



For Immediate Release:

Q-Ribbon December 2011

Happy Holidays!

Deadlines To Remember

Prior to January 1, AQHA should receive your May show applications and any corrections to your February shows.

Amateur Membership Fees

Beginning January 1, 2012, amateur membership fees will increase as follows:

Amateur 12-month new	\$50
Amateur 12-month renewing	\$45
Amateur 36-month new	\$100
Amateur 46-month renewing	\$100
12-month membership upgrade to amateur	\$10
36-month membership upgrade to amateur	\$15

Very Important AQHA Incentive Fund Changes

Changes to the Incentive Fund will involve you as show management. You'll simply collect the license form and fee and submit that to AQHA along with your show results. The license form is in the final stages of being produced, so we'll provide that to you as soon as it is possible. Click [here](#) for more information about the program changes.

New Rules/Rulebook

Remember AQHA's rulebook is on the AQHA website. New 2012 rules are listed [here](#). All show managers and secretaries will receive a handbook by mail after the first of the year. Let us know if you need more. Also keep in mind the AQHA rulebook is available from the app store for smart phones – carry it with you everywhere you go!

Show Entry Numbers

Please be sure to go over class entry numbers with your judge for each class at the end of each show to ensure roster numbers and entries seen by the judge match. This can cause delays in processing of show results.

Rookie/Leveling Update

Be sure to keep up to date with the most recent information and rules regarding the new Rookie level [here](#). We are in the process of updating the show-approval application. The current application does not include the Rookie classes and/or class codes. If you wish to offer Rookie classes, please write in the class and class code on your current show approval application. [Attached is a list of class codes for your convenience.](#)

Introductory Shows

Reminder – as of January 1, 2012, points earned at Introductory shows will not count toward world show qualification. Any points earned at Introductory shows through December 31, 2011, will count toward the 2012 world shows.

AQHA Events Calendar

Check out these [priority date calendars](#) for AQHA world shows, AQHA Novice championship dates and AQHA Regional Championship show dates. This is a work in progress, as the calendars will be updated as event dates become known.

Economic Impact

Wonder what kind of impact your show brings to your community? This economic impact formula is a great tool to use when approaching sponsors!

(Actual number of horses X 3 people per horse = total people) X (Actual show days + 1 move in/out day X \$150 per diem = total \$) = \$ directly into city. Then multiply \$ directly into city x 2 (estimated number of times each tourist dollar turns over in the economy) = total economic impact.

Sample: Two-Day Show

(70 actual horses X 3 people per horse = 210 people) X (2 actual show days + 1 move in/out day X \$150 per diem = \$450) = \$94,500
\$94,500 X 2 = \$189,000 total economic impact on community

Single-Day Shows

What are you doing to make your single-day show successful? AQHA is looking at this format to find ways to enhance and improve the exhibitor's experience at a one-day show – send us your ideas!

Marketing Magic

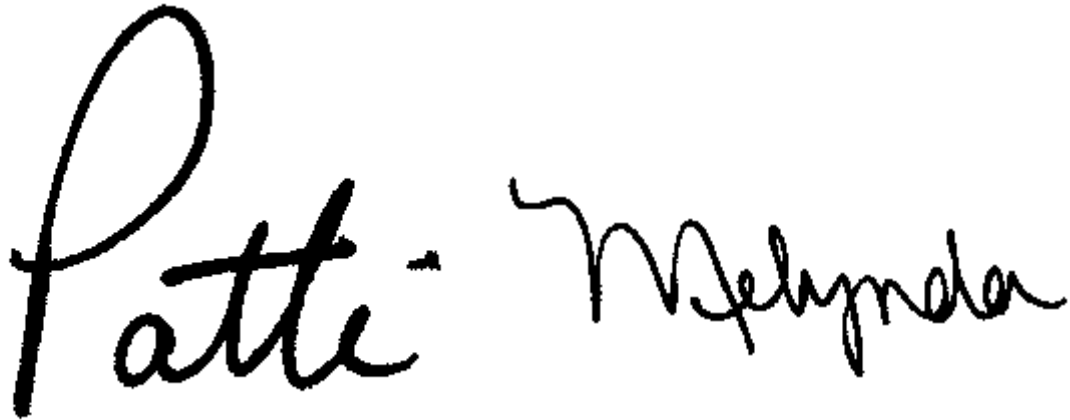
Do you have a logo for your show and/or club? If not, we highly recommend looking into getting one. This will help brand your show so exhibitors will instantly recognize you.

As always – please let us know if you have not heard from AQHA regarding your show approval application within 15 days from the date you sent it to us. We are

happy to check the status of processing and get you information necessary to proceed with your plans for the show.

"Knowledge is power, but enthusiasm pulls the switch." -- Ivern Ball

Have a safe and happy holiday!

Handwritten signatures of Patti and Melynda in black ink. Patti's signature is on the left, and Melynda's is on the right.

Patti Carter-Pratt
Executive Director of Shows

Melynda Ackley
Director of Competition Administration

AQHA news and information is a service of AQHA publications. For more information on The American Quarter Horse Journal or America's Horse, visit [AQHA Publications](#).

-30-

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