

Our APHA

**CCC
Meeting
February 16, 2008**

Agenda

- What Do National Directors Do?
- Splitting the World Show.....
- 2007 Rule Change Overview
 - How Do Rule Changes Happen
 - Highlights of 2007
- The APHA - Big Picture
- Our APHA - California Statistics
- Challenges & Opportunities
- Open Discussion

What Do National Directors Do?

Who are They?

- Requirements:
 - Elected by State or Appointed by the President
 - Be Present for at least one Roll Call/Year
 - California has 8 Directors & 2 Alternates (1 Open Position to be Appointed by APHA President)

- Responsibilities
 - Serve the Association as a Whole
 - Serve Our State as a Whole
 - Think Long Term as well as Short Term
 - Serve on a Committee
 - Vote on Rule Change Proposals

- Committees (2008 Director Assignments)
 - Amateur (Libby Flores, Jan Manion, Susan Wilson)
 - Breed Improvement
 - General Show & Contest (Tony Lucas, Rochelle Weiser)
 - International
 - Judges (Lynn Titlow)
 - Long Range Planning (Sharon Bonner-Brown)
 - Professional Horseman's
 - Racing
 - Recreational Riding
 - Registration
 - Rules
 - Ways & Means
 - Youth (Cindy Weight-Carter)

Splitting the World Show.....

APHA FALL CHAMPIONSHIP SHOW in 2008.....

- **Summer World Championship Show - New Opportunities**
 - Opportunity for Growth and Change to Youth Program
 - Possible Addition of Novice Youth Classes
 - Goal is to Ultimately Move Everything but Youth and Cattle Classes to the Fall
 - Discussing the Long Term Rotation the World Youth Show Around the Country

- **New Fall Championship Show - November 6-15, 2008**
 - Opportunity for Growth & Excitement
 - All Weanling & Yearling Halter Classes
 - All Yearling and Two Year Old Performance Classes
 - All Slot Classes
 - All Challenge Classes
 - New Fall Sale for Weanlings and Yearlings Only.
Babies Sold in this Sale will be Eligible for Futurities the Following Year.

- **Other Ideas Being Considered.....**
 - Breeders Trust Futurities for Halter & Performance
 - Add classes such that exhibitors would have more opportunities to show their horse.
 - For Example : Open Longe Line, Amateur Longe Line, Solid Paint Bred Longe Line, Non-Pro Longe Line Futurity, Longe Line Slot Class

2007 Rule Change Highlights

■ How Do Rule Changes Happen?

- Proposal Submitted by Jan. 15th..... Any APHA Member may submit a Rule Change Proposal
- Reviewed by Rules Committee
- Reviewed / Approved / Rejected / Tabled by the Executive Committee
- Reviewed / Approved / Rejected / Tabled by Committee
- Approved / Defeated by Board of Directors

■ All Pending Rule Change Proposals Are Published in the July Journal

■ All New Rule Changes Are Published in the December Journal

■ 2007 Highlights

- All Exhibitors Must Be APHA Members....See details
- Individuals Suspended from other Equine Associations & State Racing Commissions for Cruel or Inhumane Treatment of Horses may Automatically be Suspended from APHA Membership.
- Solid Paint Bred Halter Classes: Shows Must Offer a Minimum of 2 Stallion Classes.
- Solid Paint Bred Performance Classes: Must Offer a Minimum of 3.
- Amateur Halter Classes: May now “mirror” the Regular Registry classes including Grand & Reserve.
- Show Management must line up in order and announce placing in all classes under all judges in an area designated by Show Management

APHA - Big Picture

- Total Registered Horses: 928,426 (Up 3.9%)
- APHA Memberships: 100,351 (Up 1.6 %)
- APHA Horse Owners: 365,312 (Down 7.8%)
- APHA Horses in 42 Different Countries
- 412,178 USA Show Entries in 2007 (Down 3.0%)
- Breeders Trust Payout in 2006 was \$1,072,142 (Up 2.7% from 2005)
- APHA Horses by Coat Pattern
 - 37% Tobiano (California: 33%)
 - 35% Solid (California: 31%)
 - 22% Overo (California: 31%)
 - 6% Tovero (California: 5%)
- APHA Horses by Parentage
 - 56% - Two Paint Parents
 - 43% - One Paint Parent
 - 0.14% - Cropouts

APHA - California

- Total Registered Horses: 56,339
- APHA Memberships: 7,094 (California Down 9% / USA Up 1.6%)
- APHA Horse Owners: 25,418 (California Down 5.8% / USA Down 7.8%)
- New Registrations: 1,945 (California Down 5.0% / USA Down 10.1%)
- 34,328 Show Entries in 2007 (California Down 6.0% / USA Down 3.0%)
- 2007 Entry Analysis for California
 - Youth Entries: 10,789 (California Down 9.3% / USA Down 6.2%)
 - Open Entries: 8,916 (California Down 14.8% / USA Down 5.0%)
 - Amateur Entries: 6,418 (California Down 1.1% / USA Down Less than 1.0%)
 - Novice Youth Entries: 4,266 (California **Up** 21.6% / USA Down Less than 1.0%)
 - Novice Amateur Entries: 3,575 (California Down 7.6% / USA Down 6.5%)
 - Solid Paint Bred Entries: 364 (California **Up** 1.6% / USA **Up** 63.8%*)

* Addition of Solid Paint Bred Youth and Solid Paint Bred Amateur Classes

California..... How Do We Compare?

- #1 in Total Entries: (Texas #2, Colorado #3)
- #1 in Total Number POR's: (Texas #2, Oklahoma #3)
- #1 in Total Novice Amateur Entries: (Texas #2, Utah #3)
- #1 in Total Youth Entries: (Texas #2, Utah #3)
- #1 in Total Novice Youth Entries: (Texas #2, Michigan #3)

- #2 in Total Shows: (Texas #1, Georgia #3)
- #2 in Total Open Entries: (Texas #1, Colorado #3)
- #2 in Total Amateur Entries: (Texas #1, Michigan #3)

- #7 in Total Solid Paint Bred Entries: (Ohio #1, Oregon #2, Mississippi #3, Washington #4)

2007 in Review - California 2 Judge Shows

By Number of Entries/Judge (Page 1 of 2)

BAKERSFIELD March 30- April 1	2 Judge	Show #: 00391 Mar.	2007	2006	2005	2004	2003
		Total Entries/Judge:	829	382	762	798	0
		APHA Owners within 150 Mile Radius:	10,518				
TEMECULA September 29-30	2 Judges	Show #: 01146 Sept.	2007	2006	2005	2004	2003
		Total Entries/Judge:	522	462	388	379	407
		APHA Owners within 150 Mile Radius:	8,840				
TEMECULA March 3 - 4th	2 Judge	Show #: 00180 Mar.	2007	2006	2005	2004	2003
		Total Entries/Judge:	504	564	460	568	573
		APHA Owners within 150 Mile Radius:	8,840				
TEMECULA June 2 - 3	2 Judge	Show #: 00830 June	2007	2006	2005	2004	2003
		Total Entries/Judge:	520	506	456	456	476
		APHA Owners within 150 Mile Radius:	8,840				
DEL MAR April 28-29	2 Judge	Show #: 00802 Apr.	2007	2006	2005	2004	2003
		Total Entries/Judge:	364	390	473	420	262
		APHA Owners within 150 Mile Radius:	10,741				
ELK GROVE September 1 -2	2 Judge	Show #: 01306 Sept.	2007	2006	2005	2004	2003
		Total Entries/Judge:	268	279	0	0	0
		APHA Owners within 150 Mile Radius:	11,024				
TURLOCK September 8-9	2 Judges	Show #: 01051 Sept.	2007	2006	2005	2004	2003
		Total Entries/Judge:	267	291	336	325	402
		APHA Owners within 150 Mile Radius:	11,406				

2007 in Review - California 2 Judge Shows

By Number of Entries/Judge (Page 2 of 2)

YREKA July 21-22	2 Judge	Show #: 01492 July	2007	2006	2005	2004	2003
		Total Entries/Judge:	262	307	135	0	0
		APHA Owners within 150 Mile Radius:		2,162			
SACRAMENTO June 17, 2012	2 Judge	Show #: 01027 June	2007	2006	2005	2004	2003
		Total Entries/Judge:	255	264	230	299	395
		APHA Owners within 150 Mile Radius:		10,550			
RANCHO MURIETA October 6 -7	2 Judges	Show #: 01144 Oct.	2007	2006	2005	2004	2003
		Total Entries/Judge:	237	347	327	426	410
		APHA Owners within 150 Mile Radius:		11,229			
WOODLAND May 19th	2 Judge	Show #: 00036 May	2007	2006	2005	2004	2003
		Total Entries/Judge:	172	172	248	233	385
		APHA Owners within 150 Mile Radius:		10,550			
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FALLON, NEVEDA July 28th	2 Judge	Show # 918, July 28	2007	2006	2005	2004	2003
		Total Entries/Judge:	477	506	367	336	268
FALLON, NEVEDA September 28th	2 Judge	Show # 934, Sept. 28	2007	2006	2005	2004	2003
		Total Entries/Judge:	435	439	226	240	245

2007 in Review - California POR's

By Number of Entries/Judge (Page 1 of 2)

BAKERSFIELD October 17-21	POR	Show #: 00434 Oct. Total Entries/Judge APHA Owners with 150 Radius:	2007 1103	2006 1019	2005 1052	2004 992	2003 1114
				10,518			
RANCHO MURIETA April 20-22	POR	Show #: 00393 Apr. Total Entries/Judge APHA Owners with 150 Radius:	2007 736	2006 689	2005 838	2004 717	2003 790
				11,229			
RANCHO MURIETA April 18-20	POR	Show #: 01224 Apr. Total Entries/Judge APHA Owners with 150 Radius:	2007 708	2006 730	2005 874	2004 782	2003 763
				11,229			
BURBANK August 8-10	POR	Show #: 00430 Aug. Total Entries/Judge APHA Owners with 150 Radius:	2007 668	2006 794	2005 822	2004 851	2003 780
				10,741			
BURBANK August 10-12	POR	Show #: 01302 Aug. Total Entries/Judge APHA Owners with 150 Radius:	2007 668	2006 794	2005 822	2004 851	2003 780
				10,741			
RANCHO MURIETA September 20-23	POR	Show #: 01031 Sept. Total Entries/Judge APHA Owners with 150 Radius:	2007 527	2006 623	2005 647	2004 626	2003 649
				11,229			
RANCHO MURIETA May 11-12	POR	Show #: 00632 May Total Entries/Judge APHA Owners with 150 Radius:	2007 501	2006 387	2005 468	2004 531	2003 516
				11,229			

2007 in Review - California POR's

By Number of Entries/Judge (Page 2 of 2)

PASO ROBLES April 13-14	POR	Show #: 00586 Apr.	2007	2006	2005	2004	2003
		Total Entries/Judge	435	789	696	837	584
		APHA Owners with 150 Radius:		-			
RANCHO MURIETA May 26-28	POR	Show #: 00808 May	2007	2006	2005	2004	2003
		Total Entries/Judge	363	346	588	607	630
		APHA Owners with 150 Radius:		11,229			

FALLON, NEVEDA August 24	POR	Show # 920, Aug. 24	2007	2006	2005	2004	2003
		Total Entries/Judge	492	470	301	374	409
FALLON, NEVEDA June 1	POR	Show # 916, June 1	2007	2006	2005	2004	2003
		Total Entries/Judge	349	406	275	322	278

2007 in Review - California Youth / Amateur Shows

By Number of Entries/Judge (Page 1 of 1)

RANCHO MURIETA May 13	Youth/Amateur POR	Show #: 01833 May Total Entries/Judge	2007 311	2006 184	2005 0
PASO ROBLES April 15	Youth/Amateur POR	Show #: 01874 Apr. Total Entries/Judge	2007 282	2006 384	2005 0
ELK GROVE September 3rd	Youth/Amateur POR	Show #: 01926 Sept. Total Entries/Judge	2007 189	2006 208	2005 0

Big Picture Challenges

- **Growth is Slowing:**
 - 10% Registration Growth in 2000
 - 4% Registration Growth in 2007
 - 56,000 Average New Registrations/Year (2000-2004)
 - 36,000 Average New Registrations/Year (2005 - 2007)
 - 35,032 New Registrations in 2007
 - 412,178 Show Entries in 2007
 - 425,204 Show Entries in 2006

- **Multiple “Color” Associations:**
 - Pinto Growing.....
 - AQHA Producing More “Excessive White” Horses..... (AQHA Convention in San Francisco - Feb. 29-March 2)
 - APHA has Competition for the “Mind & Soul” of the Paint Horse Lover.....

- **The Horse Market is Flooded**
 - Complicated by “anti-horse slaughter” legislation
 - Complicated by Changing Demographics
 - World Horse Population has been growing at 9% (American Horse Council)
 - World Horse Owners have been growing at 1.75% (American Horse Council)

- **\$\$\$ Issues**
 - Demand for Horses Down - Supply is UP - Horses Prices Down
 - APHA revenue down - Financial Losses in 2007
 - Cost to Show: Entry Fees, Stall Fees, Gasoline, Hotel, Food, Etc, Etc.....
 - Cost to Put on a Show..... Finding Venues.....

Big Picture Opportunities

- **Learn from Experience..... What are Others Doing Well..... Could it Apply Here?**
 - How Could Our California Show Schedule Effect Entries?
 - Why is Pinto Growing?
 - What Are Clubs Around the Country Successfully Doing?
 - Would “Day Fees” Make a Real Difference in Entries?
 - What Does “More Exhibitor Friendly” Really Mean?

- **Find New Ways to Attract New Exhibitors to Our Shows and Clubs**
 - Partnership with APHA for Emailing Show Fliers - See Zip Code Handout
 - Expansion of the Solid Paint Bred Program - Visit **CaliforniaSolidPaintBred.com**
 - Expansion of 2 Judge Show Opportunities in the North?
 - New Horse Related Activities Beyond Horse Shows.....Trail Rides?
(Ride America Coming to Santa Barbara’s Rancho Oso in March - Check APHA Website for Details.)
 - Tap into Local Youth Programs.... 4H, FFA, Pony Clubs, etc.....
 - Tap into Local Open Show Circuits.....

- **Synergism**
 - We May Be Entering a Period “Where We All Win or We All Loose.....”
 - Learn from Each Other.....
 - More Collaboration
 - **Is It Time for the Role of the CCC to Change?**