



## 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.

### LONG RANGE PLANNING ADVISORY COMMITTEE PURPOSE

The purpose of the Long Range Planning Committee is to serve and support APHA leadership to ensure the survival, profitability and growth of APHA. The committee functions in an advisory-only capacity with the exception of any powers delegated by the Board of Directors. The functions of this committee are as follows:

1. Responsible for developing rules and strategies to achieve solutions to issues.
2. Assist the Board of Directors in the development of a long-term strategic plan.
3. Ensure that goals, strategies and priorities of the Association established are consistent with the Association's mission and goals of preserving and protecting the American Paint Horse.
4. Review reports from the Board of Directors and other Committees as may be required in carrying out its assigned responsibilities.
5. Explore and review initiatives that will provide greater benefit to the Association.
6. Translate the strategic direction of the Association into actionable plans.
7. Work with the Board of Directors and other committees, as appropriate, to review or to develop or enhance processes that must be consistent with and reinforce long-term Association goals.
8. Provide minutes of all meetings. Appoint a committee secretary, if necessary, so that all official meetings are documented.
9. 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.

### LONG RANGE PLANNING ADVISORY COMMITTEE PRIORITIES

- Continue working with IEA to help promote APHA to older (10+) non-horse owning youth kids. Discussions were begun in 2020 – develop a plan for moving forward with IEA in 2022. (SP 2 – Customer Experience)
- Work with the Regional Club Advisory Committee to determine the focus and direction of Regional Clubs in ways that will create more success in our current market. (SP1 – Customer Experience)
  - Customer Service
  - Satisfaction of Involvement
  - Membership
- Continue to work on promoting involvement of youth (non-horse owning) especially in the younger age group through development of a potential app/video game that could be marketed to all kids under the age of 10 (SP 1 –Customer Experience)
- Continue working to develop an Amateur Lesson Giver program and educate directors on the value of the program resulting in a rule-change proposal in 2022 in consultation with CHA or like organizations as they present themselves. (SP 2–Educational Leadership).
- Explore opportunities for collaboration with industry affiliates. (SP2 – Customer Experience)