



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

Planning and Review Committee Conference Call June 3, 2019 3:00pm PT

Roll Call was taken.

- Members present for all or part of the call include: Megan Disselkoen, Kevin Griner, Ken Johnson, Tom Hodges, Luke Northway, Ray Burchett
- Also present: Dena Raggio, Kristen Reiter, Lauren McCleary, Dennis Dean

Business

1. The committee met with former ApHC President and current member Dennis Dean to become educated and informed of Dennis' expertise in Strategic Planning. Dennis gave a 1 hour power point presentation outlining key concepts from the book *The Strategy Focused Organization* by Robert Kaplan.
2. Dennis encouraged the committee to proceed with the following homework prior to next meeting.
 - A. Review the slides discussed (document attached)
 - B. Begin to develop ideas for KPIs (Key Performance Indicators)
 - C. Begin to develop strategic items/objectives for each of the perspectives of the Strategy Map (Financial Perspective, Customer Perspective, Internal Perspective, and Learning & Growth Perspective).
 - D. Google "SWOT" to begin to learn the basic concept regarding identifying strengths, weaknesses, opportunities, and threats.
3. The next meeting was scheduled for June 17th at 3:00pm (Pacific Time)

Meeting Adjourned

Meeting minutes created by Megan Disselkoen, Chairman of Planning and Review Committee