

Got Solid?

Solid Paint Bred/Breeding Stock that is....

California Solid Paint Bred Program May 2007

Overview:

California's Solid Paint Bred Program is strategic in nature and is meant to help the Paint Horse Industry as a whole. The primary focus is on marketing what we already do so very well..... raise, ride and show great horses and provide family oriented, fun shows in a friendly environment.

With this program, Clubs continue to do what they are currently doing with 2 exceptions:

1. Offer at least 10 Solid Paint Bred Classes. (APHA requires 8 for show approval.)
2. Work as a team with other clubs to offer the same 10 "core classes." Clubs have the freedom to offer more classes if they choose.

The focus will be to "communicate & sell" the broad range of existing opportunities for Solid Paint Bred Horses. This Program recognizes that our Solid and our Colored horses are different and show in separate classes AND, most importantly, there is a place for BOTH in our APHA family.

The benefits of this program may not be immediate and may take 3+ years before we can begin to truly measure its impact. Working together as a State, however, will allow us to take advantage of the immense potential of a Solid Paint Bred Outreach Program.

Projected Benefits:

1. Draw new horses and people into our shows and into our clubs.
2. Provide an entry point for amateur and youth who may want to train & show their own horses and/or may not be able to afford a Regular Registry horse.
3. Attract people who are currently showing "solids" in the open circuits.
4. Increase attendance and entries at our 2 judge shows.
5. Help develop a market for Solid Paint Bred horses in California.

Background:

In recent years, the APHA has been actively "promoting" the Solid Paint Bred horse by offering a broad range of approved classes as well as offering an increasing number of classes at the World Show. In addition, clubs now must offer a minimum of 6 halter and 2 performance classes for Solid Paint Bred horses in order for a show to be approved by the APHA. Although more classes for "solids" are available than ever before, California entries remain low. In 2006, there were 358 entries, up from 322 in 2005 and 266 in 2004 but entries in all 3 of the last 3 years were lower than the 562 in 2002.

Background:(continued)

Of the foals born in California during the past 7 years, 37% were solid. There are 7,200+ APHA "solid" horses in California under the age of 8. Many of these horses are exceptional but are being shown in the Open Circuit or not shown at all. California breeders are producing quality horses but have a very small or non-existent market for over a third of the foals they produce.

Some Clubs and Shows are struggling. There are 27,000 Californians who own APHA horses but only 7% belong to an APHA club. APHA approved entries in California were down 4% in 2006 and down 2.5% in 2005.

To keep our Industry and our APHA Show Circuit healthy, we must find ways to attract new people to our Shows and to our Clubs.

Proposal:

Market & promote the Solid Paint Bred classes offered at our 2-judge APHA approved shows as an APHA Solid Paint Bred Circuit. Promotions will target the owners of "solids" and advertise all 2-judge shows with dates, locations as well as "solid classes offered."

Theme: "We want YOU and your Solid Paint Bred horse in our clubs and in our shows!"

All shows will offer the same "10 core classes." Eight of the 10 will meet APHA requirements for show approval. Clubs may offer additional "solid" classes if they choose, but all clubs will offer at least the "10 core classes" listed below:

6 Halter Classes (Six Required for APHA approval)

- Open Halter Mares - 2 years and younger
- Open Halter Mares - 3 years and older
- Youth Mares - All Ages
- Open Halter Geldings - 2 years and younger
- Open Halter Geldings - 3 years and older
- Youth Geldings - All Ages

4 Performance Classes (Two Required for APHA approval)

- Yearling Longe Line
- Western Pleasure - All Ages
- Hunter Under Saddle - All Ages
- Trail - All Ages.

Year-end awards will be given to the high point champion for each of the 10 classes. To earn a year-end award, a horse must earn a minimum of 5 CCC points. (For non-CCC approved shows, points will be calculated using the CCC system.)

In addition, there will be two All-Around High Point Awards - one for horses 2 years and younger and the second for horses 3 years and older. To earn an All-Around High Point Award, a horse must earn a minimum of 5 CCC points in BOTH halter and performance.

Year-end awards will be Cowboy Bronzes and will remain the same from year to year. Having highly desirable awards will hopefully motivate exhibitors to "follow the circuit" as well as motivate them to show their "solid" because they have a strong desire "to win a bronze." In addition, exceptional awards may provide a "status symbol" if you have won one and, thereby, encourage more people to participate in the Solid Paint Bred Program.

Proposal: (continued)

To make the Solid Paint Bred Program attractive to more people, there will be a Northern California Circuit and a Southern California Circuit. Awards will be given for both Circuits which should appeal to people who want to compete for year-end awards but who do not want to drive long distances.

Shows north of Turlock, including Turlock, will be considered part of the Northern Circuit. Shows South of Turlock will be considered part of the Southern Circuit. The location of the show grounds, not the location of the Club sponsoring the show, will determine what Circuit the show falls into..... i.e. North or South.

The Northern California Circuit will begin in 2007. Due to the early show schedule in Southern California, there was insufficient time to plan and implement a 2007 Southern California Circuit. Hopefully, Southern California can offer such a program in 2008.

Financial Considerations:

Entry Fees:

Entry Fees need to be affordable and competitive with the entry fees in the Open Show Circuit. Therefore, Clubs are requested to make entry fees \$10 per class (not per judge) which will cover Club "out-of-pocket" costs for a "solid" class at a 2 judge show.

Club Costs:

- Drug Fee/Horse: \$5
- Point Tracking Fee/Horse: \$2
- Show Services (if used): \$1
- CCC Fees: \$1.50

Maximum "out of pocket" costs for a horse's first class is \$9.50. The Club makes \$.50.

If a horse enters more than one class, which we hope the Overall High Point Award will encourage, the "out of pocket" cost to a Club will drop to \$2.50. The Club makes \$7.50. If a Club does not hire an outside Show Service, the Club makes \$8.50. Since Solid Paint Bred entries at 2 judge shows is very low or non-existent, any increase in "solid" entries raises the income for a Club's show.

To encourage Clubs to support and promote the Solid Paint Bred Show Circuit, the CCC is requested to waive CCC fees on all Solid Paint Bred entries at 2-judge shows through 2008. APHA currently waives all APHA show fees for "solid" classes.

Further more, Clubs are encouraged to donate any entry fee money for "solid classes" that exceeds Club "out-of-pocket" expenses for those classes to the Solid Paint Bred Program.

Year-end Awards:

To be eligible for Year-end Awards, a horse's owner must enroll in the California Solid Paint Bred Program and be a member of a California APHA club. The annual enrollment fee is \$25 and an owner may enroll as many horses as he/she wishes. Requiring horses to be "enrolled" helps with the cost and logistics of tracking points for year-end awards.

Projected cost for Year-end Awards is \$1,500 per circuit or \$1,500 in 2007 (Northern Circuit Only) and \$3,000 in 2008 (Northern & Southern Circuits). This estimate is based upon \$100/Class Championship Award and \$250/High Point Award. There will be 10 Class Awards and 2 High Point Awards for a total of 12 awards per circuit.

Funding:

Primary funding of the Program will be through a Sponsorship Program.

Platinum Sponsor: \$500 and above

Gold Sponsor: \$250 to \$499.

Silver Sponsor: \$100 to \$249

Bronze Sponsor: \$99 and below.

The names of Sponsors will be listed in promotional materials when possible. Clubs are encouraged to become sponsors but this remains the discretion of a Club.

Promotions:

The cost for promoting the program needs to be developed.

The Program promotion strategy includes but not limited to:

- a. Use of the internet
- b. Use of publications such as Horseman's News & West Coast Horseman
- c. Use of fliers at all entry booths.
- d. Use of mailers targeting "solid" owners.
- e. Inclusion in Club mailing.

Other Considerations:

Awards Banquet

Year-end awards will be presented regionally. For example, awards for the Northern Circuit could be given in conjunction with NCCC awards and awards for the Southern Circuit could be given in conjunction with a Club Awards Banquet.

This approach encourages social interaction with "fellow paint enthusiasts" in your area and does not require the time, travel and/or added expense of attending a Statewide Banquet. Promotional literature will advertise all 2 judge shows in the state. In particular, specifically target owners of "solid" horses throughout the state. Solicit APHA to give us a mailing list of all owners of "solids" in the state.

Program Review: A review should be conducted each November and concrete plans for the following year should be formed. Formal communication will be done through the CCC.