

**Affiliate Workshop Agenda
May 22-23**

MONDAY, May 22

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- 10:30 a.m.	Break
10:30 – 11:00 a.m.	Group Activity
11:00 – 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.	AQHA Headquarters/Hall of Fame Tours
4:40 p.m.	Buses leave for Awards Recognition Concepts
5:00-7:00 p.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> |
|--|--|--|
| <ul style="list-style-type: none"> • Youth Huddle: Creating a Playbook to Get Kids in the Game • Q&A with AQHA Show Staff • Be the Host with the Most! AQHA Trail Rides and Trail Challenges • America’s Fastest Athlete-Enhance and promote American Quarter Horse racing | <ul style="list-style-type: none"> • Youth Huddle: Creating a Playbook to Get Kids in the Game • How to Prepare for and Prevent Crisis Situations • Awards, Apparel and Printing: Bringing Your Events to Life with ARC | <ul style="list-style-type: none"> • America’s Fastest Athlete – Enhance and promote American Quarter Horse racing • Awards, Apparel and Printing: Bringing Your Events to Life with ARC • Q&A with AQHA Show Staff |
- 4:00 – 5:00 p.m. Tips to Improve your Affiliate’s Website
- 5:00 – 6:00 p.m. Group discussion and presentations
- 6:00 – 7:00 p.m. Cocktails & Round table session at the Hall of Fame & Museum
- 7:00.-8:30p.m. Dinner prepared by the AQHA Cook Team at the Hall of Fame & Museum

