NAPHA Advisory Council Meeting
02/11/2026

The meeting was called to order by D. Joy Gould at 5:07 pm PST

Present: Edie Gandy, Danell Adams, Penny Clayton, Kathleen Morrison, Lori Harrison, D. Joy Gould, Mike Powers, Becky Oley, Joe Chandler, Michele Wilson, and Rebecca Dubois

Absent: Mike Moszer, Bill Willis, Heidi Opdyke, Leigh Anderson, Nancy Cox, Liz Potof, Horacio Santos, Devon Harrison, and Jim LaRue

Agenda Items: Results from Laureado, Amateur Performance, National Points, and updates on moving forward. Discussion on Process to Attain Email Lists for each of the Advisory Council Members to increase Membership Communication. Goals for Advisory Council in 2026. Joy of Riding Program.

Results from Laureado, Amateur Performance, National Points, and updates on moving forward: First order of business is to welcome Rebecca Dubois. We are delighted to have you.

Rebecca: Thank you. I will probably be quiet at first, until I figure out what you need from me and how I can help.

Joy: First item on the agenda is the results from the Laureado, Amateur Performance, and National Points. It is my understanding that it was sent out and was to be completed by January 31st. Those results then went to Bill Willis. He is not on the call this evening and has not completed putting that together for the NAPHA board. Edie, I am going to ask that after your next meeting and those results are completed that you send me that information so that I can distribute that information to the AC committee.

Edie: It was on the agenda for our NAPHA board meeting, and the board meeting ran long so the meeting will continue Monday. So, the board will be discussing those results, and we will have a more complete report from Bill. So then, we can get that out to everyone.

Joy: That information will inform us as to the things that we need to assist with and provide guidance for and that will remain in our goals for the year. Whatever we must do to move things forward is most important. I am going to suggest that this becomes part of Becky Oley's responsibilities. Putting together the surveys and dealing with the results should be part of this person's job function. There are plenty of tools out there, like Survey Monkey, which has been used in the past. This is a suggestion that I am making. Are there any questions about this item? I'm sorry that we don't have those results to discuss because there were some of us who are really looking forward to hearing what the members had to say.

Discussion on Process to Attain Email Lists for each of the Advisory Council Members to increase Membership Communication:

Joy: We want to communicate with our members and have them communicate with us. That is really our function. We are the committee that is supposed to be in touch with our members so that we have an idea of what the members are concerned about. There has been criticism that not all of us have been communicating things out to our members through our clubs.

I thought it might be helpful if we discussed how we can make sure that we get a list and find out who the people that we are supposed to be communicating with.

Becky: This is how it works. Once I balance the checkbook every month, I send all the members information to the CLRC that have paid that month. In return, Laura Lee combines my list with her list, where people have paid their dues, directly to the CLRC and then I get a master list back. Now, if you want me to send you that master list every time I get it, then I can do that. It has their names, member IDs, emails, phone numbers, and other things on it. I can send that to you; that's not a problem.

Joy: But we also have individuals who are members of clubs, but not members of NAPHA, who aren't showing. So, we have a wider audience, and it would be really nice if we could bring them back into NAPHA. I don't know how we accomplish that.

Becky: If they are showing a horse, they must be a member of NAPHA if they want to get points for that horse. It doesn't matter whether it's the owner or exhibitor, they still need to be a NAPHA member.

Danell: In times past, we actually pulled up the entire registration list from the CLRC. Some of these people aren't members of NAPHA, but they registered their horses. It's a lot of people! I know Rebecca has a large contingent of owners in her area and this is an example of a large contingent of owners and Peruvian horse involvement, but they are not members of NAPHA. I think it falls to those of us in those areas to identify those people and add them to our list from the clubs. It's an arduous task to try and go through that CLCR list. I think it's best to go through the clubs since they know their people.

Rebecca: I agree. Having it driven by somebody who has a contact that they may know. Maybe from coming to meetings or trail riding, or something like that. They have seen or heard of this person's name before verses somebody going through the whole list from the CLRC and they don't know this person, and they have never heard of them or met them. I think being driven by the clubs is a better way to go.

Lori: I am the East Coast rep. I would like for something to go out in the newsletter announcing that I am the East Coast rep and maybe whomever is the West Coast rep and make an announcement that we can get people to contact us because I have no clue about who's a member of a regional club or not. I met a lot of people at Sylvia's party, but that is just a step.

Danell: Lori, I would suggest Sylvia and getting a list of her show people, but she might have more people that she could add to that list, not just the show people.

Lori: I've got that covered, but I'm supposed to represent everybody from the Mississippi river to the Atlantic Ocean and if they aren't a member of a regional club, that's pretty tricky. So, if we could do a membership list that has people who are actually members of a regional club, then I wouldn't have to worry about that and for the people who are not members of the club, then they could have my contact number and let me know that they want to be contacted.

Mike: We have to have a way to prepare the list to pull up people who are not part of a club so they can go to the regional people. So, getting all those email lists from the clubs and them comparing them to the master list from either the CLRC or Becky is going to take a little work, but it can be done. It can be broken down by state if you do it in a worksheet.

Becky: Here is the other problem that you have is on the paperwork that the clubs send in every year, it only asks you to list 5 members. But if you have 25 members and you only list 5 of them, you are missing the information for the other 20 members.

Danell: I think even in some of the email lists we send out and I use myself as an example, so I send my emails to my people and I solicit from them. Say you're from ranches and places with people who are not members of NAPHA, could you try and help bring them into the fold? So, if we all did something like that with our groups and just try to work within those groups and try to extrapolate as many names as we can, that's a start.

Rebecca: Becky, is it possible for one person from each club to receive that list? Would that be a hardship for you? That would list who is a current member of NAPHA and then you could go on a club-by-club basis, and we could go through and look and find who is on our member list. I realize we are trying to get more than just who are already members of the regional clubs, but it's a starting point. Each individual club could go through and determine who is a member of NAPHA, who is on their list, who isn't, and then start contacting people that are not part of NAPHA.

Becky: You have a list of your club of the people who are members. I can send out a master list once I get it from Laura Lee at the CLRC. I can send that out to Joy, and she can distribute that to all of you, which is not a problem, and then you can do your comparing that way. I have some clubs that only list 5 people and others list 15. The requirement is 5.

Rebecca: I was just thinking if I had two side-by-side Excel documents, then I could get rid of the doubles and then you are left with the people who aren't members.

Mike: I know it might be a slight hardship, but Becky gets the updated list from the CLRC and just sends it to Joy or whomever, who disseminates it to the representatives, to the club presidents who are on this meeting, and they can take it from there. Eventually, by the process of elimination, you figure out who's not part of a club and then those names can go to the area reps as needed.

Joy of Riding Program (JOR):

Danell: We have a really good JOR program. It's in a momentary lull at this point, but I would like to encourage all of you, in your emails to your contacts, to start pumping up the JOR program. Nancy Cox is the newest member of the NAPHA board, and I know she is working to try and pick that up and get it going again. We would really like some help getting the word out to the members. There is a good explanation of it on the NAPHA website. If we could encourage more of our non-showing participants to get involved with the program and hopefully, we can revitalize the JOR a little bit more this year.

Edie: Nancy's got good enthusiasm for the program and has some great ideas, and I think you are going to see some forward momentum there.

Rebecca: We participate in it and I just want to say that I love it and Mitch and I kind of personally challenged ourselves with it to try and always beat our miles and times from the year before. It's a fun program with some nice prizes and I've really enjoyed having that option.

Danell: I think the only limitation is, and anyone can ride anyone's Peruvian, but was there a clause in there that said the horse had to be registered with NAPHA?

Edie: No, we actually addressed that at the last NAPHA board meeting, and it accepts our horses and Canadian horses. For example, a lot of our folks were looking at the Between the Ears program in Canada because they had Canadian registered horses in the U.S., but they were still getting their points through Canada because they didn't know that they could do it through the Joy of Riding program. We can put a blurb about it in the March newsletter since February is already completed.

Goals for Advisory Council in 2026:

Joy: All the committees, from what I understand, are going to be looking at what things each committee needs to work on. I mentioned it in this meeting and I'm hoping that some of you have given some thought to what things we can be of assistance to NAPHA this year.

Edie: It would be helpful to get more input for the newsletter. For example, because most of the representatives from all over the country are on this call, and we are still struggling to get newsletter articles, and we want to start putting the newsletter on the website so that people outside of the breed can see what's going on. So, we would like to make it a lot more robust than it is, and it seems to me that this group would be the place to start reaching out or maybe even being like reporters and coming back with what's going on out there.

Danell: Edie, where are you on your website/social media pursuit?

Edie: We have request for proposal out to Sherri Prill. She responded and said she wanted a $1,000 per month. The NAPHA board decided that a $1,000 per month was more than we thought was doable at this time. Bill Willis has been perusing the website and has come up with improvements that he thinks he can make and do a lot of what Sherri Prill was going to do for us.

I think we are going to have to see whether that can be done or not. I still, personally, think that we need a professional person.

Danell: Will she negotiate with you? I'm assuming a $1,000 is so much time per week, so would she negotiate that a little bit?

Edie: It's X number of posting on Facebook and X number of posting on Instagram. It's marketing strategy. It's that kind of thing. If we can do that number of postings, because we still have to provide her with the content and that was part of the NAPHA board discussion. If the board still has to provide the content, maybe we can do a lot of that stuff ourselves. I think it's to be seen whether we can do this or not.

Danell: She has a very broad access. She is well known and knows the equestrian community very well. She has a very good reputation for what she does.

Edie: Marketing was one of the topics we didn't get to this week. So, we have moved for a continuance and will finish that discussion on Monday, and I will have a little more information about the marketing plan then. The dilemma is that Becky has cut her hours back to 20 hours per week and we are probably going to need some additional hours. So, looking at where the money goes and what we spend it on becomes an issue.

Danell: Has there been discussion about getting help from the regional clubs or sponsorships for her work? First off, if we could get Sherri down to $750, that might be doable.

Edie: She is located in Florida, and I have to be in Tampa in two weeks. I have asked her to sit down and chat about what's for what. Because if she can just help with the marketing strategy piece of it, because if we are going to have to provide her with content anyway, but she is also really good at making professional videos. I think some of you have seen the videos she did for the show in Florida and she's doing the Florida P.R. again. A lot of the stuff that you see on there for Sylvia's show, Sherri, is behind that. I know she isn't charging Sylvia that much, so I'm going to sit down with her and pick her brain and say what can you do for what amount and then figure out what Bill Willis can do.

Bill has really gotten into the mechanics of the website. He got the membership list up and posted it. We are looking at putting up a For Sale page, so that people with tack or horses for sale can post there and Bill is checking into that. So, there are several things we can probably do if Bill can do everything that he thinks he can do on the website. There are a lot of things that we can do that she was going to charge us for and then maybe cut it down to the things we can't do and see what she would charge us for those things.

Some of that might be a few professional videos. She is in with a lot of these horse TV channels all around the country. That would be a really good place to get some of our videos out and she is willing to travel to different ranches and places to take promotional videos. This might be something we could do and get some of the ranches to chip in on what she charges. Especially if some of their horses get used in the video. If we could get a bunch of the ranches to chip in, that would really help a lot. I know we used to have the breeders guild and it was where different

ranches chipped in and in return, when we did promotional videos, some of their horses would be used in the videos.

Danell: I hope she will negotiate a little bit. I think she has the knowledge and experience in so many different components.

Edie: She works with the Paso Finos and the Lusitanos, so she's got all those connections with different outlets and media to be able to promote these breeds.

Danell: Right now, our primary income stream is memberships, the National show, and sponsorships. Is that it?

Edie: Pretty much, and it's not just our association that's struggling with income. I belong to the Paso Fino association, as well. Their income, show attendance, sponsorships are all down, so they are having a lot of the same issues that we are having.

Danell: I listened to the woman that is doing the Arabs, and she had a pretty bleak view of where they were, but they are making some big changes to try and accommodate it.

Edie: The scary part is that kids aren't getting into the horses like they used to. They are into their computer screens and video games. I have done a couple of presentations, recently for the 4-H groups here and it's half the size of what it was 5 years ago. So, getting kids outdoors with the animals is just not attractive to them as it used to be and so that's going to be a dilemma going into the future.

Lori: They had a big Quarter horse show at the World Equestrian Center, and they said they had over a 1,000 entries and about 800 horses. It's the versatility classes. They have a class for everything and maybe we need to start thinking about versatility again.

Edie: Versatility is more exciting. I gave a really beautiful Peruvian mare to someone and she sent it back and said I want a Quarter horse because I can barrel race, poles, jump, and all kinds of things with a Quarter horse and I can't do that with this Peruvian.

Danell: That leads to another interesting perspective. We have talked about a paradigm shift or reset for NAPHA and maybe that is along the lines of how we design our shows and really look at different things we can do to reduce the boredom. I think that would be helpful.

Edie: If you are a young person, wanting something that's a little more exciting, it's tough to get them excited about horses that are just going around the ring and going through a few cones.

Danell: The last time I was in Fort Worth, I think that was back in 2017, I went next door to where the Quarter horses were, in a smaller arena and the entire arena was an elaborate group of obstacles. Throughout the whole performance, the rider is wearing a lapel microphone, and the rider and the announcer are talking to each other the whole time, with the announcer asking questions. It became rather humorous and the place was packed. I went back over to our event

and there might have been 150 people sitting in the audience. It was a very stark difference. Our horses could do all of those things very easily.

I know there has been a little bit of a debate about whether our horses are versatile, but I think that the reason we went to that name was because we had a reputation for being pretty unable to walk up the street. I think it's important to show that our horses can herd cattle, climb boulders, and things that people seem to think Peruvians can't do. It's things like that that show the versatility of our horses. We need to pump up our publicity when trail riding, swimming through lakes, and so on. Maybe we can discuss how to redesign our shows. We have been doing the same thing for years, with no change.

Rebecca: I think there's more beyond the shows, as far as the perception that these horses can only do certain things. Mitch and I have done endurance on our Peruvians, we have ridden then in the mountains, literally sliding down boulders, all the things that you are talking about. We have had a few people chew us out about doing these things on Peruvians and how they weren't meant to do that and we were just going to hurt our horses. As a breed, we need to be accepting of people doing these things, with their Peruvians, just like any horse. If they are properly trained and conditioned for things, why can't they do it? We utilize our horses and we go out and do these things, and we try to prep them as best as we know how and take care of them. But if people are coming back and chewing on you, it makes it really hard to want to be like this is what I'm doing.

Edie: We need, for the newsletter, pictures of people doing those things with their horses because we are getting a reputation, as well, as of just being a show horse.

Joy: That goes for the marketing, as well. This is a horse that can travel tremendous distances, so smoothly, and that should be shown. Most people do like to go out on the trails. How many shows do you do in a year? Five or six, maybe, and so what do you do with your horse the rest of the time? You want to ride it in all kinds of opportunities, and we need to show those things because people don't know it.

Danell: I had somebody in the breed call me one time and ask if I could provide pictures of our horses doing other things and I told them that I had pictures of them pushing the balls, herding cattle, climbing the Emily Knight in Colorado. I sent these pictures to this person and their response was, I didn't know they could do that. I said, first, they are a horse and then they are a Peruvian.

Rebecca: When we were doing endurance, there was one gal that ended up getting to do one of the novice runs, the 15 mile runs on one of my mares and by the end, she like, why am I riding a trotting horse? For some time, she was absolutely enthralled with the horses. So, we were trying to show people that they can do this and we had more comments about, are they okay and do they hold up for this activity? My mare and I took second place out of a 5-state region in novice that year. They proved it, they can do this. I know I'm not the only one to do this and that's what they were bred for.

Danell: I think Nancy Cox has won a couple of endurance championships on her Peruvian.

Joy: I can remember someone who used to drive her Peruvian. Unfortunately, people criticized her terribly about it, but her horse seemed to love it.

Danell: Jody Childs has trained Peruvians in John Carts a couple of times and she took a lot of heat. I'm not sure why people think that they are restrictive. I'm not going to do what the Quarter horses do with the herding and stuff because that's a bit much on their legs. I think we need to talk about a bit of a refocus and add some option here that makes our horses a little more attractive. Personally, I think we have become overly show focused. Our classes are just show focused and it is taking away from trail riding and other things.

Nicole Brass is a prime example of all of her horses climbing those mountains and I've been there and been up those mountains and across those creeks, and she goes from 5,000 to 9,000 feet. It's all kinds of obstacles. They have a lot of wildlife, and she has all Peruvians and they just glide right through it, no problem.

Rebecca: I know our club has tried to focus on, with Mitch heading up the trail committee for several years, emphasizing trail riding and we gained a few new members at club rides last year and really putting that on trail riding. Yes, we have our show every year, be we have also tried to emphasize getting together and riding outside of that. Just trying to bring it back down to a personal connection and supporting each other in whatever adventures we are trying with our horses.

Danell: I always enjoy seeing your Facebook posts. You do the camping and day rides and are probably the best group in the country because there are a large group of people. I always envy that you get to do all that stuff. That's just a lot of fun.

Rebecca: We enjoy it. You have your core people, the ones that always show up, but we are always trying to encourage more people to show up. We think, hey, your horse is down, but somebody probably has one you can borrow, or you can come hang out at the campfire. That's half our fun. We socialize and we always do a potluck. We just try to make it a very, open to everybody, event. It seems like every time we have an event, people from other camp sites come over and end up joining us, because we are having a good time.

I have also helped train a few horses for riding on the trail. We don't get paid for it or anything like that, but if somebody doesn't have access to trails, we are on trail rides probably every other weekend, at least all summer long. We both work full-time, so we are limited to weekends. We are happy to take others along. Teach them about rivers and bridges and all that stuff.

Danell: Unfortunately, we do have people in our breed that feel that trail riding is a cut below. If you take a show horse and put them on the trails, then that's what you get. My horses are all on the trail at some point in the wintertime. It sounds a lot more fun than the shows, especially when there is wine and cheese at the top.

Joy: So, what I have so far, if I can summarize, what I think we have are three things to focus our attention on. First thing is to focus our attention on assisting with moving forward with the results from the questionnaire, which will have more information by next month and then we can

figure out what we need to do. Secondly, is working on email lists and the thirdly is assisting with increasing the amount of information and newsletter material, not just for NAPHA, but it would help some of the clubs that are putting out newsletters. If we can get folks interested in sending out information and articles and so on. How is that?

Rebecca: Who would be a point of contact if they are looking for pictures of horses doing some of these things? I'm not a writer as far as writing things up, but I'm happy to provide some photos if anybody wants.

Joe: Bill Willis is the point of contact for the newsletter material.

Edie: Bill is putting the newsletter together and he is doing a great job.

Joe: He has sent several emails asking for information and is getting nothing back.

Edie: That is the frustration, we know there's stuff going on out there.

Danell: Edie, we talked about a cyber show with obstacles.

Edie: We talked about perhaps doing that because we actually had quite a bit of participation in the cyber shows. Part of that was due to COVID. We were also talking about doing something with the youngsters because a lot of times, people don't buy youngsters because they think they have to turn them out in the pasture for three years before they can do anything with them. There are actually things that the other breeds do. The Quarter horses have a lead line obstacle course so there are things you can do with your young horse.

Maybe we could do a cyber show because I know nobody wants to haul a youngster to a show for one class. If we did some cyber shows where people could learn to handle their youngsters and do some fun stuff like that. It would also help the breeders sell some of the younger horses. That was Donnie Harwitz's idea because he has a bunch of young horses coming up and he said it's hard to sell them until they are like 3 or 4 years old. He said he doesn't need to be hanging on to all these babies for 3 or 4 years. Can't you guys figure out something that creates a market for the young horses so people understand that there are things they could be doing with them before they get them under saddle.

Danell: The last cyber show we did for COVID, that's where everybody could do their own backyard obstacles, in fact, Chelsea Schaal helped design that, but NAPHA made $12,000 off that show.

Edie: And if people out in the regions would like to do it, I think we could probably put that together again.

Rebecca: I think that's a fabulous idea, especially with the focus on young horses.

Joy: Or even a regular cyber show.

Edie: Yes, we could have a regular cyber show, but also have something for the young horses, because people could look at the young horses and then see that there is something you could be doing with them, and playing with them. Plus, somebody might see one of them and buy it, you never know.

Joy: That would be great and if everybody videoed their class, then we would have a lot of material that could go up on YouTube. That would be fun for us as well. You're talking about going and grabbing my young horse out of the field and doing something with her.

Danell: I can't remember which breed Donnie was talking about, but he said that was an advantage for that breed. There are classes and people had all kinds of things to do with those young horses, which is why they were able to sell them younger. I agree, we are not going to haul babies to a show for 1 or 2 classes, probably a bad idea, but certainly cyber wise, that would be a piece of cake, and we could get some good participation.

Rebecca: I think it would be kind of fun. I know we want to encourage purebreds, but part-bloods are out there, and I know the gaited mules are gaining in favor, the Peruvian mules. Have we looked forward to finding a way to make them more included. Like on the website I see you can register them, but that's it. I don't know if a part-bloods can compete in the JOR. Are there things out there to urge NAPHA membership with a part-bloods?

Edie: They can compete in the JOR program. We had a brochure, but nobody can find the original, that had a mule on the front of it with some pintos on the inside. We did include the part-bloods in the JOR program and there was even some talk about having a trail class, where they didn't have to gait because some of the part-bloods don't. Some type of obstacle course, trail class where people could bring their part-bloods, but then the conversation was, who's going to bring their part-blood all the way for one class?

The cyber show would make a lot of sense, especially in the mules, and they are out there. That would be another way to get more people into the fold and the social side of that, as well. I know of two trail riders that have Peruvian/Paso Fino crosses that we could probably get with the Florida group.

Danell: Doing these cyber shows might help with your social media costs. That one cyber show we did was $12,000 and the next one was smaller because they wanted to add more rules, they were trying to make it a show again. When we created that, it didn't matter what you wore and tack didn't matter, set up your own obstacles, and there were people who participated that didn't show.

Edie: There were a lot of people who couldn't travel to shows or don't want to travel and it gives them an outlet and a way to showcase and enjoy their horse, which I think is a lot more inclusive.

Rebecca: I love the idea of trying it with my former show horse, but she got burnt out on shows. If I try to bring her to a show, she looks like a wild, crazy thing and on the trails, she couldn't be more perfect. So, put her in my backyard and put her through some paces, I feel like I would see the ability she has.

Edie: Alright, I will take that back to the NAPHA board, and we will see if we can't make it happen. The other thing we are working on this week are committees and committee liaisons. If anybody has interest in a committee. Mike Powers is still interested in chairing the scholarship committee.

Mike: That is one of the things I have on a list, and I want to get if going this year. I've been waiting for 2 years to get it online.

Edie: We are going to need people to make that happen. We have had some requests for applications, but we are going to need a committee to make the decisions. So, if anybody has interest in any of the committees, please let me know or let somebody on the NAPHA board know. We are really trying to get the committees to set goals so that we can pull them all together into a strategic plan for the organization.

Lori: I wanted to talk about the party/meeting we had at Sylvia's house on the 31st of January. A lot of people showed up, some as far away as Savannah, Georgia which is 4 hours drive. There were people from Orlando and Titusville and all of them drove to come to this party, it was great. It was like a rebirth of the Southeastern or the southern states, and we had a good time. We talked about the surveys and the horse show on May 2nd and 3rd at the World Equestrian Center. It's Kentucky Derby Day and they are going to have a Kentucky Derby party at the center. We are also looking for sponsorships if anybody is so inclined.

Edie: I added up the number of Peruvian horses that were represented by the people that showed up there, and especially now that Eric Funcke's brought in more horses. He has 10 foals he is expecting. We had over 50 Peruvians represented by the owners that showed up there.

Joy: Our next meeting will be Wednesday, March 11th at 5 pm PST.