

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.”

Being associated with a chartered Regional Club, such as, the Kansas Paint Horse Association, 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 an organization, individuals may have a large and positive impact on the future of the breed.



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. The Kansas Paint Horse Association, along with other Regional clubs, is working to upgrade communication venues to bare the new Association brand, authenticating national support of local paint horse organizations. Please be watching for this transformation as you view social media, information sources, and advertising forms associated with our national and local **Paint Horse** groups.

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 the Kansas Paint Horse Association. This video was created by the Regional Club Advisory Committee 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 past APHA 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. Ask about a volunteer position with the Kansas Paint Horse Association TODAY! Any

KPHA Board of Director will be happy to share the opportunities we have in our organization for your talents and leadership to be displayed!