



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.

WORLD SHOW ADVISORY COMMITTEE PURPOSE

The purpose of the World Show Advisory Committee is to provide guidance and input to APHA staff and Board of Directors that support the growth and quality of APHA World Championship Shows. The committee is not a standing committee and therefore does not have rule change proposal authority.

The functions of the committee are as follows:

- Review proposals from staff that involve material world show modifications.
- Review the profitability of world show classes, paying special attention to entry numbers.
- Review and sample general membership opinion to ensure that APHA continues to be sensitive to the needs of the membership.
- Review and make recommendations about world show procedures paying special attention to ways of increasing participation.

WORLD SHOW ADVISORY COMMITTEE PRIORITIES

- Create a method to provide incentive for specific exhibitor age divisions (13 & under exhibitors/Masters exhibitors, etc.) to continue showing at the World Show in select all age classes. (SP 1 – Customer Engagement)
- Make recommendations to improve ways of recognizing top owners. (SP1 – Customer Experience)
- Increase number of World Show entries overall by 3% by increasing awareness of enhanced payout opportunities. (SP1 – Customer Engagement)
- Increase number of horses entered into the World Show from 1,052 to 1,084 by increasing awareness of enhanced payout opportunities. (SP1 – Customer Engagement)
- Host a Zoom World Show Exhibitor Listening Session to identify potential ways to improve the exhibitor experience and increase participation (to be completed following the 2022 World Show) (SP1 – Customer Experience)
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