



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.

INTERNATIONAL ADVISORY COMMITTEE PURPOSE

The purpose of the International Committee is to create and/or increase awareness of the American Paint Horse, and to promote and advance the American Paint Horse in all international venues. The committee functions in an advisory-only capacity with the exception of any powers delegated by the Board of Directors. The functions of the committee are as follows:

1. Responsible for developing rules and strategies to achieve solutions to issues.
2. Initiate or review and recommend for approval/disapproval of proposed rule changes, additions, or deletions of all rules pertaining to International matters.
3. Help formulate recommendations and goals for marketing improvement of the breed internationally.
4. Make suggestions for improvements to benefit the international affiliate members and the American Paint Horse industry.
5. Provide minutes of all meetings. Appoint a committee secretary, if necessary, so that all official meetings are documented.
6. 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.

The APHA provides several services to the International Committee, including a staff coordinator who maintains the committee files, and handles correspondence pertaining to international matters. The Association also provides a Director of European Affairs to represent APHA in a variety of venues throughout Europe, including inspections, monitoring shows and translation of documents.

INTERNATIONAL ADVISORY COMMITTEE PRIORITIES

- Identifying new opportunities to promote the breed and association at three or more live or virtual international events and participating in cooperation with the local APHA affiliate. (SP 1 – Customer Experience)
- Expanding translation of APHA publications in five target languages (French, German, Italian, Portuguese, and Spanish) to include at least three print/virtual projects. (SP 1 – Customer Experience)
 - APHA Membership Brochure
 - Patterns Poster
 - Colors Poster
- Evaluating the effectiveness of APHA's communication with international members and making recommendations to increase response rate. (SP 2 – Educational Leadership)
- Identify ways to promote the PAC E-World Show and increase participation by International exhibitors (SP3 – Financial Leadership)