Board of Directors Minutes

SLACK poll (2020 Committee Priorities)

March 9, 2020

A SLACK poll was conducted to consider approval of the 2020 Committee Priorities.

A motion by Alison Umberger, seconded by Melanie Cox-Dayhuff, to approve the 2020 Committee Priorities as revised.

**Amateur Advisory Committee**

* Increase the total number of Amateur participation in Ranch Reining, Ranch Cutting, Ranch Cow Work, Ranch Riding, Ranch Pleasure, Ranch Rail Pleasure and Ranch Trail by 100 entries. (SP 1 – Customer Engagement)
* Review and make recommendation to the structure of amateur awards that stays within our current budget. (SP 3 – Financial Leadership)
* Increase the Amateur card applications by 100. (SP 1 – Customer Engagement)

**Breed Integrity Advisory Committee**

* Develop a proposal to improve solid Paint-bred opportunities, including analysis of financial impact and funding mechanism if appropriate, and submit for consideration in the most appropriate format. (SP 1 – Customer Engagement and SP 3 – Financial Leadership)
* Develop means to simplify the long and bloated RG-135 transfer rules, including development and submission of related rule change proposals that make it simpler for members to transfer their horses. (SP 1 – Customer Engagement)
* Develop recommendations that help identify APHA horses that are registered with other breed registries. (SP 1 – Customer Engagement)
* Review of current naming rules that results in less confusion when the same horse is registered in more than one registry under different names. (SP 1 – Customer Engagement)
* Develop means to simplify RG-160 (duplicate & corrected certs) and related processes, including development and submission of related rule change proposals. (SP 1 – Customer Engagement)

**Equestrian Experience Advisory Committee**

* Revise the PAC program to stabilize participation at the 2019 enrollment level. Develop incentives for increasing enrollments in future years. (SP 1 – Customer Engagement)
* Review staff-developed stockyards initiatives and make comments for improvement and how committee can participate. (SP 1 – Customer Engagement)

**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.

**Judges Advisory Committee**

* Expand the offering of HorseIQ by adding at least one module. (SP 2 – Educational Leadership)
* Develop strategies to increase the number of users on HorseIQ by 100. (SP 2 – Educational Leadership)
* Hold at least three HorseIQ live seminars, including two international seminars. (SP 2 – Educational Leadership)

**Long Range Planning Advisory Committee**

* Develop at least two strategies to help grow the youth market into the next decade. (SP 1 – Customer Engagement)
* Work with the Youth Committee on developing ways to attract and retain youth membership to include strategies for attracting non-horse owning youth
* Work with the General Show & Contest Committee to help create new show formats that will utilize and encourage one and two judge shows to attract first-time exhibitors to APHA events. (SP 1 – Customer Engagement)

**Professional Horsemen Advisory Committee**

* Develop strategies to increase the number of APHA Professional Horsemen involved in the Ambassador Program by 25. (SP 1- Customer Engagement)
* Develop one product or additional service to add value to the APHA Professional Horsemen program. (SP 1- Customer Engagement)
* Develop one module on HorseIQ that is related to the APHA Professional Horsemen program. (SP 2- Education)

**Racing Advisory Committee**

* Expand racing in Texas and the Northwest by adding one Paint incentive race in Montana and Texas to the 2 existing Paint incentive races: Harvest Cup Futurity and Rocky Mountain Futurity. (SP 1 – Customer Engagement)
* Increase Racing Committee participation on fundraising events and cash flow to $15,000 for added paint racing opportunities. (SP 1 – Customer Engagement)

**Regional Club Advisory Committee**

* Continue evaluating clubs including development and submission of related rule change proposals; the goal is to make the process as efficient and easy to understand as possible. (SP 2 – Educational Leadership)

o Simplify the process so that at least 1/3 of the clubs can be evaluated each year by the Regional Club Committee.

**Rules Advisory Committee**

* Consolidate the performance sections of the rule book for clarity, efficiency and ease of use for show management, exhibitors and judges. (SP 2 – Educational Leadership). Three to five-year project.
* Continue identification of outdated rules, erroneous language, duplications, incorrect references, etc. and handle them appropriately. (SP 2 – Educational Leadership)

**Show and Contest Advisory Committee**

* Develop a learning module for show management using HorseIQ. (SP 2 – Educational Leadership)
* Review and make recommendation to the structure of year end awards that stays within our current budget. (SP 3 – Financial Leadership)
* Develop strategies to increase total number of entries in ranch horse classes by 200. (SP 1- Customer Engagement)

**Youth Advisory Committee**

* Implement the Game Changers Program which allows current National Directors to serve as a non-voting member on an APHA committee. (SP 1 – Customer Engagement)
* Review and make recommendation to the structure of youth awards that stays within our current budget. (SP 3 – Financial Leadership)
* Implement the Mentorship Program which longtime National Directors will help first-time AjPHA National Directors. (SP 2 – Educational Leadership)
* Increase the AjPHA National Director representation by 3 non-US countries. (SP 1- Customer Engagement)

**World Show Advisory Committee**

* Create a policy to manage chronic money-losing World Show classes. (SP 1 – Customer Engagement and SP 3 – Financial Leadership)

For the motion (to approve):

Alison Umberger, Melanie Cox-Dayhuff, Mike Short, Kelly Boles Chapman, Sandy Jirkovsky and David Lands

**Motion passed.**