



## **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**

- **Develop strategies for clubs to promote involvement of youth (non-horse owning) especially in the younger age group by expanding social media youth activities for all aged kids. (SP1 – 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 specialized horse community through: (SP1 – Customer Experience)**
  - **more appropriate club structure**
  - **an incentivizing franchise-like format**
  - **more disciplined club charters**