



COMMITTEE PURPOSE STATEMENTS AND PRIORITIES

MISSION

Promote, preserve and provide meaningful experiences with Paint Horses.

VALUES

APHA is committed to the following Values:

- Visionary Thinking
- Fostering Camaraderie
- Demonstrating Integrity

APHA GOALS

- Customer – APHA will maximize customer experience.
- Education – APHA will demonstrate educational leadership.
- Finance – APHA will demonstrate financial leadership.

REGIONAL CLUB ADVISORY COMMITTEE PURPOSE

The purpose of the Regional Club Committee is to utilize, educate and stimulate regional clubs to facilitate association growth. Promote and offer guidance to Regional Clubs for the betterment of their purpose in regards to membership, financial stability, leadership and volunteerism. Initiate constant dialog between this committee and the regional club affiliates. Develop and implement strategies to promote the expansion of member participation at regional club functions to include recreational riding and PAC events. The committee functions in an advisory-only capacity with the exception of any powers delegated by the Board of Directors.

1. Responsible for developing rules and strategies to achieve solutions to issues.
2. Initiate or review and recommend approval/disapproval of proposed rule changes, additions, or deletions of all rules pertaining to Regional Clubs, recreational riding and PAC.
3. Identify all aspects and potentials for promotion.
4. Explore and monitor programs and activities for Regional Clubs to promote riding activities at the state and regional levels through guidelines and education.
5. Monitor the Regional Club web site for accuracy and purpose.
6. Provide minutes of all meetings. Appoint a committee secretary, if necessary, so that all official meetings are documented.
7. The chairperson, or his/her designee, is responsible for the timely submission of any standing committee action or matter that requires the review of the Board of Directors.

The APHA provides several services to the Regional Club Committee, including a staff coordinator who maintains committee files and handles correspondence pertaining to its work.

REGIONAL CLUB ADVISORY COMMITTEE PRIORITIES

- Continue evaluating clubs with 1/3 of the clubs reviewed each year (SP 2 – Educational Leadership)
- Update Regional Club Website and forms (SP 1 – Customer Experience)
- Host a Zoom Roundtable/ Idea Sharing Forum for Regional Club Officers and show managers (SP1 – Customer Experience)
- Develop a learning module for Regional Clubs using Horse IQ for release no later than 2022 (SP2 – Educational Leadership)
- Work with Long Range Planning Committee to review and revise the current regional club structure to assist clubs in being more successful in our current market and for years to come. (SP 1 – Customer Experience)
- Work with Professional Horseman to explore ways to better promote the Professional Horseman Ambassador's at Regional Club events (SP1 – Customer Experience)
- Review and revise the current regional club structure in ways that will create more success in our current market. (SP 2 – Educational Leadership)
- Develop a strategy that reviews and updates Zone bylaws. (SP-2 Educational Leadership)