



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 AND NATIONAL SHOWS ADVISORY COMMITTEE PURPOSE

The purpose of the World and National Shows Advisory Committee is to provide guidance and input to APHA staff and Board of Directors that create growth and quality among all disciplines in the APHA World and National Championship Shows. The committee is not a standing committee and therefore does not have rule change proposal authority. The functions of the committee are:

- Review proposals from staff that involve material world and national show modifications.
- 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 and national show procedures, paying special attention to ways of increasing participation within all discipline groups.

WORLD AND NATIONAL SHOWS ADVISORY COMMITTEE PRIORITIES

- Increase the number of World Show Intermediate Exhibitor entries by 2% by enhancing outreach, promotion and incentives. (SP1 – Customer Engagement)
- Increase the number of horses entered in the World Show and National shows overall by 2% by enhancing outreach, promotion and incentives. (SP1 – Customer Engagement)
- Identify avenues for committee outreach, including seeking exhibitor feedback, improving the customer experience and increasing participation.
- 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 2023 World Show). (SP1 – Customer Experience)