Well, hello! Meet the APHA Staff through the new staff directory

Ever call a company for assistance and get the feeling the person on the other end of the line couldn’t care less about what you’re talking about or much less how to help solve your problem? Frustrating, isn’t it?

Rest assured, that’s not going to happen when you contact APHA. As horse owners, riders, exhibitors and enthusiasts, the APHA staff is uniquely qualified to serve the thousands of members it speaks with on a daily basis.

In fact, whether you’re contacting APHA to work through a tricky registration, enter the World Show, market your horse for sale, renew your membership, order the latest Paint Horse merchandise, or anything and everything in between—we thought you might like to get to know the friendly voice on the other end of the line a little better.

Introducing, the new APHA staff directory!

“Our staff is exceptional,” said APHA Executive Director Billy Smith. “But equally important is the fact that we are largely “horse people” who can relate with our members and many times anticipate their needs, simply because we share the same interests and have a common bond. We are all part of the Paint Horse family.”

The staff directory features all of the APHA staff’s profiles, including contact information, their role at APHA, a brief overview of their background as well as their hobbies and interests.

One thing you’ll come to learn through the staff directory is that you’re not just talking to an order taker—you’re talking to someone who has a passion for the industry and wants to help you.

Check out the new staff directory at http://apha.com/staff-finder/staff-search. Next time you have a specific question, you’ll not only know who to ask but you may just bond over the fact that you both enjoy trail riding on your bay tobiano gelding and love Star Wars!

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About APHA

The American Paint Horse Association is the world’s second-largest international equine breed association, registering more than a million horses in 59 nations and territories since it was founded. APHA creates and maintains programs that increase the value of American Paint Horses and enriches members’ experiences with their horses.