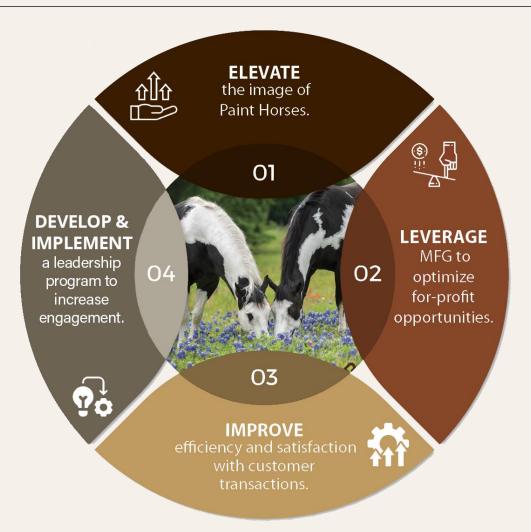
## APHA Strategic Plan 2024-2026





## Elevate the image of Paint Horses

- Develop incentives to compete & breed with APHA/Paint Horses
- Enhance cross promotion between APHA and affiliate/discipline associations
- Capitalize on existing APHA-owned imagery & editorial to enhance the Paint Horse image
- Expand promotion of the Paint Horse lifestyle



## Leverage MFG to optimize for-profit opportunities

- Expand PH Barn Door profitability
- Increase overall brand awareness and connection between MFG and APHA
- Explore the development of equine and Western lifestyle experience opportunities
- Increase revenue and profitability of Marked for Greatness Properties
- Develop International Ranch Horse Association (IRHA) into an international organization



Improve efficiency and satisfaction with customer transactions

- Simplify APHA rules
- Explore ways to increase efficiency of APHA processing through automation and digital access
- Improve customer satisfaction with APHA transactions
- Explore existing and new membership options



Develop and implement a leadership program to increase engagement

- Develop and deploy member-leader resources for effective leadership and communication
- Create an APHA outreach strategy to attract new and potential leaders
- Identify and incorporate existing external leadership opportunities for use by APHA Stakeholders

