



January, 2011

Dear Directors and Alternates:

First, I would like to extend to each of you my best wishes for a happy and prosperous New Year! The APHA Executive Committee met in December for their last meeting of 2010. One item of business was to review the financial statements from the 2010 World Championship Show. While net income for the show was less than budgeted, the added income from the Texas State Incentive money resulted in a slight increase compared to the 2009 World Championship Show net income. The first Breeders' Trust Select Sale was very successful and we are happy to say, made a profit. The Executive Committee approved the 2nd Annual Breeder's Select Sale to be held in conjunction with the World Championship Show in 2011.

The Executive Committee granted Regional Club affiliation for the American Paint Horse of Australia Association and approved the dissolution of the Southern Indiana Paint Horse Club. The Committee also named the hallway where the Heritage Tree is located in the APHA Headquarters the *Lyle and Butch Wonderlich Hallway*. In addition, a designated plaque will be placed in the Hallway in their honor. The Committee adopted proposed guidelines for the Gelding Plus Program and approved a variance request from the Fort Worth Stock Show.

The 2010 Annual Report will be posted online at <http://www.apha.com/forms/annualreports.html> in early April. The Annual Report contains year-end membership, registration and show information. Financial Statements are also included in the Report.

APHA's Management Team presented to the Committee a detailed 2011 Business Plan with measurable goals. Executive Director Lex Smurthwaite reported that 38 goals were completed from the 2010 Business Plan and seven goals were carried over to the 2011 Business Plan.

The Executive Committee discussed the dates for the 2012 – 2015 World Championship Shows. After a comprehensive review of the broad range of factors impacting the shows the EC decided that the November dates are the best available dates for the benefit of our members and horses, as well as the advancement of the Association as a whole.

The importance of membership retention was discussed at the meeting and it was determined that APHA will offer a program where all members with an annual membership will have an opportunity to save \$5.00 on their membership renewal if it is submitted prior to their current expiration date. The Association will also be implementing other membership recruitment efforts—such as combination discount offers, working in cooperation with regional clubs in soliciting new members and getting our APHA members and directors to take an initiative in soliciting new members. ... remember, there is strength in numbers!

We, as the Executive Committee look forward to leading APHA in 2011 and hope you will join us and support us in our efforts to grow and prosper.

Very truly yours,

A handwritten signature in black ink that reads "Travis Titlow".

Dr. Travis Titlow
APHA President

P. S. A 2011 Official APHA Rule Book is enclosed for your reference.