

**2020 Committee Priorities**

**International Advisory Committee**

* Nurturing at least three initiatives in countries where international affiliates do not currently exist. (SP 2 – Educational Leadership)
* Hungary, July 24-26
* Croatia, TBD
* Slovenia, TBD
* Implementing at least three live international educational seminars that integrate educational/horsemanship clinics, print/digital information (translated when appropriate), and digital learning tools (APHA HorseIQ). (SP 2 – Educational Leadership)
* APHA HorseIQ: European Education Summit (Italy, Feb. 14-16)
* APHA HorseIQ: European Championship (Germany, Aug. 23-31)
* APHA HorseIQ: Oceania Education Summit (Australia, TBD)
* Expanding translation of APHA forms and distributing them widely at three major international events while providing on-site services in cooperation with that country’s international affiliate. (SP 1 – Customer Engagement)
* Spanish: translate DNA Hair Kit Request + Stallion Listing Form.
* Czech: translate Stallion Breeding Report + DNA Hair Kit Request.
* Croatian: translate Stallion Breeding Report + DNA Hair Kit Request.
* Slovakian: translate Registration Application + Stallion Breeding Report.
* Slovenian: translate Registration Application + Stallion Breeding Report.
* Russian: translate Transfer Report + Stallion Breeding Report.
* Foreign language forms widely distributed at European Championship (Germany, 08/20), Equita Lyon (France, 10/20), Fieracavalli (Italy, 11/20).
* Growing international registrations through partnerships with countries with established, independent studbooks. (SP 1 – Customer Engagement)

o Australia: research, develop proposal, pitch, and test run data processing (registrations,etc.) for PHAA as an alternative revenue stream.

* Brazil: research, develop proposal, pitch, and test run data processing (registrations, etc.) for ABCPaint as an alternative revenue stream.
* Costa Rica: maintain quarterly contact with ACRICAMDE to build a closer relationship and increase international registrations.
* New Zealand: maintain quarterly contact with Paint Horse Association of New Zealand, Inc. to build a closer relationship and increase international registrations.