foal or older horse. Encourages members to participate in ApHC programs. Registration of foals 5 years & under, 5 points; Registration of horses 6 years & older, 10 points
- 6. Trail Ride** – Club holds one or more trail rides with at least 10 participants for a minimum of 2 or more hours which must be advertised outside of the Club's website or newsletter. 10 points, or if ApHC approved, 15 points
- 7. Clinics** – Club holds one or more clinics as a means to educate members whether they are new to the breed or longtime veterans. Clinics must have an equine or equestrian purpose. 20 points
- 8. Exposure in the Appaloosa Journal** – This can be an advertisement placed by the Club, a member of the Club, or articles published in the magazine. 10 Points
- 9. Media Exposure** – This can be coverage of the Club or one or more members in any form of media including local newspaper, television, or radio. Does not include social media (see Category 12 below). This is a marketing opportunity by putting Appaloosas in the public eye. This can also include advertisement(s) placed by the Club, member of the Club or articles published in a magazine. 20 points
- 10. Web Site** – Club maintains a website for public access and information about the Club and member activities. This is one of the fastest ways to keep members and others informed of activities and information. 20 points
- 11. Monthly or bi-monthly newsletters** – Keep members up to date regarding activities and help potential members find out more about the Regional Club. 20 points
- 12. Social Media** – Club maintains a Facebook page, Twitter, and/or submits videos of activities to YouTube or uses other social media to promote the Club and its programs. Facebook, Twitter and similar "pages" must be in the name of the Regional Club. Pictures, videos and photographs may be posted to YouTube, SnapChat or Instagram (etc) by Club members but must have the name of the Regional Club in the title and must be promoting a Club activity, Appaloosa horse or Appaloosa breed in some manner. 10 Points for Facebook page, or Twitter account and 10 additional points for a video(s) or picture(s) posted to YouTube or similar activities.

13. **ACAAP Program** – Two or more Club members participating in the ApHC ACAAP program. Members must have been active in participation and not just enrolled in the program. Member name and ApHC membership number is required for verification. 20 points
14. **Breeders Trust Program** - Two or more Club members have nominated stallions in the Breeders Trust Program. Member name, Horse Name and ApHC membership number is required for verification. 5 Points
15. **Distance/Trail & Saddlelog Program** – One or more Club members are active in the distance/trail and/or saddlelog program. Member must provide proof they rode on an endurance ride, competitive trail ride or submitted saddlelog hours. 15 Points. If a member rode on one of the major ApHC trail rides (i.e., Chief Joseph Ride) during the year. 20 Points.
16. **Non-Pro Program** – Club has 10 or more members who are ApHC non-pro members. Member names and membership numbers are required for verification. 10 Points
17. **Horse Expo/Fair** – Club sets up a booth and displays ApHC materials at a horse expo, fair or agricultural related event. Examples include but are not limited to: horse expos, livestock shows, FFA, or 4H conventions. 25 Points
18. **Parade and/or Drill Team** – Club maintains a parade or drill team and participates in one or more respective events with four or more members. 20 points
19. **Club Membership** – Promote Club and gain membership. Club members must be ApHC members and verifiable with the ApHC. Points are awarded based on membership ranges: 1 to 10 members, 10 points; 11-20 members, 25 points; 21 – 30 members, 40 points; 31 or more members, 45 points
20. **AYF Scholarship Program** – Youth member within Club applied for a youth scholarship offered by the ApHC Youth Foundation. Applied only; does not have to receive an award. This is an amazing opportunity for college bound youth. Clubs should promote the program and assist with the application process. 20 Points
21. **AYA Youth Contests/Honor of Merit** – at ApHC sponsored events, one or more Club Youth members participate in youth contests offered by ApHC via the Youth program. This includes: Speech, essay, art, photography or Jr. Journalist contests. Or Club nominate a Club Youth Member for the AYA Honor of Merit, see program details at <http://appaloosayouth.com>. This is recognition for outstanding leadership, sportsmanship, and promotion of the Appaloosa breed as well as accomplishments in the show ring. 15 points
22. **Youth Program/Team** – Club maintains a Youth program as part of the Club’s regular activities with two or more actively participating members. ApHC membership required for verification. 15 points
23. **Partnership** – Club partners with another Club or organization to work together to hold a trail ride, approved breed show, open show or other member active equine oriented event, 15 Points. If two ApHC Regional Clubs collaborate on an event, 25 Points
24. **Exposure in Non-Horse Events** – Club promotes the Appaloosa horse or breed in a non-equine environment or event. 25 Points
25. **Other Activities** – Club may present activities not covered in any of the previous categories. 0-20 points will be awarded based on how such activities helped promote the ApHC and the Appaloosa breed.
26. **Submission Presentation** – Club’s documentation for each of the categories named above should be submitted in a professional presentation in a scrapbook type format. Submission may be hardbound but electronic medium is preferred (e.g. disk, video, or YouTube) 10 Points for hardbound and 15 Points for electronic.
27. **Consecutive or Prior Submission** – Clubs are encouraged to re-apply and submit presentations every year the Club is active. 5 Points awarded if the Club has submitted in a previous year, 10 Points if the Club has maintained consecutive year submissions.

**ApHC Exemplary Regional Club Award Score Sheet**



Club Name:

Charter #:

Territory:

**Scoring Criteria**

1	Appaloosa Breed Show	25
2	Open Show	20
3	Annual Banquet	20
4	Monthly or bimonthly meetings	20
5	Registration of Foal(s) (5 points) and horses age 6+ (10 points)	0-10
6	Trail Ride (10 points, or 15 points if ApHC approved)	0-15
7	Clinics	20
8	Exposure in Appaloosa Journal	10
9	Media Exposure (other than social media)	20
10	Web site	20
11	Monthly or bi-monthly newsletters	20
12	Social Media (10 points for FB or similar, 10 additional points for video to Youtube or similar).	0-20
13	ACAAP Program	20
14	Breeders Trust Program	5
15	Distance/Trail and Saddlelog Program	20
16	Non-Pro Program	10
17	Horse Expo/Fair	25
18	Parade and/or Drill Team	20
19	Club Membership: 1-10 members (10 points) 11-20 members (25 points), 21-30 members (40 points, 31 or more mem-	0-45
20	AYF Scholarship Program	20
21	AYA Youth Contests/Honor of Merit	15
22	Youth Program/Team	15
23	Partnership w/another Club (15 points if w/other org., 25 points if w/ other ApHC Regional Club	0-25
24	Exposure in Non-Horse Events	25
25	Other Activities	0-20
26	Submission Presentation (10 points for hardbound, 15 for electronic)	10-15
27	Consecutive or Prior Submission (5 points for previous year, 10 points for consecutive year submissions.	5-10