



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

Welcome Todd Branson!

The Appaloosa Horse Club is excited to welcome Todd Branson of Mustang, OK, who will be joining our team on March 1, 2026, as our new **Director of Competitions and Marketing**.

Todd's love for horses began early through 4-H and grew into a lifelong career dedicated to strengthening the horse-human connection. A Purdue University graduate in Animal Science, Todd has built an impressive career spanning Oklahoma State University's Cooperative Extension Service, the American Quarter Horse Association, and youth development leadership through 4-H. His work has helped grow programs, expand outreach, develop innovative marketing strategies, and inspire the next generation to step away from screens and into the saddle.

Beyond his professional achievements, Todd is a devoted family man. His wife, Denise, and daughters, Makenna and Morgen, are his greatest supporters and foundation.

"I am excited to be a part of this new adventure. We've always had a love for horses—the challenge is discovering new ways to explore that love we all cherish," Todd shared.

In his new role, Todd will oversee the planning and marketing of our major shows and lead ApHC's overall marketing strategy. Please join us in giving Todd a warm Appaloosa Horse Club welcome as he begins this exciting new chapter!

