

2023 ApHC Annual Report

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# Partners & Sponsorships



Thank you for supporting the ApHC!

# Letter from the President

Dear ApHC Members,

2023 was a year of change for the Appaloosa Horse Club. Many of the ideas imagined in years past came to fruition in 2023. Online Registration has been discussed for years and through the hard work of our dedicated and loyal staff we were able to implement the process without any major issues. Members can send in the registration documents (applications and photos) electronically and cut the time required for mail service. In addition, our registration department has worked on processes and efficiencies to reduce our transfer turnaround time to an average of 10 days and registration turnaround time to 6 weeks.

Our Performance and IT departments were able to work in tandem and implement the Limited Program at the 2023 World Show held in Fort Worth, Texas. In the first year we had 115 participants participating in these classes, which were held concurrently with the open classes of the World Show. Sixty-seven World Show Championships were awarded. The limited program is designed to provide our upcoming trainers and non-pros the opportunity to show in the larger classes with a higher level of competition and be awarded with World Champion and Reserve World Champion titles and placings.



In 2023 the Appaloosa Horse Club sponsored the 57<sup>th</sup> Chief Joseph Trail Ride. The ride saw over 100 Riders, many of whom were veteran riders receiving awards for riding 5, 10 and over years. This year's ride was a 45-mile leg of the trail with riders enjoying evening entertainment as well as speakers talking about the history of the trail ride and about the area which the ride covers. The racing division worked diligently to reorganize the Appaloosa Racing Committee and updated their rules to become current with racing rules across the stock breeds.

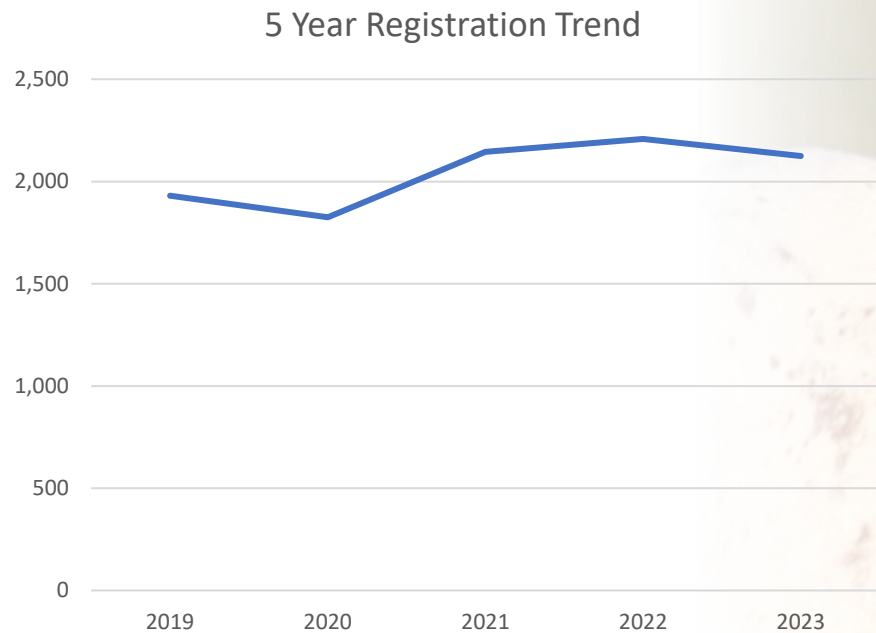
I believe that we have the vision of strengthening our mission statement, "To Honor the heritage and promote the future of the Appaloosa Horse" by ensuring the value of member benefits, enhancing member satisfaction and building the relationship between staff, Board of Directors and membership. The strengths of our board, staff and membership will build results. My goal as President is to keep us loyal to that goal and to our Appaloosa Horses. While the Appaloosa Horse Club and the total Equine Industry face many challenges now and in the future, I want to thank you for your part in our vision and I am excited to see what we can accomplish together. Our Future is Bright!

Sincerely,

A handwritten signature in cursive script that reads "Lori Wunderlich". The ink is dark and the signature is fluid and elegant.

Lori Wunderlich, ApHC President 2021-2024

# Registrations



2,124 horses registered in 2023





# Ownership



2,304 horses transferred in 2023



# Membership by Location



# Regional Shows

	2023	2022
Shows	132	124
Open Entries	10,439	9,430
Non-Pro Entries	11,772	9,948
Youth Entries	6,646	6,506
Total Entries	28,856	25,884



Top 10 Shows by Entries					
Rank	Show	Location	Date	# Entries	# Judges
1	Get Spotted	Cloverdale, IN	April 21-23	1041	4
2	Keystone Classic	Logan Township, NJ	May 26-28	824	4
3	Greater Eastern ApHC Regional	Logan Township, NJ	June 2-4	686	4
4	Freedom Special	Cloverdale, IN	April 28-30	649	4
5	Garden State Spring Fling	Logan Township, NJ	April 14-16	589	4
6	FL Spring Fling #1	Jacksonville, FL	March 23-25	579	4 + adjoining
7	MI Appaloosa Classic	East Lansing, MI	August 25-27	569	4
8	Garden State Fall Folly	Logan Township, NJ	October 6-8	532	4
9	Midwest Spotted Opportunity	Gifford, IL	June 2-4	513	4
10	FL Spring Fling #2	Jacksonville, FL	March 25-27	512	4 + adjoining



# ApHC Youth World & National Show



2023 marked the 75<sup>th</sup> Annual National Appaloosa Show, making it the longest running single breed show in the country. This is held annually with the Appaloosa Youth World Show, where the best youth in the world come together to not only compete but enjoy time with their Appaloosa community. This year's show included over 2,000 entries, with an increase in youth entries of 17% over 2022.



\*Photos provided by Becky Ruehle Photography



# 2023 ApHC World Show



Every year, the best Appaloosas in the world come to Fort Worth to compete in over 300 classes, vying for World Championship titles. This year's show included over 2,000 entries, an 18% increase in 2022 participation and a new Limited Program for open classes, which added another 22% in entries and a 15% increase in horses over the prior year. Total entries for this year's show were 2,498.

\*Photos provided by Becky Ruehle Photography





# 2023 European Appaloosa Championship



The 2023 European Championship show was held at the Reining Center Meertenhof in Grathem, Netherlands. Members gathered from 7 different countries to show and compete with their Appaloosas.



\*Photographs courtesy of Equiframe of Lenka Silhova



## Racing



There were 153 races that included Appaloosas in 2023. Two stand-out performances included Sky Sir and Queen for Cash. Sky Sir, pictured above with jockey Roman Cruz, won the historic Cricket Bars Futurity by a nose. Sky Sir is owned by Rey Ruiz and trained by Pancho Ruiz. Queen for Cash, left, won the Green Country Stakes at Will Roger Downs. This mare, also ridden by Roman Cruz, is trained by Jesus Ruiz and owned by Gary Vaughn.



## Endurance & Competitive Trail Rides



This year's Appaloosa National Championship Endurance and Competitive Trail Ride was held in conjunction with the Huntersville Hundred in Menahga, MN. Winner of the 50-mile championship endurance ride and also the George Hatley Cup Best Condition award was JOKERS WILD STREAK, pictured above, owned and ridden by Damaris Smith. The winner of the 40-mile competitive trail ride was R SECRET ANNIVERSARY, left, ridden by Lisa Norris and owned by Kim Rumpsa.



# Chief Joseph Trail Ride



Each year the Appaloosa Horse Club (ApHC) holds the historical Chief Joseph Trail Ride. The ride lasts five days and the riders cover nearly 100 miles. Every year the trail progresses and over 13 years, the group rides approximately 1,300 miles following the trail of Chief Joseph and the Nez Perces' attempt to flee the U.S. army to Canada in 1877. This year was the ApHC's 57<sup>th</sup> year riding the trail, having first held the ride in 1965. Nearly 100 people rode out from near Wendover Campground on July 31<sup>st</sup> and finished riding this year's segment west of Lolo, Montana on August 5<sup>th</sup>.





# ACAAP



The Appaloosa Competitive All-Breed Activities Program promotes and rewards the Appaloosa horse that excels in all-breed competition outside of ApHC approved/sponsored shows and trail rides. Participants can earn merits and awards by competing in all breed events and then submitting results to the ApHC.

Over 100 horses were enrolled in 2023, competing in 27 different categories from halter, pleasure, jumping, working cowhorse, 4H, and many more!

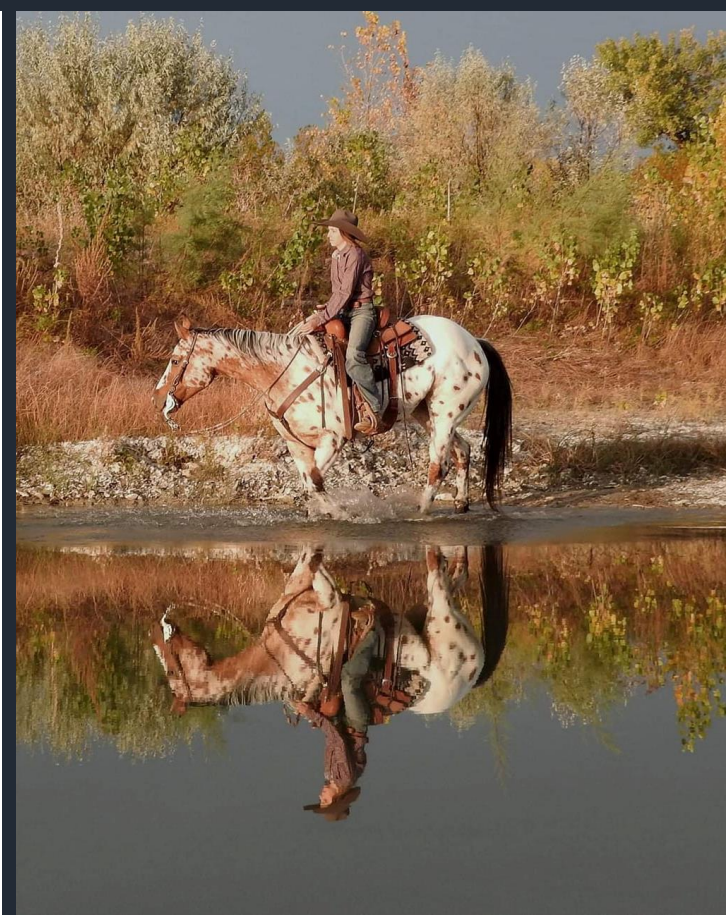




## Other Programs & Services



The ApHC offers many additional programs including Saddle Log, sponsored trail rides, partnership with USDF, youth photography and art contests and much more! Visit [www.appaloosa.com](http://www.appaloosa.com) for more information on these programs.



# Specialty Associations



The Appaloosa Ranch Horse Association promotes the versatility of the Appaloosa in ranch events and encourages the breeding and showing of Appaloosa ranch horses. This group provides jackpots and sweepstakes at major shows and paid out over \$25,000 in prize money at the 2023 ApHC World Show. [www.appaloosaranchhorse.com](http://www.appaloosaranchhorse.com)



The Appaloosa Reining Horse Association is dedicated to the promotion of the Appaloosa reining horse, its breeders, owners, and riders. They offer incentives to encourage the growth and popularity of Appaloosa Reining in open and breed competitions and paid out over \$27,000 in prize money at the 2023 ApHC World Show. <https://aprha.com/>



The purpose of the APPsolute Sires Futurity is to provide an opportunity to showcase young Appaloosa horses sired by stallions sold in the APPsolute Sires Sale at the Appaloosa World Show. Additionally, The APPsolute Sires Futurity provides possible financial reward to the owners, stallion owners and breeders of participating horses. The APPsolute Sires Futurity is offered and managed by the Appaloosa Pleasure Horse Association. The group paid out over \$55,000 in 2023. [appsolutesires.com](http://appsolutesires.com)



The Appaloosa Games Horse Association was founded in 1986 to promote and protect horse against horse games competition. Also to provide a venue to encourage the training of young games horses not before the age of 4 years old. Each year AGHA pays out between \$3,500- \$5,000 at our World Show.



The Appaloosa Cutting Horse Association was formed by a dedicated group of Appaloosa breeders who strive to breed, promote and show high quality registered Appaloosas who excel within the Cutting Horse Industry. Each year the ApCHA hosts a multitude of special events, including their annual Stallion Service Auction, Futurities and Derbies, at the ApHC World Show. This group paid out over \$10,000 in 2023. <https://appcutting.net/>



# Publications & Social Media

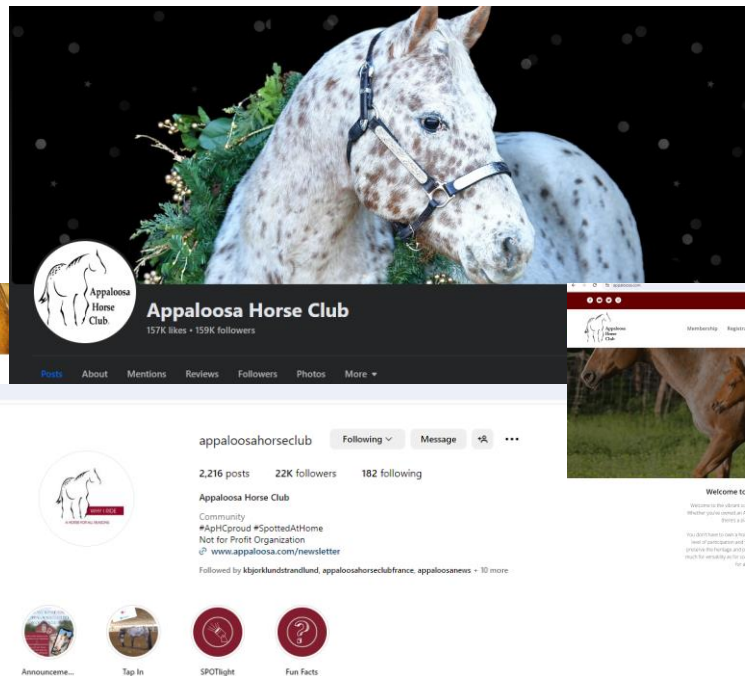


The *Appaloosa Journal* remains the leading source of Appaloosa news and feature articles. The AJ highlights the breed's versatility, as well as the trainers, breeders, and members who contribute to its success. The magazine is available quarterly and is included as part of membership.



Reaching our membership and those who love the Appaloosa breed has never been easier.

The ApHC website [www.appaloosa.com](http://www.appaloosa.com) is an available resource for members and non-members to look up information on horses, show results, or watch major events via the livestream



The ApHC has active accounts and engagement on Facebook (159K followers) and Instagram (22K followers) sharing information on events, activities, and highlighting Appaloosa's success in different events.

The ApHC also has a YouTube channel which includes history of the Appaloosa and how-to's on things like online registration

**Appaloosa Horse Club**  
**Statements of Activities and Changes in Net Assets**  
**Years Ended March 31, 2022 and 2021**

	Without Donor Restrictions	With Donor Restrictions	2022 Total	2021 Total
<b>Operating revenue:</b>				
Memberships	\$ 340,815	\$ -	\$ 340,815	\$ 360,890
Registrations	541,382	-	541,382	472,705
Journal	186,697	-	186,697	234,158
Show	176,767	-	176,767	131,696
Sponsored events	1,613,112	-	1,613,112	1,184,985
Trail and distance	3,855	-	3,855	2,835
Racing	8,405	-	8,405	2,900
Administration	124,685	-	124,685	228,375
Total operating revenue	2,995,718	-	2,995,718	2,618,544
<b>Expenses:</b>				
Program services	2,511,949	-	2,511,949	2,045,108
Support services	255,337	-	255,337	224,511
Total expenses	2,767,286	-	2,767,286	2,269,619
Increase in net assets from operations	228,432	-	228,432	348,925
<b>Nonoperating income:</b>				
License plate revenue	-	55,530	55,530	43,420
Net assets released from donor restrictions	11,412	(11,412)	-	-
Unrealized gain (loss) on investments	(10,780)	-	(10,780)	55
Total nonoperating income, net	632	44,118	44,750	43,475
Changes in total net assets	229,064	44,118	273,182	392,400
Net assets, beginning of year	906,509	135,845	1,042,354	649,954
Net assets, end of year	\$ 1,135,573	\$ 179,963	\$ 1,315,536	\$ 1,042,354

**Appaloosa Horse Club**  
**Statements of Financial Position**  
**March 31, 2022 and 2021**

	2022	2021
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and cash equivalents (Note 4)	\$ 649,023	\$ 588,464
Temporary investments (Note 5)	628,453	386,190
Accounts receivable	369,170	291,073
Inventories	21,999	19,328
Prepaid expenses	25,408	103,457
Total current assets	1,694,053	1,388,512
<b>Noncurrent assets:</b>		
Property and equipment, net (Note 6)	210,262	234,868
Art and artifacts (Note 2)	64,441	64,441
Assets held in trust (Note 7)	69,890	44,758
Total noncurrent assets	344,593	344,067
Total assets	\$ 2,038,646	\$ 1,732,579
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities:</b>		
Accounts payable	\$ 36,423	\$ 23,195
Accrued liabilities	86,113	79,062
Deferred revenue (Note 8)	397,529	345,906
Monies held for special services	18,373	37,912
PPP note payable, due within one year (Note 9)	159,392	-
Total current liabilities	697,830	486,075
<b>Noncurrent liabilities:</b>		
Liability for assets held in trust (Note 7)	25,280	44,758
PPP note payable, due after one year (Note 9)	-	159,392
Total noncurrent liabilities	25,280	204,150
Total liabilities	723,110	690,225
Commitments and contingencies (Note 11)		
<b>Net assets (Note 10):</b>		
Without donor restrictions	1,135,573	906,509
With donor restrictions	179,963	135,845
Total net assets	1,315,536	1,042,354
Total liabilities and net assets	\$ 2,038,646	\$ 1,732,579

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Accrual Basis

Appaloosa Horse Club  
Statement of Financial Position - Comparative  
As of March 31, 2024

	Mar 31, 24	Mar 31, 23	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1101000 · Cash - Checking	234,593.33	247,595.76	-13,012.43	-5.3%
1102000 · Cash - Restricted/Designated	3,176.02	12,475.80	-9,299.78	-74.5%
1103000 · Cash - Investments	1,124,449.11	1,139,951.06	-15,501.95	-1.4%
Total Checking/Savings	1,362,208.46	1,400,022.62	-37,814.16	-2.7%
Accounts Receivable				
1200000 · Accounts Receivable	0.00	4,987.87	-4,987.87	-100.0%
Total Accounts Receivable	0.00	4,987.87	-4,987.87	-100.0%
Other Current Assets				
1201000 · Accounts Receivable Control	218,586.41	229,078.13	-10,491.72	-4.6%
1300000 · Inventories	35,724.82	36,950.00	-1,225.18	-3.3%
1400000 · Prepaid Expenses	15,650.88	33,031.74	-17,380.86	-52.6%
Total Other Current Assets	269,962.11	299,059.87	-29,097.76	-9.7%
Total Current Assets	1,632,170.57	1,704,070.36	-71,899.79	-4.2%
Fixed Assets				
1500000 · Property, Plant & Equipment	223,927.41	250,330.93	-26,403.52	-10.6%
Total Fixed Assets	223,927.41	250,330.93	-26,403.52	-10.6%
<b>TOTAL ASSETS</b>	<b>1,856,097.98</b>	<b>1,954,401.29</b>	<b>-98,303.31</b>	<b>-5.0%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2201120 · Accrued Accounts Payable	-3,915.15	15,271.26	-19,186.41	-125.6%
Total Accounts Payable	-3,915.15	15,271.26	-19,186.41	-125.6%
Credit Cards				
2203000 · Umpqua Credit Card-1812	7,033.54	1,716.18	5,317.36	309.8%
Total Credit Cards	7,033.54	1,716.18	5,317.36	309.8%
Other Current Liabilities				
2101110 · Open Work Orders	43,425.84	69,969.31	-26,543.47	-37.9%
2101130 · Journal A/R Clearing	2,034.39	-2,513.75	4,548.14	180.9%
2110000 · Deferred Income - Subscriptions	52,670.57	55,508.70	-2,838.13	-5.1%
2130000 · Deferred Income - Memberships	164,292.07	169,630.83	-5,338.76	-3.2%
2151300 · Deferred Income - National Show	10,000.00	0.00	10,000.00	100.0%
2151500 · Deferred Income - World Show	10,000.00	0.00	10,000.00	100.0%
2202000 · Other Accounts Payable	-6,792.42	-3,602.55	-3,189.87	-88.5%
2300000 · Payroll & Benefits Payable	54,468.14	64,756.53	-10,288.39	-15.8%
2400000 · Payroll Tax Liabilities	8,516.81	8,577.82	-61.21	-0.7%
Total Other Current Liabilities	338,645.20	362,324.89	-23,679.69	-6.5%
Total Current Liabilities	341,763.59	379,312.33	-37,548.74	-9.9%
Long Term Liabilities				
2600000 · Assets Held in Trust	4,649.53	12,475.81	-7,826.28	-62.7%
2601150 · SSA Spec. Awards & Purses	49.98	49.98	0.00	0.0%
2601150 · Aya Fund	26,173.08	30,360.19	-4,217.11	-13.9%
Total Long Term Liabilities	30,872.59	42,915.98	-12,043.39	-28.1%
Total Liabilities	372,636.18	422,228.31	-49,592.13	-11.8%

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Accrual Basis

Appaloosa Horse Club  
Statement of Financial Position - Comparative  
As of March 31, 2024

	Mar 31, 24	Mar 31, 23	\$ Change	% Change
Equity				
2991110 · License Plate Funds	210,440.16	210,440.16	0.00	0.0%
2999999 · Unrestricted Net Assets	1,321,732.62	1,105,068.36	216,664.26	19.6%
Net Income	-48,711.18	216,638.46	-265,347.64	-122.5%
Total Equity	1,483,461.60	1,532,172.98	-48,711.18	-3.2%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,856,097.98</b>	<b>1,954,401.29</b>	<b>-98,303.31</b>	<b>-5.0%</b>

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Financial Position for FY 2023 & FY 2024



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Accrual Basis

**Appaloosa Horse Club**  
**Statement of Activities - Comparative**  
 April 2023 through March 2024

	Apr '23 - Mar 24	Apr '22 - Mar 23	\$ Change
Ordinary Income/Expense			
Income			
3100000 - Registration Revenue	521,648	548,963	-27,315
3200000 - Journal Revenue	150,194	169,585	-19,391
3300000 - Membership Revenue	307,050	315,943	-8,893
3500000 - Show Revenue	199,536	196,040	3,496
3510000 - National Show Revenue	701,749	588,698	113,051
3520000 - World Show Revenue	1,051,211	965,762	85,449
3600000 - Race Revenue	4,900	5,290	-390
3800000 - Pro Collection Revenue	345	30	315
3900000 - Trail & Distance	2,890	3,205	-315
3910000 - Chief Joseph Trail Ride Revenue	71,735	63,125	8,610
3990000 - Admin & Non-Operating Revenue	65,524	56,789	8,734
Total Income	3,076,782	2,913,430	163,351
Gross Profit	3,076,782	2,913,430	163,351
Expense			
6000000 - Salaries & Wages	803,108	631,562	171,546
6300000 - Employee Benefits	93,101	79,991	13,109
6400000 - Payroll Tax Expense	62,149	52,288	9,861
6710000 - Contract Labor	118,824	171,221	-52,396
7-11070 - 401K Pension	337	0	337
7-59091 - Misc. Non-Operating Expen	164	0	164
7100000 - Advertising	4,541	2,756	1,784
7110000 - Bad Debt Expense	13,925	312	13,613
7115000 - Awards & Trophies - Non-event	57,653	-20,199	77,852
7120000 - Bank Fees	5,584	4,931	653
7130000 - Cogs - Resale	0	4,735	-4,735
7140000 - Credit Card Processing Fees	76,139	61,102	15,038
7150000 - Depreciation	26,404	24,372	2,031
7160000 - Digital Archival	0	3,805	-3,805
7170000 - Donations & Pledges	250	13,615	-13,365
7180000 - Dues & Subscriptions	16,183	14,037	2,146
7200000 - Elections	0	3,756	-3,756
7210000 - Equipment <\$2,500	8,149	12,522	-4,373
7220000 - Equipment Rental	6,401	9,661	-3,261
7250000 - Insurance	22,147	20,426	1,721
7260000 - Interest Expense	55	1,043	-988
7270000 - Janitorial	0	5,000	-5,000
7280000 - Laboratory Fees	40,417	41,092	-675
7340000 - Marketing & Promotion	5,377	4,818	560
7350000 - Meals & Lodging - Non-event	7,897	1,601	6,296
7355000 - Meeting Expense	2,895	0	2,895
7360000 - Miscellaneous	67	252	-185
7500000 - Payroll Processing Fees	1,872	1,933	-61
7510000 - Postage	48,677	56,662	-8,306
7520000 - Printed Supplies	0	14,578	-14,578
7530000 - Printing & Mailing Services	57,189	59,155	-1,966
7550000 - Production Ship & Freight	0	1,648	-1,648
7600000 - Professional Fees	35,198	24,046	11,152
7610000 - Property Taxes	14,734	15,510	-776
7615000 - Recruiting	0	306	-306
7620000 - Repairs & Maintenance	67,194	29,287	37,907
7740000 - Sales & Use Tax	8,840	10,989	-2,149

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Accrual Basis

**Appaloosa Horse Club**  
**Statement of Activities - Comparative**  
 April 2023 through March 2024

	Apr '23 - Mar 24	Apr '22 - Mar 23	\$ Change
7750000 - Seminars & Education	400	443	-43
7760000 - Shipping & Freight	15,907	13,259	2,651
7770000 - Supplies	27,469	9,447	18,052
7775000 - Taxes & Licenses	2,934	60	2,874
7780000 - Travel - Non-event	16,782	6,108	10,674
7790000 - Utilities	45,932	51,180	-5,247
7810000 - Event Expenses	1,628,192	1,484,559	161,633
7900000 - Prepaid Expense Reclassificatio	0	0	0
Total Expense	3,341,116	2,894,716	446,400
Net Ordinary Income	-264,334	18,714	-283,048
Other Income/Expense			
Other Income			
3999991 Rental Income	1,975	0	1,975
8100000 - Interest Income	2	1,389	-1,388
8200000 - Investment Income			
8200001 - Dividend Income	39,202	22,297	16,905
8200009 - Unrealized Gain/Loss on Invest	128,666	-18,213	146,879
Total 8200000 - Investment Income	167,867	4,084	163,784
8300000 - Appaloosa License Plate Revenue	72,380	66,588	5,792
8400000 - Gain/Loss on Sale of Equipment	300	0	300
8500000 - Government Programs	0	159,392	-159,392
Total Other Income	242,524	231,453	11,071
Other Expense			
9000000 - Museum Lease Commitment	25,000	25,000	0
9100000 - Penalties	30	266	-236
9500000 - Theft Loss	0	9,634	-9,634
9999999 - Suspense	1,871	-1,370	3,241
Total Other Expense	26,901	33,530	-6,629
Net Other Income	215,623	197,922	17,701
Net Income	-48,711	216,636	-265,348

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# Statement of Activities for FY 2023 & FY 2024



**Appaloosa Horse Club**  
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**Moscow, ID 83843**  
**Phone number: (208) 882-5578**  
**[www.appaloosa.com](http://www.appaloosa.com)**