

NAPHA Advisory Council Meeting 3/20/24

The meeting was called to order by Danell Adams at 5:06 pm – PST

Present: Mike Powers, Donny Hurwitz, Danell Adams, Joy Gould, Kathleen Morrison, Penny Clayton, Nicole Brass, Liz Potof, Leigh Anderson, Pete Arnold, Mike Moszer, Jim LaRue, and Lori Harrison.

Absent: All present

Guest Speaker: Bonnie Gallegos

Agenda Items: Replacement for Darla Austin, Monthly Meeting Schedule, Marketing Ideas, and National Quad Points,

Replacement for Darla Austin:

Jim LaRue has volunteered to take Darla Austin's place on the AC. He previously served on the RAC and is from Wisconsin with many years of experience in the Peruvian breed. Danell Adams motioned to accept Jim LaRue as the replacement and Mike Moszer seconded the motion.

Monthly Meeting Schedule:

The AC discussed going from a Monthly Meeting to a Quarterly Meeting unless there was a request from NAPHA that needed attention, then there would be a Special Meeting to address those issues. Joy Gould motioned to make the meetings quarterly and Mike Moszer seconded the motion.

Marketing and Promoting Ideas:

NAPHA is requesting that the AC reach out to the members for marketing ideas including those who know or have been involved with marketing and/or research in the equine arena. We are looking for ideas, advice, etc. to present to the Marketing Committee to market our breed, positively, to the equine world.

There needs to be a discussion about the budget for the Marketing Committee. Right now, NAPHA does not have an assigned budget for this committee. At one time, the budget was roughly \$4,000. There was an old club that dissolved and donated some money to the marketing committee but that money has been used up.

Before a budget can be set, NAPHA needs to research what the ultimate goal for marketing will be. At the very top, the goal would be to hire a Public Relations company, which NAPHA would benefit from as the Public Relations company can glean all the fragmented pieces of marketing

into one cohesive format. From there, hire a professional team to fix the website. It is time to bring in a professional team to get the job done, promptly. Everyone complains about the website and it isn't getting updated as it should. If the ideas that people bring to NAPHA are being ignored or shot down, people will stop bringing ideas to the table and NAPHA will go nowhere. Start getting more social media content out on a regular basis.

Start with free Facebook and other sites to get things up and running and post something on there every week or more. The breed needs to get out in a positive way that highlights the function and versatility of the horse. Try to get away from the Paso name, so that people do not confuse the Peruvian Horse with the Paso Fino.

There needs to be a clear Vision, Brand, and Mission of NAPHA and where they want to take the Peruvian Horse breed in the future. Defining what marketing NAPHA is trying to do and getting a strong Vision first, before assigning a dollar value to the committee is critical. Put up content on the website and social media sites that align with the Brand and constantly have new content. There was talk about having a member-only portal where training videos, bodywork, vet care, etc. would be posted. Get perspectives from other countries. There is a way to get money from the videos, once they hit over a million views.

Put a Sales Page on the website and make it user-friendly. Make it so that the seller can upload pictures, videos, and contact information and let the buyer contact the seller directly. Right now, people have to try and track down horses through friends or Facebook. There should also be a Breeders Page where stallions can be listed so that people know what stallions are available.

The future of the breed depends on getting new babies on the ground. There is a shortage of horses and it is hard to get someone on a Peruvian, if there are none to buy.

Horse Expos are a great way to get people educated about the breed. There have been Expos back East that have increased their membership by 3 to 6 members by going to the Expo, talking with people, letting them touch or even ride the horses, and coming down to the level that the person is at. Don't push showing, if that isn't something they are interested in. If they want a trail horse, explain to them how versatile the Peruvian Horse really is. Can there be a part of the show where we bring the horses into the ring all wearing different types of tack and attire to show the versatility of the breed and educate people about all the horses?

At the moment, NAPHA has a Public Relations nightmare because of certain issues that have been spread around about the Peruvians. Could there be an event where interested people come and ride a horse? There needs to be more images of Peruvians doing different activities besides showing. Most people view our breed as too fancy, our tack is intimidating, or they have too many health issues.

What IS our market? People over 50 who are financially secure or are their younger people who would like to get involved? There are a lot of Peruvian owners who are not members of NAPHA because they feel they don't get anything from NAPHA. Why join when all I do is trail ride? What is NAPHA going to do for me? How do we get this type of person to reconsider joining NAPHA or one of their Regional groups?

NAPHA needs volunteers to help promote the breed, help with marketing, and be part of the Marketing Committee. If you are interested in helping with this project, please contact Mike Powers - mikepow@aol.com.

NAPHA and Regional shows should consider mixing our shows with other breeds and not necessarily gaited breeds. This would help cut down the cost of the facility and also bring in more spectators. Then you could show the difference between the two breeds. For example, the rough trot of a QH vs. the super smooth gait of the Peruvian. Everything starts at the Regional level. Without Regional shows, there would not be NAPHA and the Nationals.

Some of the new sports for horses to enter are the All-Breed Trail competitions, and Western Dressage, which has a gaited division. The maneuvers are basic that any horse can perform. And these types of competitions draw big crowds in to watch which would give the Peruvian horse more exposure to the public.

National Quad Points:

The quad points are important to Nationals to draw exhibitors to the show. Last year, the show was a D-rated show (50 -100 horses), with only 54 horses in attendance.

Some of the Pros: Draw people into the show, help attain year-end awards, adds value to your horse, shows the best of the best horses, to win is very prestigious at Nationals, and travel to one show to get the most points.

Some of the Cons: Cost and travel, an unfair advantage for those who can't make the show, is Nationals really the best of the best if Ch. of Ch. horses from Regionals can't attend due to travel and/or cost, takes away from Regional shows because people have to choose which show they want to attend, going to double or triple shows will equal same points if winning Ch. of Ch. classes, and the gap in points between the Nationals vs. Regional shows is too big.

There was further discussion about the quad points. People agree that the Nationals should have higher points than any other show since it is the end all be all of the shows but maybe not quad points. Some suggested triple points. There was a point made that some horses were hitting their points too quickly because of the extra points awarded. The double and triple shows are judged by two or three judges whereas the Nationals is judged by only one judge. In the double or triple shows, you get single points for each judge and they are considered separate shows. Most people find that it's more economical to go to these shows vs. the National. If a person attends several of the double or triple shows, they can actually get more points than going to Nationals. (Best described as multiple shows running at the same venue on the same date but each judged by a separate judge.)

NAPHA decided to incorporate the quad points without asking the members their opinions. This is just another reason why exhibitors mistrust NAPHA and others will not become members. There has been extensive push-back on that decision. A lot of the members feel that the quad

points are unfair, especially considering that some of the Regional shows are E-rated and get the least amount of points, making it very hard to attain year-end points or lifetime points.

Some feel that the formula in which the points are calculated is wrong and needs to be revised. Should NAPHA do away with the point system altogether? Also, should all Regional shows be rated the same, regardless of the number of horses that attend so the points are even and more attractive to exhibitors? The theory is that the Ch. of Ch. award is the biggest honor a horse can get and adds to the value of the horse.

Giving out quad points at Nationals is not a new thing. Before NAPHA was formed, other National shows were awarded quad points.

This is just a basic conversation. All the information will be given to NAPHA and they will have the final say when it comes to Marketing and Quad Points.

The next meeting is on the 12th of June, 2024 at 5 pm – PST

Motion to adjourn meeting at 6:53 pm – Danell Adams and seconded by Nicole Brass.