

As lifelong horsemen, my wife Melanie and I are committed to a rural way of life. As Appaloosa breeders we are committed to the continuation and improvement of our breed. Little by little we see what the economy and urbanization of America has done to our collective way of life, and as stewards of this horse, we know that we must seek new answers and strategies to these changes coming before us.

In my business life as a builder and developer, I have learned that problem solving is the key to success and as a businessman, I have applied fundamental business principals during my time as an ApHC President and Board member. During my time on the board I have been involved with the Performance Permit Program, which has been very popular with our breeders, trainers and exhibitors. By this program, we have eliminated the possibility of "crop failure" in that all Appaloosa horses have the potential to show, race and compete at ApHC approved events and while solid horses are able to show, nevertheless half of all monies collected go to the owners of colored horses that achieve in these fields of show, racing and trail. I was also instrumental in taking over the ApHC World sale, which we, for years had outsourced. As a result of us running our own sale, we are able to annually add \$30,000 to futurity payouts for sale horses and their ApHC members/owners. In addition, several years ago, we began the stallion auction which puts another \$12,000 into the ApHC bank account annually. In my first year as President, we joined a collective umbrella of the US Department of Agriculture, a program called the USLGE grant (United States Livestock Genetic Export) to promote Appaloosa Horses worldwide. Since the inception of this program 6 years ago, the ApHC International registry has grown from 16% of our total registrations to this last year's figure of 38% of the total.

Our future, and the future of all American color breeds in my opinion will be successful if we can find areas of common interests and common goals. While our Appaloosa Horse Club has a membership of 15,000 and we struggle to obtain National sponsorships, when you add up the numbers of the American color breed memberships, together we add up to over 100,000 and become attractive to major national sponsors such as Coca-Cola, McDonalds, etc. I am not suggesting we alter our identity in any way, but utilize our potential for business success anywhere we find it. This summer we will begin a historic first step at our Youth World/National Championship Show to be held in Fort Worth Texas, separate, but on the same showgrounds as the American Paint Horse Association. We will be able to split expenses and will receive the largest grant in the history of the Appaloosa Horse Club from the government agencies in Texas in an amount that exceeds over a million dollars in five years. This in itself assures the financial welfare of our Association for the foreseeable future.

This next year I am proposing a new program for the ApHC to promote Regional Clubs at major ApHC events (World & National Shows). Along with barn aisles ear-marked for trainers, breeders, etc., I believe that our Association should reserve space in two or three barns for our Regional Clubs to hang stall curtains and have their members occupy those barn aisle stalls. I think it would be a great way to introduce new people to that level of exhibiting and I also think it would be a unique way to promote our Regional Clubs and allow the Appaloosa membership to visit with our Regional leaders and find out what programs we may be promoting in our area and exchange ideas of how to successfully manage our regional affairs.

It is a privilege for me to serve you and I would appreciate your vote to continue the work of the business of the Appaloosa Horse Club.

Regards,
Frank Larrabee
President
ApHC