



## 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.

### EQUESTRIAN EXPERIENCE ADVISORY COMMITTEE PURPOSE

The purpose of this committee is to promote and provide educational experiences for all those interested in Paint horses in a non-competitive, family-oriented atmosphere. This committee will review, recommend and assist in the promotion of experiences related to the Paint horse. This Committee functions in an advisory-only capacity with the exception of any powers delegated by the Board of Directors. The committee functions are as follows:

1. Responsible for developing experiences for those interested in Paint Horses in an enjoyable, relaxed non-threatening atmosphere.
2. Experiences can be educational and/or experiential providing friends and associates of the APHA the opportunity to participate in those experiences.
3. Explore and monitor programs and activities for Regional Clubs to promote experiential and riding activities at the state and regional levels through guidelines and education.
4. Evaluate and recommend changes to the Ride America Program.

The APHA provides several services to support the Equestrian Experience Committee, including a staff coordinator who maintains committee files and handles correspondence pertaining to Equestrian Experiences. The Association also organizes Association-wide trail rides for APHA members.

### EQUESTRIAN EXPERIENCE ADVISORY COMMITTEE PRIORITIES

- Evaluate the PAC award structure and suggest revisions to increase participation in PAC and PAC e-shows in 2021. (SP 1 –Customer Experience)
- Review staff-developed stockyards initiatives and recommend improvements. (SP 1 – Customer Experience)
- Assist in finding participants and organizing 360-degree riding opportunities by various disciplines. (SP 1 –Customer Experience)