

**2017** *marked for greatness*

# **Leadership Exchange**

**SEPTEMBER 12, 2017**



# **4 SECRETS TO A GREAT SHOW**

- **Great Awards and Recognition**
- **Easy Schedule**
- **Great Judges**
- **Show Conditions (Great Dirt)**

# **WHAT DO I WIN ??**

## **Awards historically have been APHA points**

- **Great for point chasers**
- **Not everyone cares about points**
- **Points are important to add value to APHA horses, they just aren't the only thing**

# **WHAT DO I WIN ??**

**Today's customer expects "more" than points alone**

**"More" is:**

- **More elaborate recognition**
- **New and different classes**
- **Educational opportunities**
- **Better prizes**

**Partnering with other associations to hold dual approved classes  
(NSBA, NRHA, etc.)**

# **WHAT DO I WIN ??**

**Don't be afraid to be creative!**

- **Different types of awards**
- **Random awards**
- **TV's and ipads, stuffed animals for leadline, gift cards from local restaurants, to cash**
- **Horse equipment, especially customized to the show**

# **HOW EASY IS IT TO PARTICIPATE ?**

## **Things to think about when scheduling**

- **Other shows, even other association shows**
- **Other events in the town that may cause hotel, restaurant, or traffic issues**
- **Number of classes in a day. Can the show be done in 12 hours?**
- **How hard is the schedule on the all around exhibitors?**

# **HOW EASY IS IT TO PARTICIPATE ?**

- **What attractions are there in the area? Las Vegas vs Elmore City, OK**
- **Cook outs, wine and cheese parties, possibly a catfish noodling contest in Elmore City**
- **In Vegas, maybe put that money into extra awards or extra judges to finish the days earlier, running open card trail in a separate arena**



# **WHO IS EVALUATING MY PERFORMANCE?**

- **Judges need to fit the type of show you have**
- **Make sure and list their names on all information**
- **Always call them the night before they are supposed to start judging to make sure they have arrived in town**
- **Spell everything out in a written contract including ALL things the show is willing to pay for, overtime, baggage fees, travel meals, etc.**



# WHO IS EVALUATING MY PERFORMANCE?

- **Single judged shows have the option of a show / clinic. See page 97 of the 2017 APHA Rulebook**
- **Ask the judge program. Can be done with any show. Make sure it is in the judges contracts ahead of time.**
- **If doing an educational component to the show make sure the judge is excited about teaching, not every judge is a good clinician**
- **A list of APHA Clinicians can be found at <http://apha.com/programs/clinicians>**

# **HOW WELL AM I GOING TO BE ABLE TO PERFORM?**

- **FOOTING in both show arena and warm up arenas - Reining vs. Pleasure**
- **Weather related facility issues**
- **Riding schedules at night or on breaks during the day clearly listed or announced**
- **Practice trail the night before - trail fee to cover expenses of setting the course multiple times**

# **HOW WELL AM I GOING TO BE ABLE TO PERFORM?**

- **Stalling conditions - Distance from show/riding area - Indoor vs. Outdoor**
- **How often should you drag the show arena?**
- **Who is running the drag? Pleasure vs. Barrels**

# GENERAL CONCLUSIONS

- **Think about your target market for your event – Beginner vs. Point Chaser**
- **Don't get bogged down in the logistics of running the show and lose sight of the big 4**

**AWARDS - SCHEDULE - JUDGES - SHOW CONDITIONS**