



### Regional Club News

“Regional Clubs are the backbone of the American Paint Horse Association’s marketing program for the breed. Since its inception in 1962, the Association has approved more than 115 Regional Clubs worldwide. Successful Regional Clubs are those that are well organized, those that have clearly defined purpose and those that are dedicated to promoting the American Paint Horse.”

During the 2016 APHA National Convention members of the Regional Club Committee took action to focus on items vital to the strength and longevity of our grass roots organizations. Over the previous months, our committee has developed a set of strategic goals and priorities to aid in meeting this challenge which are positioned into three general member serving initiatives.



### INFORM

There is a new **BRAND** of **aPHa**:



National leadership has changed the logo of the APHA to PH in an effort to focus more attention on the “Paint Horse”. The new logo continues to be incorporated into national APHA activities and relationships including Facebook, letterhead and of course at [www.apha.com](http://www.apha.com). Regional

clubs are encouraged to update communication venues to bare the new Association brand, authenticating national support of local paint horse organizations.

Located at <http://apha.com/clubs/> the new APHA website provides Regional Clubs with necessary information to operate a functioning and successful leadership body.

Included items of interest:

Forms: <http://apha.com/clubs/forms/>

- Regional Club Officer Update Form: to be submitted to APHA by January 15, 2017 (a current financial report; accompanied by club bylaws if they have been updated in the past year)
- Current Club Membership Form: to be submitted to APHA by January 15, 2017
- Club of Distinction
- Show EBlast Form: A great “no cost” club resource utilized to announce shows, events etc.
- Regional Club Sourcebook: An excellent informational and educational tool to assist with club management and support.
- Sample Bylaws

Club Benefits at [apha.com/clubs/club-benefits/apha-benefits/](http://apha.com/clubs/club-benefits/apha-benefits/) provide the following:

- Access to APHA membership lists—Regional club officers may request one per year to inform, educate and promote regional club opportunities to all paint horse owners/breeders in your state.
- Gold Star Program—Recognition and rewards for your efforts.
- Insurance Discounts
- Mass Marketing Email—A great way to promote
- Postcard printing and bulk mailing service
- Promotional Literature, merchandise etc.

Club marketing tools at [apha.com/clubs/marketing-tools/](http://apha.com/clubs/marketing-tools/) provide templates, banners and signs, videos, how-to-do club ideas and other creative options to promote and educate. Get the most exposure on a budget!

Spend some time visiting the APHA website to become familiar with the pertinent information offered to assist you secure your equine goals.

### **EDUCATE**

Discussion continues on Regional Club versus Independent Organization sponsored shows held on the same weekend in geographic areas of similar exhibitor draw. Concerns have been noted regarding Independents lack of action to abide by APHA requirements---requirements dictated to Regional Club show operations through the APHA Rulebook. Regional Clubs are also calling for Independents to openly publicize that they are not operating as an APHA regional club. If you have opinions either way on this subject, please contact your state APHA National Director or you may contact myself to share.

Members of the Regional Club Committee are commissioned to develop an educational program to be held during the APHA National Convention. This year our group hosting a training symposia entitled "Creating the Paint Horse Experience" scheduled for during the American Paint Horse Association Convention and Membership Meeting. This will be an informative exploration and exchange of ideas to enhance member and exhibitor experiences as shared by Association partners. Delegate and member participation will be encouraged. More news to follow.

### **STRENGTHEN AND LEAD**

"Being associated with a chartered Regional Club provides several benefits. The most important benefits are intangible. Belonging to a regional club gives members the opportunity to be associated with a world-wide organization that shares the common goal of promoting American Paint Horses. By working within that organization, individuals may have a large and positive impact on the future of the breed."

- The APHA Regional Club Advisory Committee is actively involved in outreach and growth objectives to reinforce Regional Clubs. The committee supports a club membership incentive program, which provides assistance to regional club officers by committing varied personal resources. APHA is currently offering a great opportunity for club efforts focused on recruiting new APHA members. APHA will provide cash awards to five clubs who generate the most new APHA members. Find out more at <http://apha.com/wp-content/uploads/2016-08/Regional-Club-Membership-Drive.pdf>.
- The APHA Regional Club Advisory Committee has been working on establishing a uniform set of bylaws to be used by Regional Clubs. Currently, each club or association has varied rules of operation. When issues arise, it is difficult for leadership to assist as there is no

real familiarly with implied or understood rules within the agreement framework. A consistent set of bylaws facilitate greater support by the APHA to work through concerns should the need arise. Moving forward, clubs will be encouraged to update bylaws to establish consistency and clarity. Please watch for the finished product to be approved by APHA leadership soon.



Volunteers are the foundation of strength and success:

- Consider viewing the VR3 video located at <http://apha.com/clubs/marketing-tools/vr/> to enhance volunteer involvement in your organization. This video was created by the RCAC several years ago to heighten member commitment. VR3 (Volunteer/Recruiting/Retention/Recognition) is an interactive discussion on the unique challenges of leading volunteers. Led by Regional Club Committee Chair David Lands from Gloucester, Virginia, this seminar covers proven methods to attract new volunteers and recognize their contributions that, ultimately, leads to successful retention of passionate leaders.

### **LEAD, EDUCATE, INFORM**

Mid 2016, APHA employee, Theresa Brown, accepted responsibilities associated with the new leadership training program called “LeaderCare”. This newsletter is a source of communication and training initiatives between APHA and committee members, directors and club leaders representing Regional Clubs. If you have not received an emailed copy of the LeaderCare newsletter contact Theresa immediately. Regional Club leaders are asked to ensure contact information is correct with APHA to certify accurate delivery. See details under INFORM and check the web address at <http://apha.com/clubs/forms/> for guidance on Club requirements to update contact information.

### **INSPIRE**

Although the opportunity to attend the 2017 APHA National Convention has passed, make plans for 2018 to expand your knowledge and reinforce your commitment to our breed. Educational/motivational seminars, policy making and social gatherings will highlight the event. All members are invited and encouraged to participate in the Convention and Membership Meeting. APHA leadership welcomes all members to share input with other paint horse owners

and exhibitors at this gathering. You do not have to be a National Director to attend and youth have their own GREAT AjPHA Leadership Conference.

***The Regional Club Advisory Committee is dedicated to inform and educate APHA members as you lead and inspire action valuable to strengthening the foundation of our regional and national organizations.***

Sheri Grinstead

APHA National Director for Kansas

APHA Regional Club Advisory Committee member

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### **2017 KPHA Show Schedule**

**May 20-21, 2017: Kansas State Fairgrounds, Hutchinson KS**

May 20 Judges: Scott Merritt and Sharon Wellmann

May 21 Judges: Lisa Moden and Cyndi Brown

**June 10-11, 2017: Kansas State Fairgrounds, Hutchinson KS**

June 10 Judges: Linda Long and Janette Dublin

June 11 Judges: John Anderson and Mark McCarthy

**August 2-6, 2017: World Wide Paint Horse Congress, Tulsa OK**

Judges: TBD

**August 19-20, 2017: Bar K Bar Arena, Lyons KS**

August 19 Judges: Marvin Kapushion and Sue Kapushion

August 20 Judges: Delena Doyle and Sherry Haynes

**September 12-13, 2017: Kansas State Fair, Hutchinson KS**

September 12 Judges: TBD

September 13 Judges: TBD

**October 21-22, 2017: Kansas State Fairgrounds, Hutchinson KS**

October 21 Judges: Trisha Shorten Armstrong and TBD

October 22 Judges: Louis Hufnagel and TBD

\*\*\*July 15 and 16, 2017 will be a NPHC show. KPHA and NPHC will count points earned in Lincoln toward KPHA and NPHC yearend totals.

\*\*\*October 21 and 22, 2017 will be a KPHA show. NPHC and KPHA will count points earned in Hutchinson toward KPHA and NPHC yearend totals.

***2017 KPHA Officers***

KPHA President:

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KPHA Board Member:

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KPHA Treasurer:

Casey West  
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***2017 KPHA Board of Directors:***

Terryl Jordan  
Nancy Zenger-Beneda  
Carol Lagasse  
Sheri Grinstead  
Darcy Ferguson

***KPHA Junior Club Advisors:***

Darcy Ferguson

***KPHA Amateur Club Coordinator:***

Celsey Beneda

***APHA Zone 3 Committee Members:***

Wanda West - Lifetime Member  
Casey West  
Gay Jordan  
Sheri Grinstead - 1st Alternate  
Celsey Beneda - 2nd Alternate

APHA Zone 3 States consist of Kansas, Colorado, Nebraska, North Dakota, South Dakota, and Wyoming

Please feel free to contact any member of the KPHA Board with questions or concerns. KPHA website. Our goal is to provide transparent leadership to our membership.

**Find Us:** Current association and show information can be found on the KPHA website at: <http://kansaspainthorse.com> or Kansas Paint Horse Association on Facebook at <https://www.facebook.com/pages/Kansas-Paint-Horse-Association> for show dates, locations, judges, the show bill and much more.