

**Affiliate Workshop Agenda
May 22-23**

MONDAY, May 22

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| 8:00 a.m. | Buses depart hotel for Civic Center |
| 8:30-8:45 a.m. | Welcome by AQHA Executive Vice President Craig Huffhines |
| 8:45- 10:15 a.m. | Keynote Presentation by Clint Swindall
The Power of Personal Engagement |
| 10:15- 10:35 a.m. | Break |
| 10:35 – 11:05 a.m. | Group Activity |
| 11:05 – 11:30 a.m. | ARC (Awards Recognition Concepts) – A One Stop Shop!
By Jody Stoddard, AQHA Senior Director of Operations & ARC |
| 11:30-12:30 p.m. | Lunch |
| 12:30 – 2:30 p.m. | True Colors – Learn your personality type
By Anna Morrison, AQHA Chief International Officer |
| 2:30 - 2:50 p.m. | Break |
| 2:50 – 3:30 p.m. | Get to know your AQHA Corporate Partners |
| 3:30 – 4:30 p.m. | Group Discussion/Activity |
| 4:40 p.m. | Buses leave for Awards Recognition Concepts |
| 5:00-7:00p.m. | Reception at Awards Recognition Concepts |



TUESDAY, May 23

- 8:00 a.m. Buses depart hotel for Civic Center
- 8:30 - 9:30 a.m. How to Stand Out in a Crowd and Drive Member Acquisition
AQHA Marketing Team
- 9:30 - 10:00 a.m. Get Out and Ride! A look at AQHA Recreational Riding Programs
Michelle Hamilton, AQHA Manager of Marketing & Membership and
Christie Schulte, Time to Ride Manager of Marketing
- 10:00 - 10:20 a.m. Break
- 10:20 - 11:20 a.m. Playing By Their Rules: Building an Association for today's kids,
tomorrow's adults
Katie Reynolds, AQHA Director of Youth Development & AQHYA and
Jacy Hammer, AQHA Manager of Youth Development & AQHYA
- 11:30 - 12:30 p.m. Lunch
- 12:30 - 1:00p.m. Animal Welfare: Taking Care of Our Horse to Ensure Our Future
Ward Stutz, AQHA Director of Breed Integrity, Animal Welfare and
Education
- 1:00 - 4:00 p.m. Breakout Sessions - Choose three to attend!
Sessions will begin at 1:00 p.m., 2:00 p.m. and 3:00 p.m.
- | <u>1:00 p.m.</u> | <u>2:00 p.m.</u> | <u>3:00 p.m.</u> |
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| <ul style="list-style-type: none"> • Awards, Apparel and Printing: Bringing Your Events to Life with ARC • Youth Huddle: Creating a Playbook to Get Kids in the Game • Tips to Improve your Affiliate's Website | <ul style="list-style-type: none"> • Be the Host with the Most! AQHA Trail Rides and Trail Challenges • How to Prepare for and Prevent Crisis Situations • Tips to Improve your Affiliate's Website | <ul style="list-style-type: none"> • Q&A with AQHA Show Staff • America's Fastest Athlete – Enhance and promote American Quarter Horse racing • Tips to Improve your Affiliate's Website |
- 4:00 – 5:00 p.m. Group discussion and presentations
- 5:30 – 6:00 p.m. Cocktails & Round table session at the Hall of Fame & Museum
- 6:00.-7:30p.m. Dinner prepared by the AQHA Cook Team at the Hall of Fame & Museum

