

Appaloosa Horse Club



2016 Rule Changes

■ GOAL

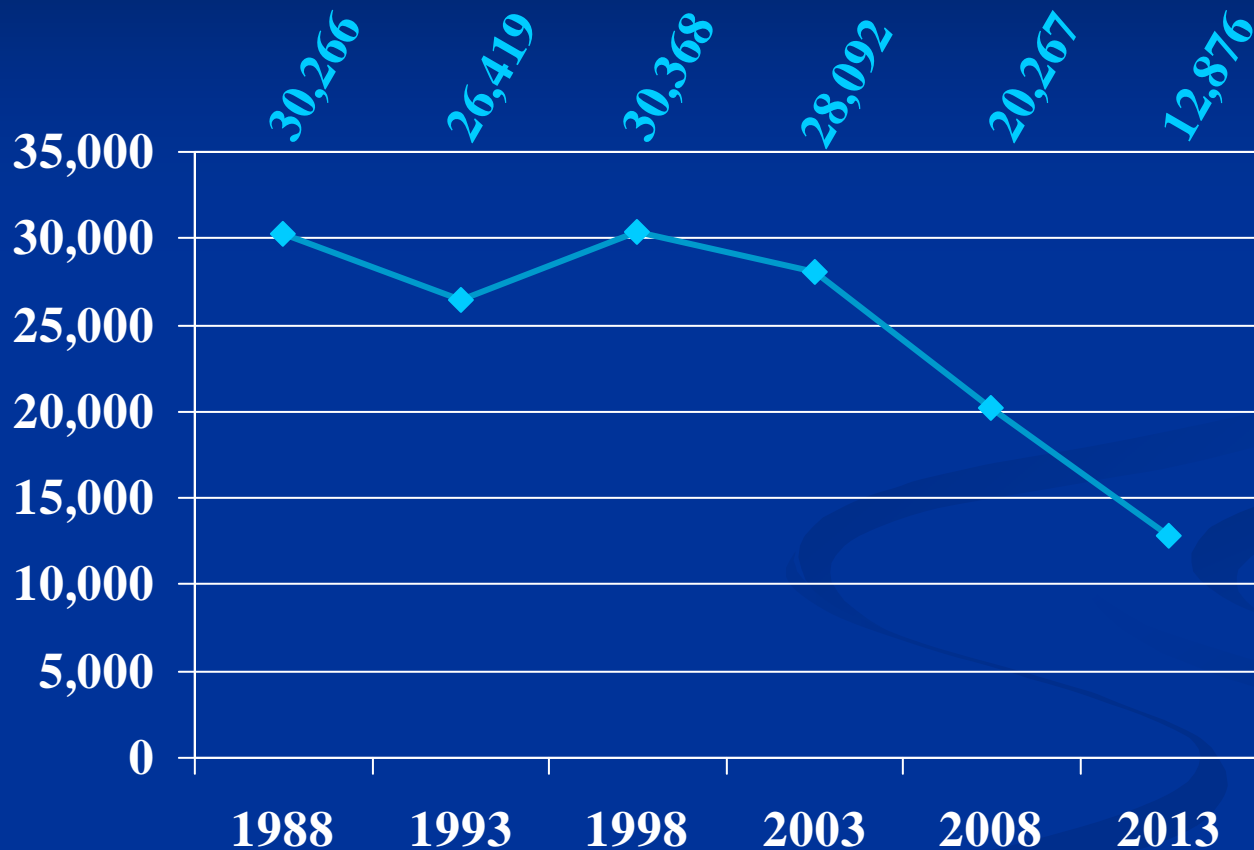
- Stimulate the marketplace to increase participation at the regional club and international affiliate level, to increase demand for Appaloosa horses and to increase membership within regional clubs and the Appaloosa Horse Club.

Statistics

Membership – Registration –
Show

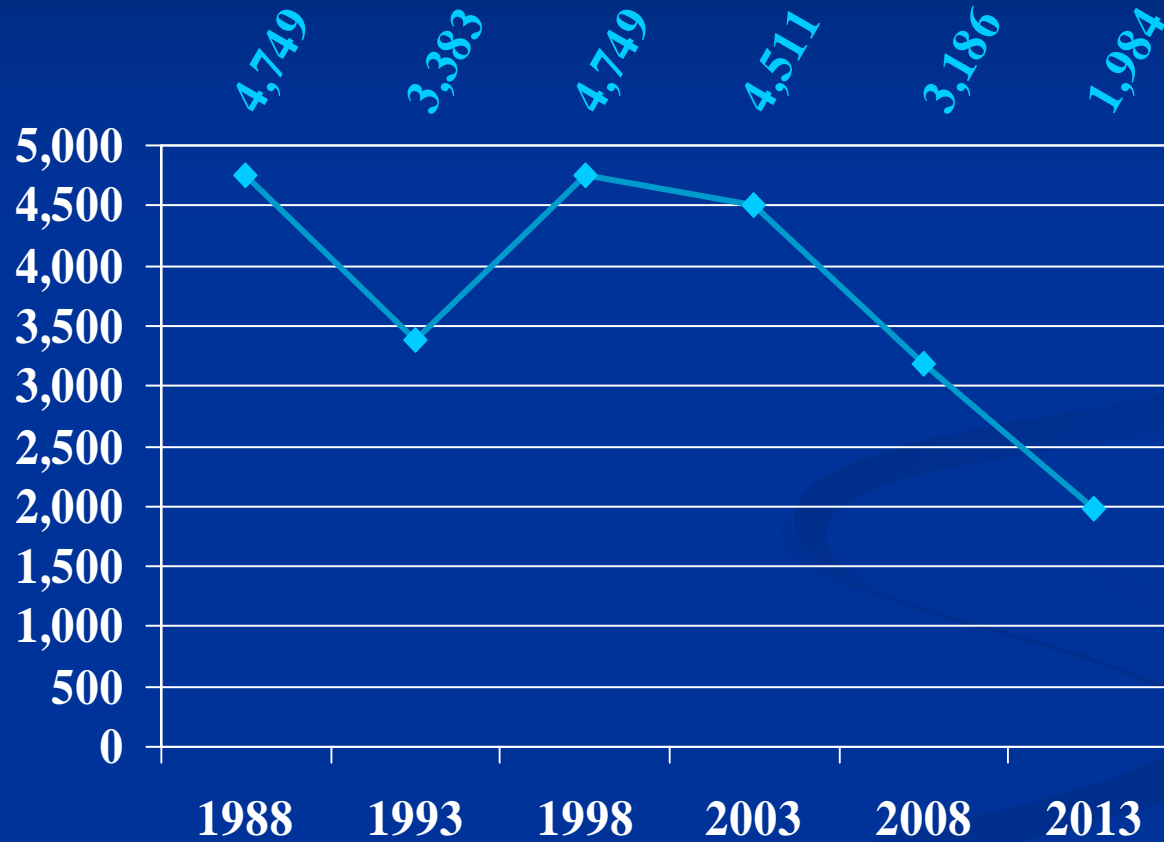


Membership Statistics - TOTAL



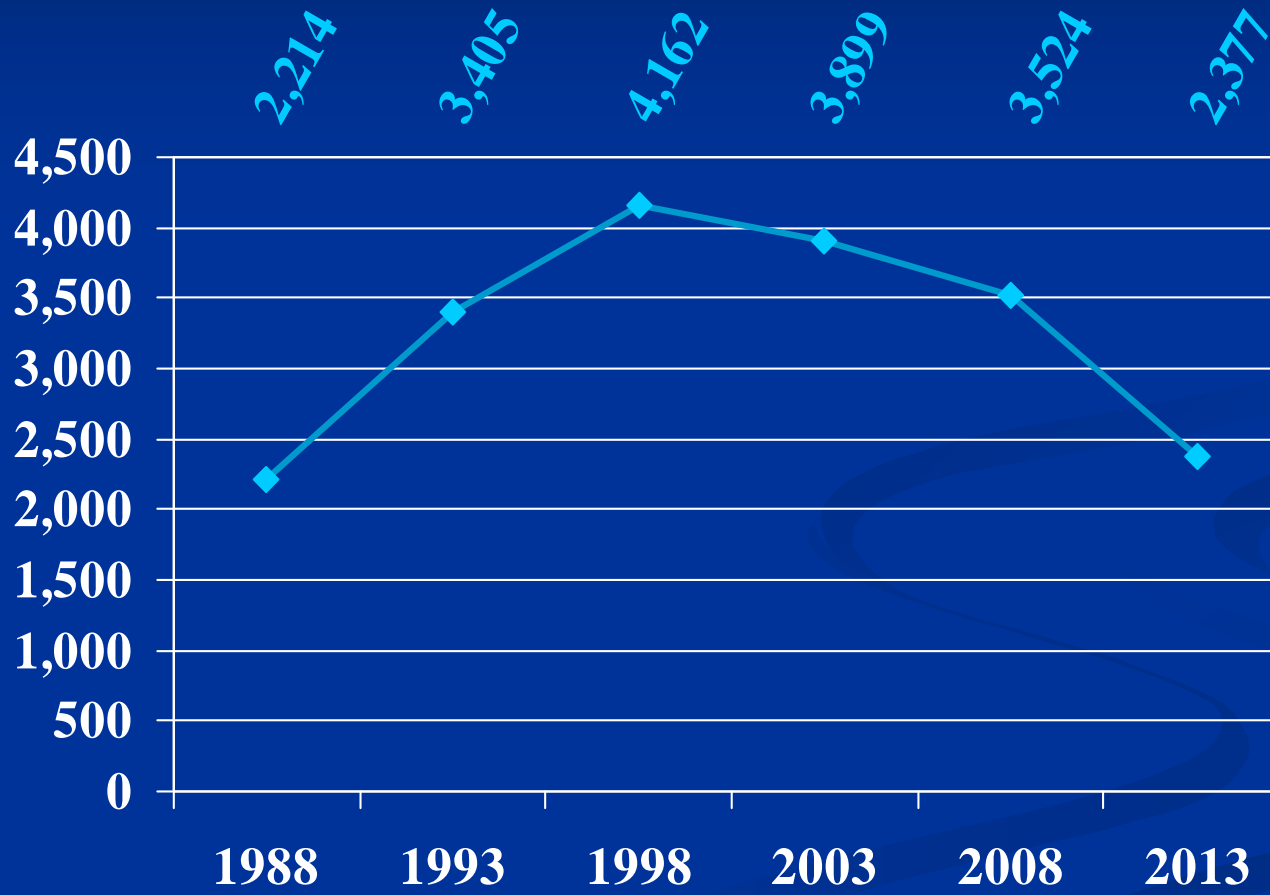
Overall decline of 57.5%

Membership Statistics - YOUTH

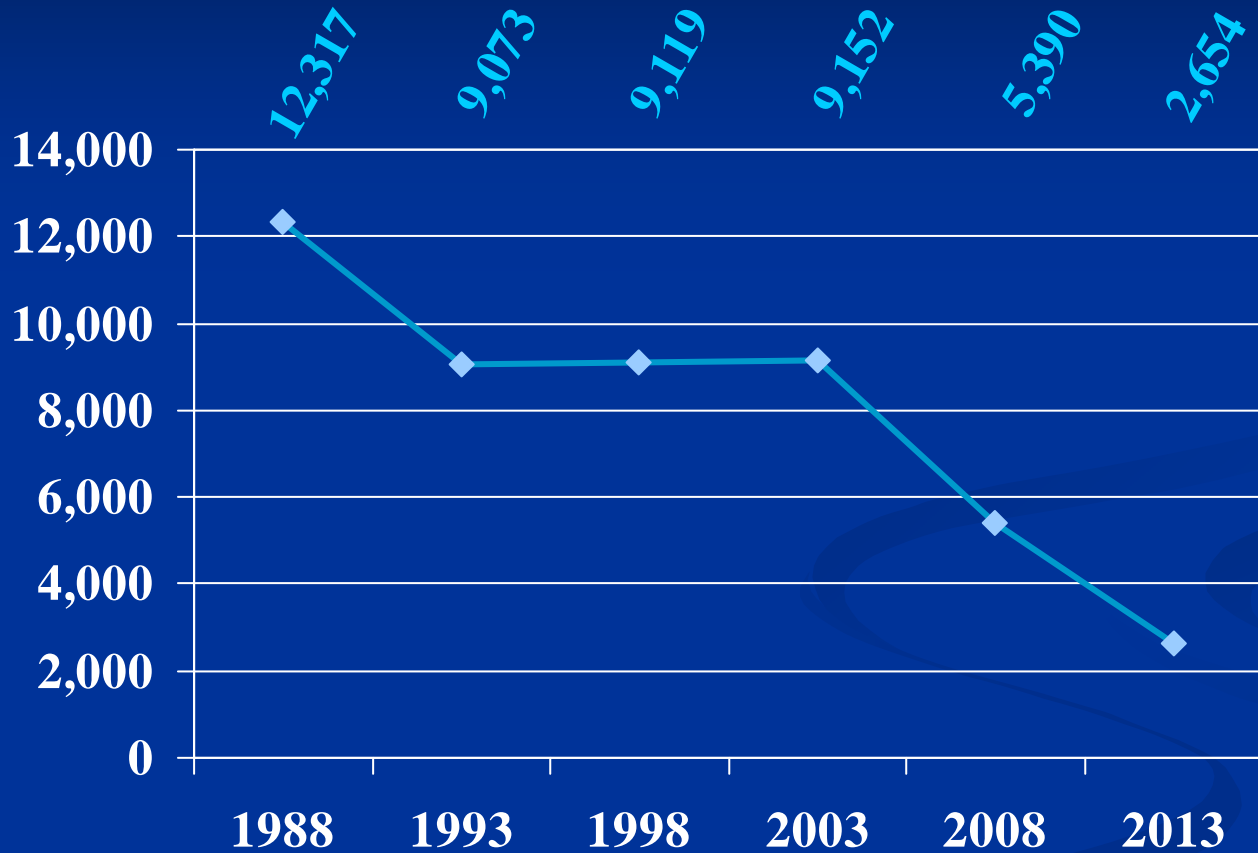


Overall decline of 58%

Membership Statistics – NON-PRO

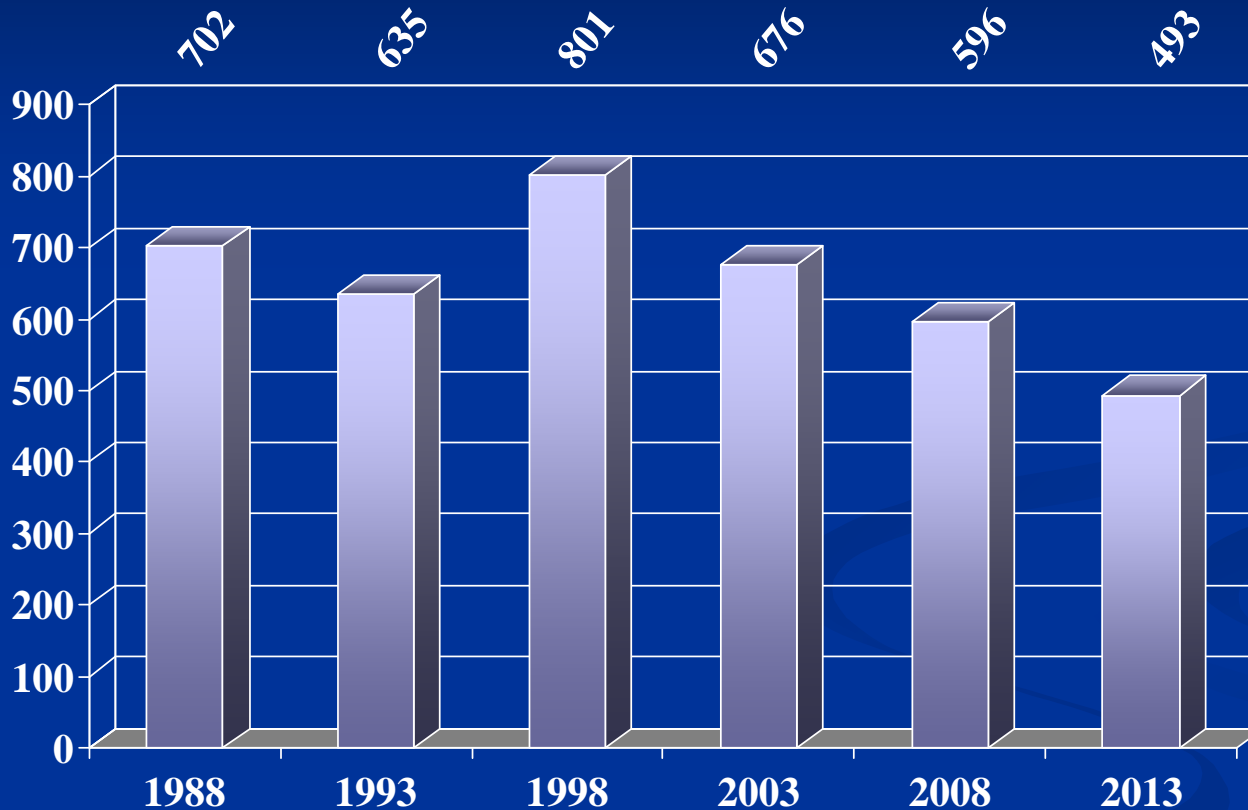


Registration Statistics



Overall decline of 78.5%

Number of Approved Judges



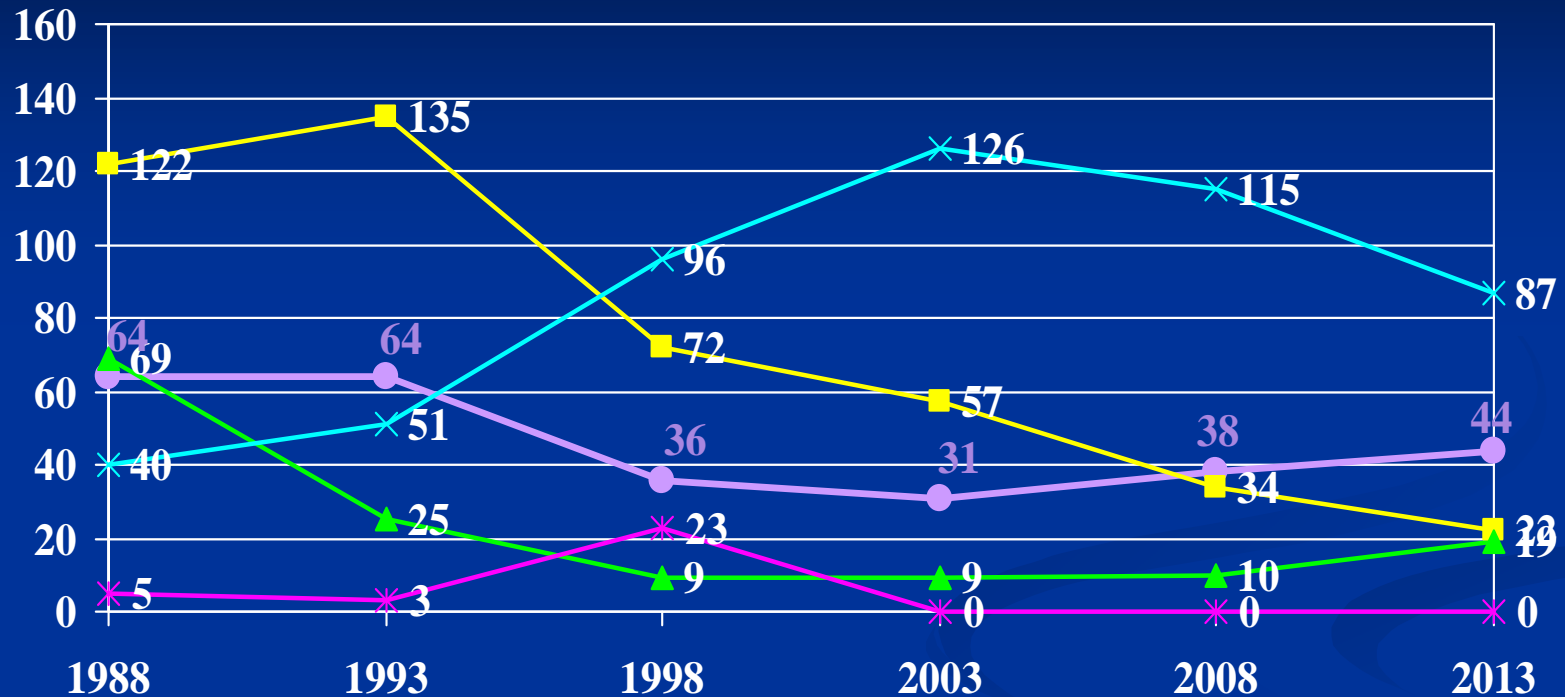
The year in which we saw the largest number of judges hired at ApHC-approved shows was the same year we saw the largest decline in the number of locations at which you could attend an ApHC-approved show.

Number of Events (Exclusive of Number of Judges)



In 2013, there were only 172 locations world-wide where someone could attend an ApHC-approved show and either see Appaloosas in competition or participate in a competition approved for earning points and awards.

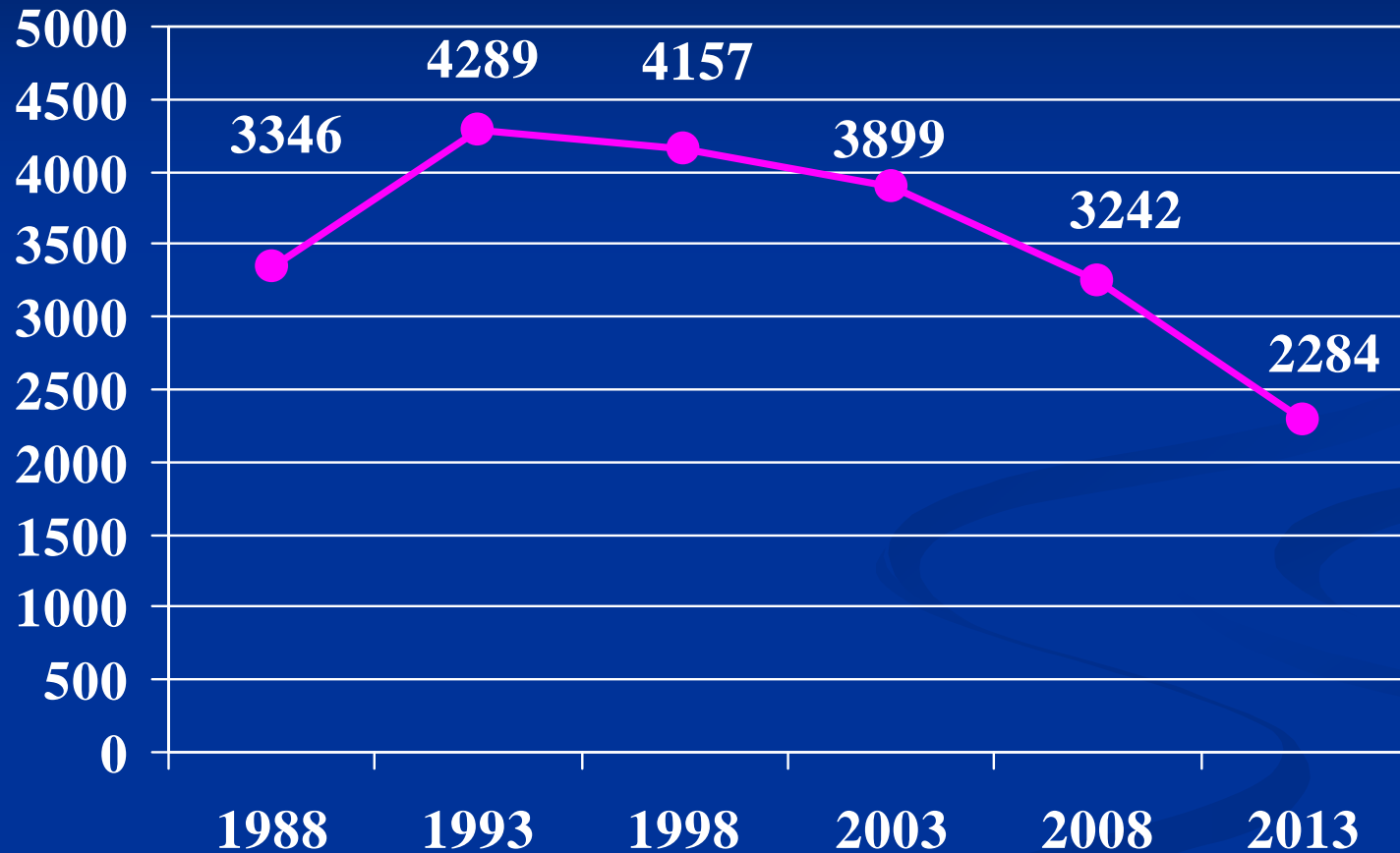
Number of Events by Number of Judges



Single, Double, Triple, Quad, 5+

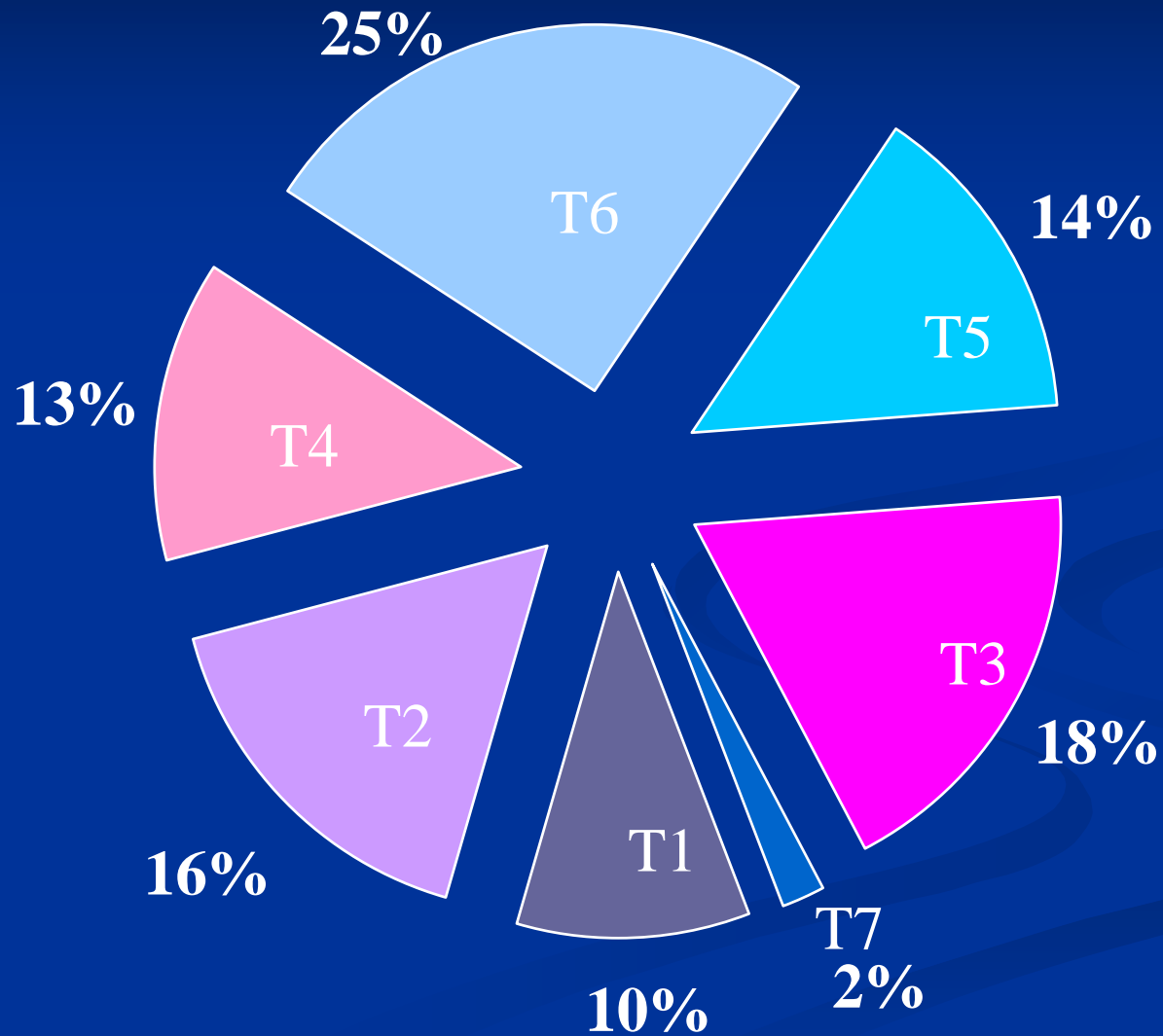
As you would expect, shows with multiple judges are desired by those customers who want to maximize their point-earning potential for award or qualification purposes. However, multi-judge shows DIS-incentivize new members and exhibitors primarily because of increased show-related costs. It is imperative that ApHC offer service to both types of exhibitor.

Number of Point-Earning Horses

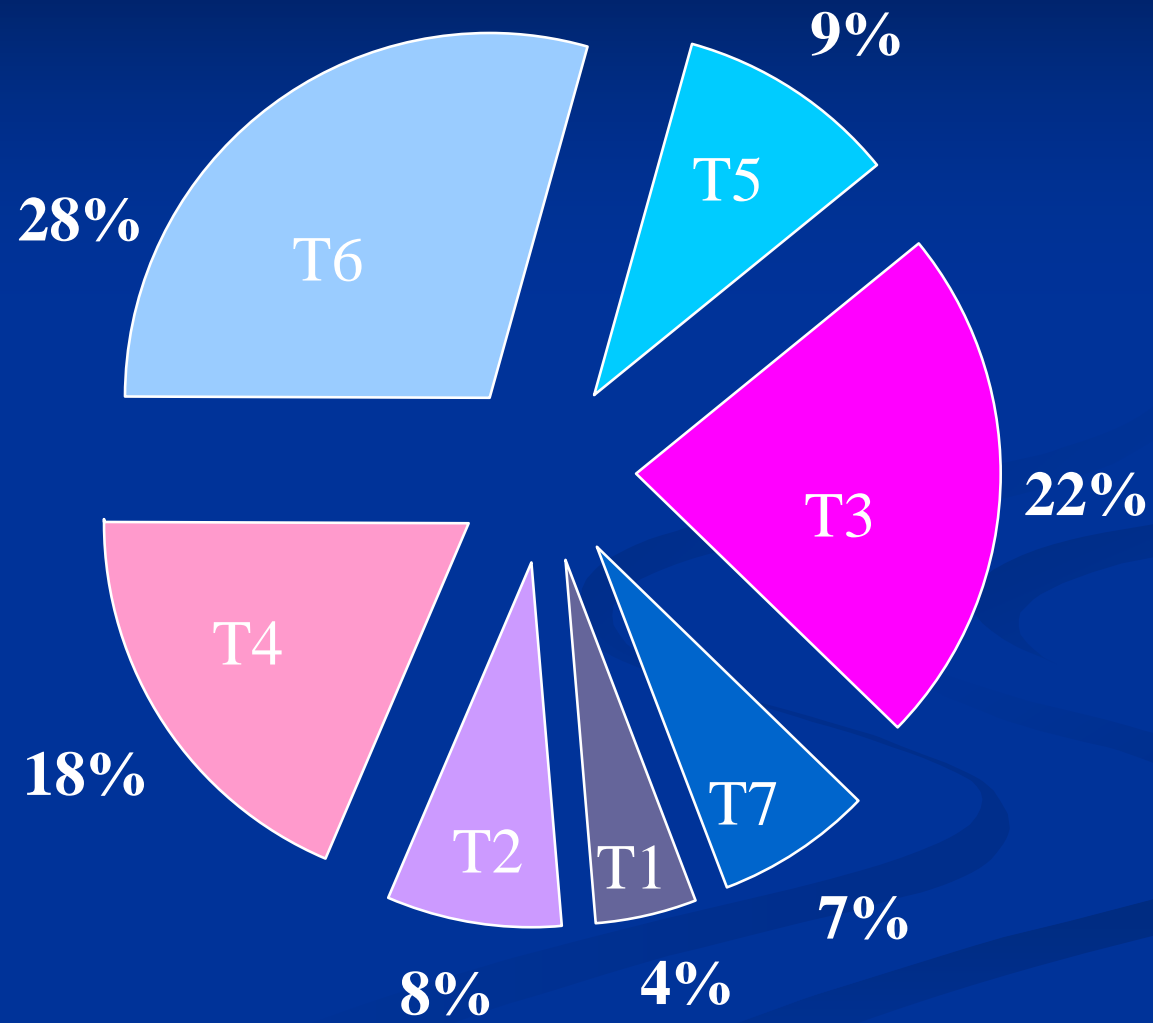


Number of horses world-wide that have earned at least $\frac{1}{2}$ point in the show year in an open, non-pro or youth class.

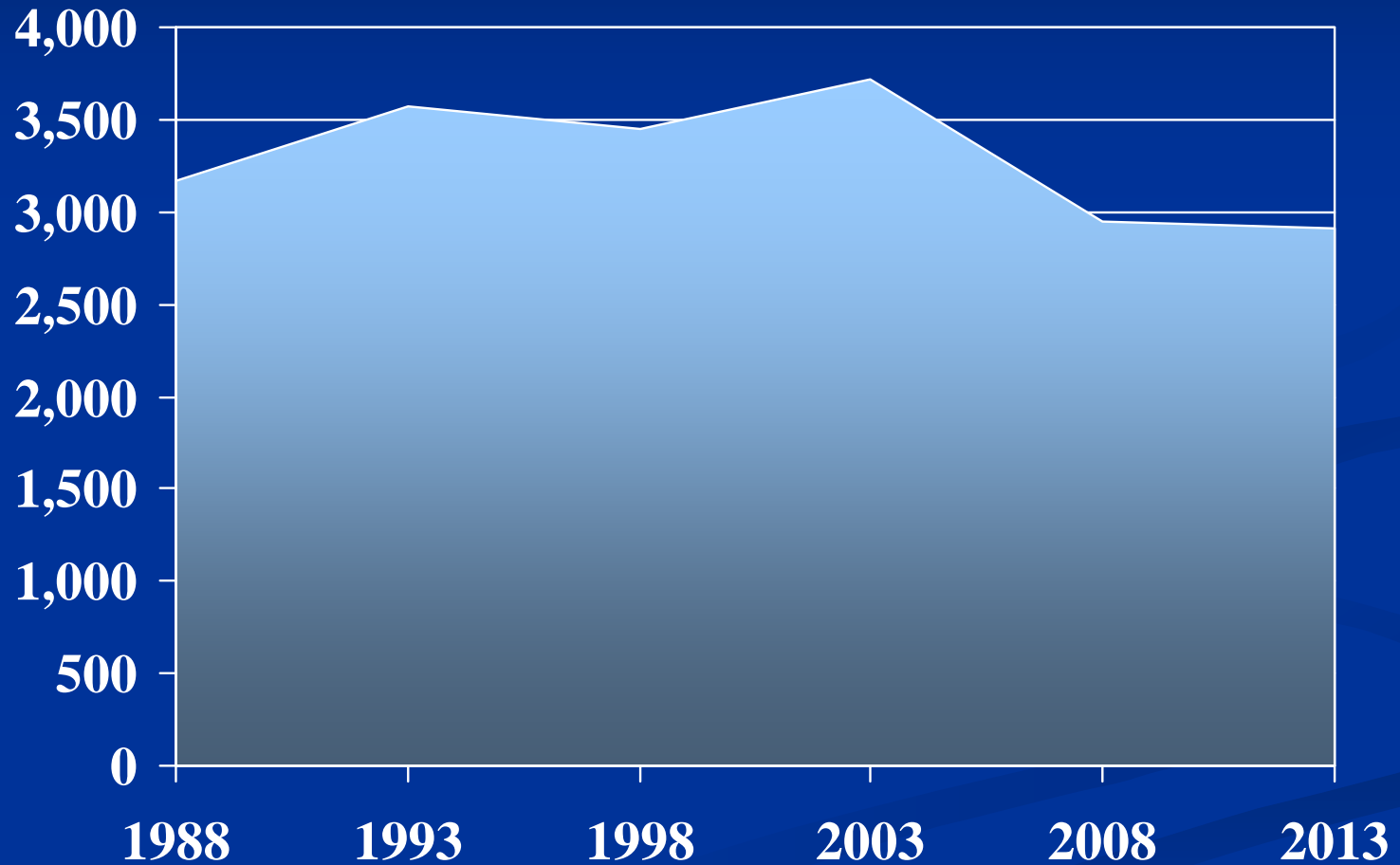
Entries By Territory - 1988



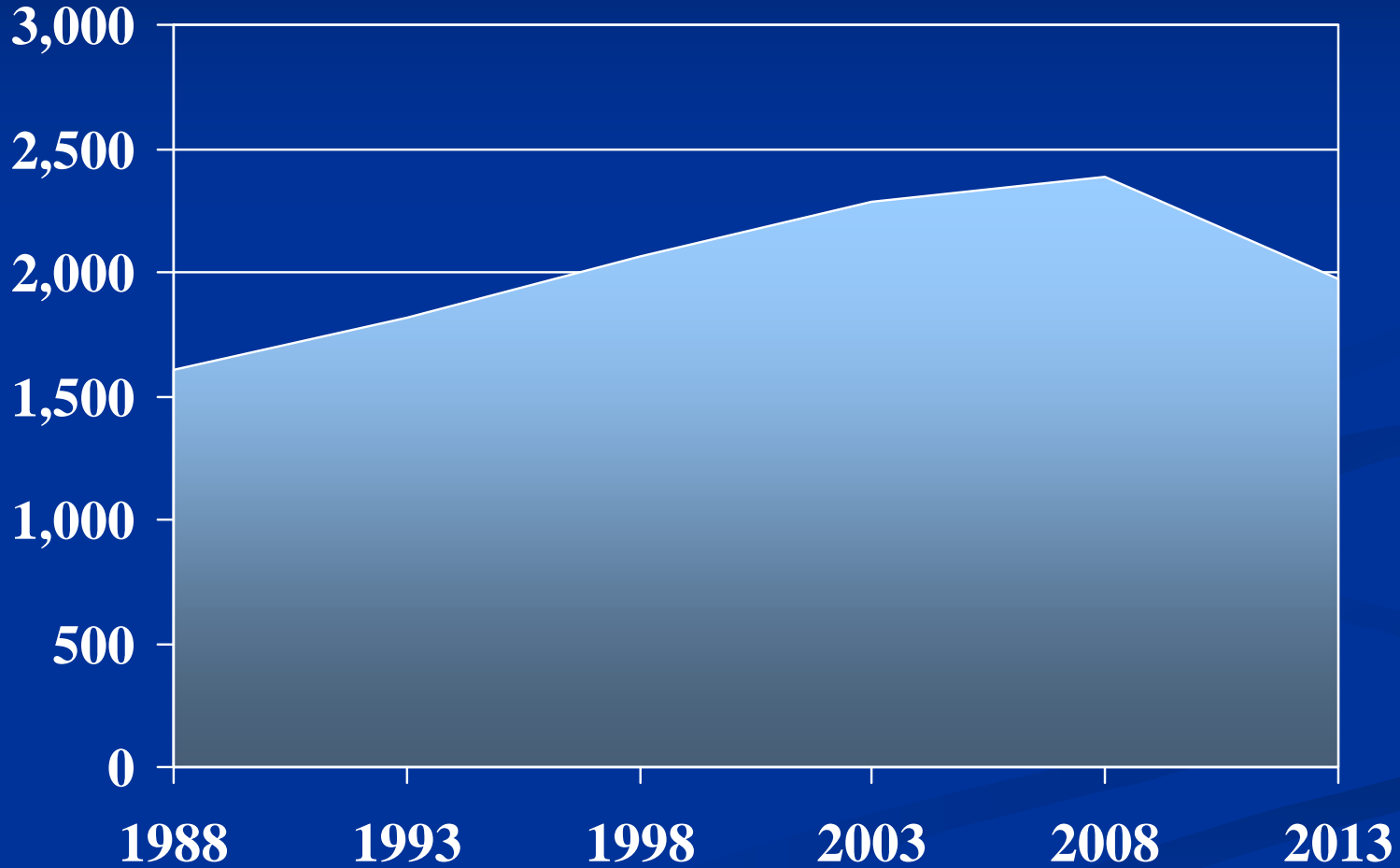
Entries By Territory - 2013



National Show Entries



World Show Entries



Statistics

- *ALL* major indicators are in decline
 - Registration of Horses
 - Memberships
 - Number of Available Shows
 - Number of Entries
 - Number of Point Earning Horses
 - National Show Entries
 - World Show Entries

If we do nothing,
or do what we've
been doing,
we know what
to expect.

Goal – Stimulate Marketplace

■ Strategies

- De-regulate to encourage more participation at the regional club and international affiliate level.
- Partner with regional clubs and international affiliates to promote the Appaloosa breed and increase participation in ApHC programs.
- Create entry-level competition.
- Allow show management more flexibility in planning shows and increase the potential to reduce costs and to pass those savings on to existing and potential new customers.

Key Provision #1

- **Delete minimum mandatory class requirements for shows sponsored by a regional club or international affiliate.**
 - Shows may choose ANY classes from the list of approved classes in open, non-pro & youth divisions.
 - There is no minimum number of horses required at the show to earn points.
 - Regional clubs may partner with specialty associations (like NRHA, NRCHA, NCHA, USEF) to allow Appaloosas competing at those events the opportunity to earn ApHC points.
 - Regional clubs may partner with clubs associated with other breeds to offer shows that run concurrently thereby reducing costs to each.

Some restrictions apply to shows being managed by members that are not affiliated with a regional club or international affiliate.

Key Provision #2

- **New Guest Judge Program for shows sponsored by a regional club or international affiliate.**
 - Shows may hire a maximum of one guest judge per ApHC-approved event.
 - For regular shows, guest judges that are carded with AQHA, APHA, PHBA, PtHA, POA, IBHA, ABRA or other pre-approved equine organization may be hired.
 - For discipline-specific shows including reining, working cow horse, over fences or cutting, guest judges carded with NRHA, NRCHA, USEF or NCHA may be hired.
 - Regional clubs are limited to a maximum of 3 guest judges per year.
 - Guest judges must comply with new regulations contained in rule 502.

Option is not available to shows that are not sponsored or co-sponsored by an ApHC regional club.

Key Provision #3

- **Territorial High Point Recognition & Year-End High Point Awards**
 - High-point standings will be calculated for each class in each Territory based on shows and entries in that Territory. An award is available to the winner provided they have earned 10 points under 5 or more judges.
 - Points earned at the National Show don't count toward Territory high point awards.
 - Overall year-end standings will be calculated. To earn a medallion or year-end high-point award, the horse or exhibitor must earn more points than any other horse or exhibitor and must stand as the high-point in that class in at least one Territory.

Key Provision #4

- **World Show Qualification – OPEN CLASSES**
 - Horses may continue to qualify for the World Show through the national point system although point requirements have been increased in every class.
 - Regional clubs and international affiliates must host or co-host at least one ApHC-approved show in order to submit nominations for the World Show.
 - Thereafter, they may nominate their top 9 horses in each class to the World Show provided that they are only nominating horses that have shown in those classes at their sponsored or co-sponsored show. All horses nominated must be owned by someone who is a member of that regional club.

Key Provision #5

- **World Show Qualification – NON-PRO CLASSES**
 - Non-pros may continue to qualify for the World Show through the national point system although point requirements have been increased in every class.
 - Non-pros may now qualify through the regional club system in addition to the ApHC point system.
 - Regional clubs and international affiliates must host or co-host at least one ApHC-approved show in order to submit nominations for the World Show.
 - Thereafter, they may nominate their top 9 non-pros in each class to the World Show provided that they are only nominating non-pros that have shown in those classes at their sponsored or co-sponsored show. And those non-pros must be a member of the nominating regional club or international affiliate.

Key Provision #6

■ World Show Qualification

- Regional club and international affiliates may design their own point system used to nominate horses and/or non-pros from their club. However, they must meet the following provisions:
 - Each show used for regional nominations must be an ApHC-approved show.
 - Nominated horses must be owned by a member of the nominating club/affiliate.
 - Nominated non-pros must be members of the nominating club/affiliate.
 - Clubs/affiliates may only nominate horses or non-pros in classes that were held at shows sponsored or co-sponsored by the club or affiliate.
 - To be nominated by a club or affiliate, the horse or non-pro exhibitor must have shown in that class at a minimum of one show sponsored or co-sponsored by that club or affiliate.

Key Provision #7

■ Non-Pro Ownership Rule Changes

- ApHC recognizes the commitment necessary both in time and money to own and show horses. To that end, current non-pro members may show a horse in non-pro classes that they don't own. However, they are not eligible to earn points unless they meet ownership requirements.
- Any points that are withheld due to not meeting ownership requirements will still be counted in the non-pro exhibitor's show record toward their novice eligibility.
- Unrelated non-pros may co-own a horse with both non-pros being eligible to show the horse at the regional level. However, only one of the un-related co-owners may show the horse at the National and/or World Championship Shows.

Key Provision #8

- **Regional Club/International Affiliate Partnership**
 - ApHC recognizes the importance of regional clubs and international affiliates in reaching new members, volunteers and potential buyers.
 - Clubs and affiliates are being challenged to serve as breed ambassadors at the “grass roots” level and to offer outreach to the general equine population in order to retain their annual charter.

How Can You Help?

- **Work within these guidelines**
 - We ask that regional clubs, trainers and members use this opportunity to reach out to a new base of potential members. Don't be confined to competing for the existing pool of Appaloosa horses and owners.
 - Be creative in your approach to hosting events and outreach opportunities.
 - Offer a clinic for 4-H or FFA members
 - Host a speed event & roping for local high school or junior high rodeo contestants where Appaloosa owners can also earn points.
 - Co-host an all-breed event with another breed association group and work together to save on expenses including hiring of judges.
- **Add one show to your annual roster of events!**

What Else Can You Do?

- ApHC recognizes that with de-regulation comes the temptation to take advantage of perceived loopholes. Resist the urge! Take this opportunity to create new business, become more inclusive and energize a new base of people who appreciate the versatility and beauty of the Appaloosa breed.
- Use eased restrictions in non-pro ownership rules to sell more horses, not transfer them among existing customers.
- In short – come together to solve problems responsibly and participate in the growth of the Appaloosa breed that we are charged with preserving.



Thank You