

AQHA Reorganization

Dear International Affiliates and Committee Members:

I wanted to reach out to you and let you know that last Friday, AQHA took the first steps in a reorganization that the Association is undertaking. That was with the announcement by AQHA Executive Vice President, Don Treadway indicating he intends to retire in 2015.

Also last week, the AQHA Executive Committee named Trent Taylor to the position of acting chief operating officer and treasurer. In that position, Trent is taking a more active role in the day-to-day management of AQHA as Don focuses on other strategic issues with AQHA.

I also am moving as part of this reorganization and will assume the duties for AQHA's marketing, communications and publications entities as the transition of shows and judges to Pete Kyle continues to move ahead.

The most difficult decision AQHA had to make was to eliminate 14 positions to align the Association's staffing needs with today's registration, transfer and membership demands. The Director of International Affairs position that David Avery held was one of those positions.

I want you to know we remain committed to our international members and affiliates. That includes having dedicated employees handle international registration and transfer processes, and having your shows (and races) processed efficiently by the departments who have experts in those areas.

We also are taking our commitment to a new level and as part of AQHA's reorganization we are bringing International into marketing and membership as we look to grow this vital part of AQHA. It has always been our goal to keep the American Quarter Horse as the world's most popular horse and having International part of marketing and membership will allow us to achieve this goal by helping you market your events, the activities in your country, and develop more ownership programs and opportunities.

To focus on these on international marketing and membership activities, it was approved for AQHA to establish a new position dedicated to international marketing, affiliate relations and ownership development. We will be seeking a qualified candidate for this position, and I will keep you updated on our progress.

While more communication on the reorganization will take place in the months ahead, I want to assure you that we are committed to making sure your needs are met, that we continue to deliver high quality customer service to you and all our international members.

Tom Persechino

Executive Director, Competition & Breed Integrity

AQHA