

LOOKING FORWARD TO 2023



Feedback Survey

RESULTS & ~~INSIGHTS~~



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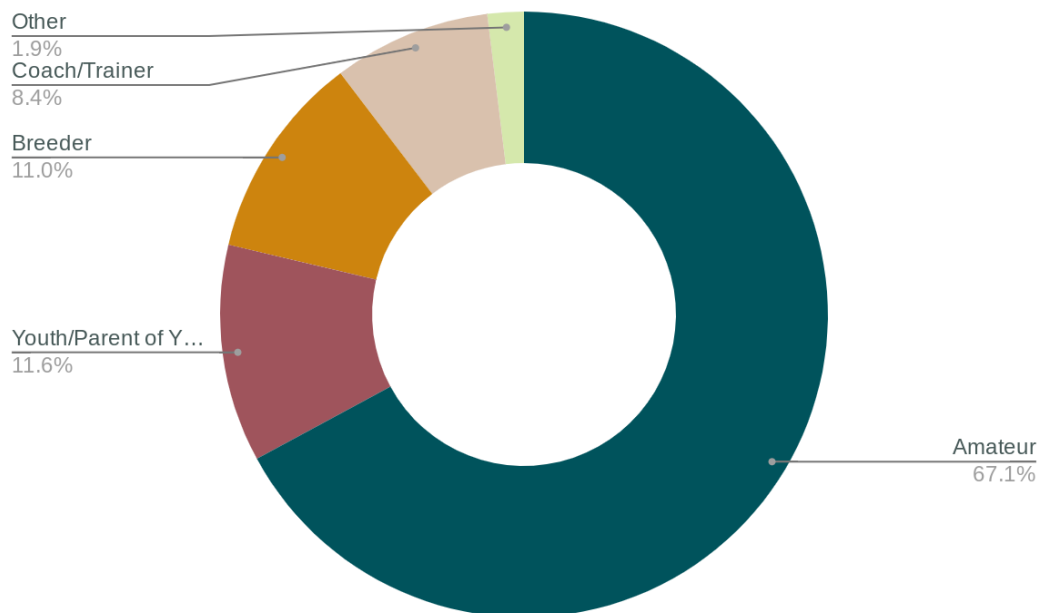
Survey Background

The OQHA Feedback Survey was conducted over a three week period, from November 27th 2022 through December 28th 2022. Stakeholders were notified via the OQHA website, The Rider newspaper publication, and Social Media (Facebook).

The goal of the survey was to gather insights to shape decision making moving forward, with the key theme being “Looking Forward to 2023”. These insights will be used both in short term planning, as well as to devise longer term solutions/initiatives.

136 responses were recorded.

Respondent Profile Breakdown

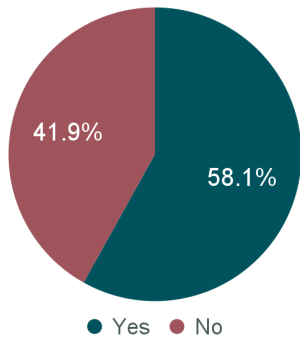


Survey Results/Insights

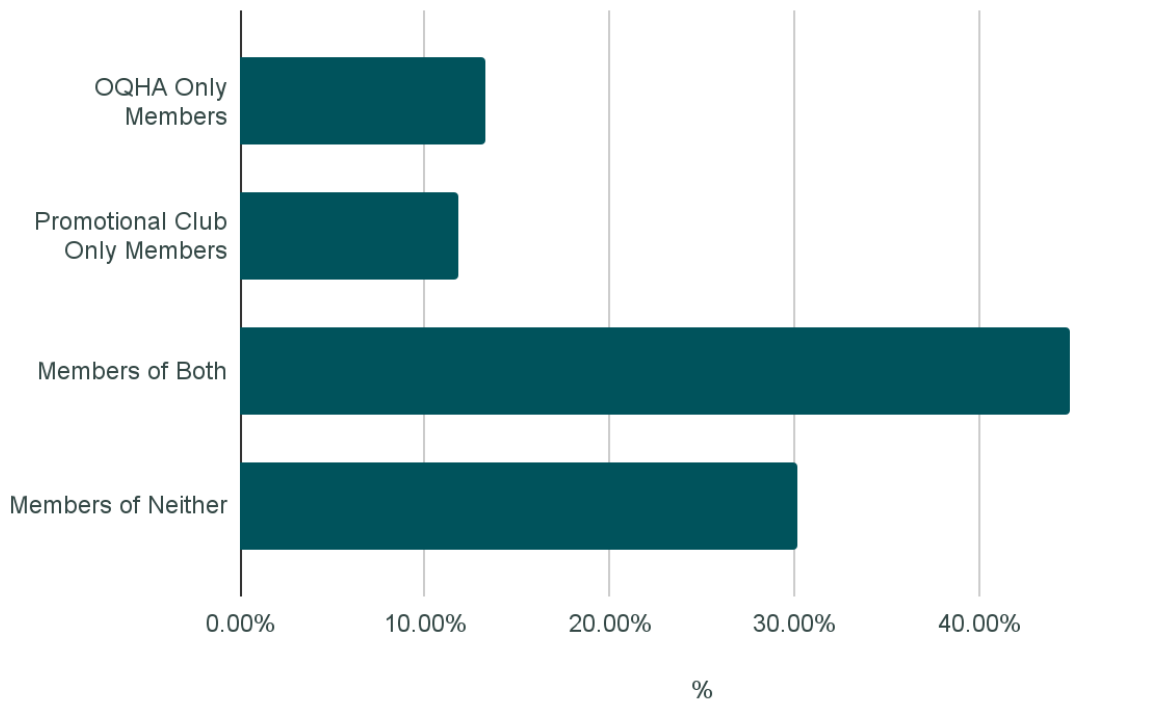
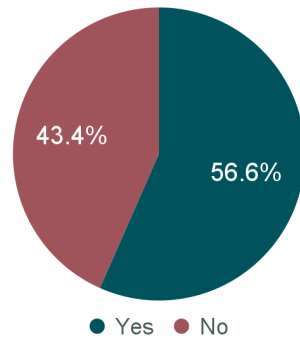
Membership/Member Value

Membership Breakdown (2022)

Were you an OQHA member in 2022?

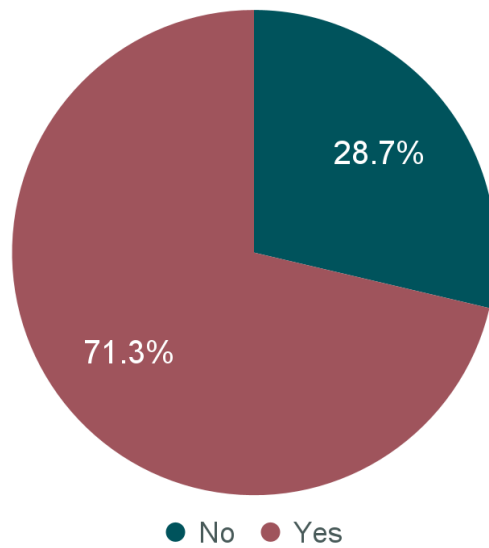


Were you a member of your Area Promotional Club in 2022?



2023 Membership Intentions

Do you plan to purchase an OQHA membership in 2023?



★ Please see [Appendix 1a](#) for comments related to membership decision making.

Membership Values

Note that in the following chart, the scale is as follows: 1 denotes not important at all, 5 denotes highly important/valuable

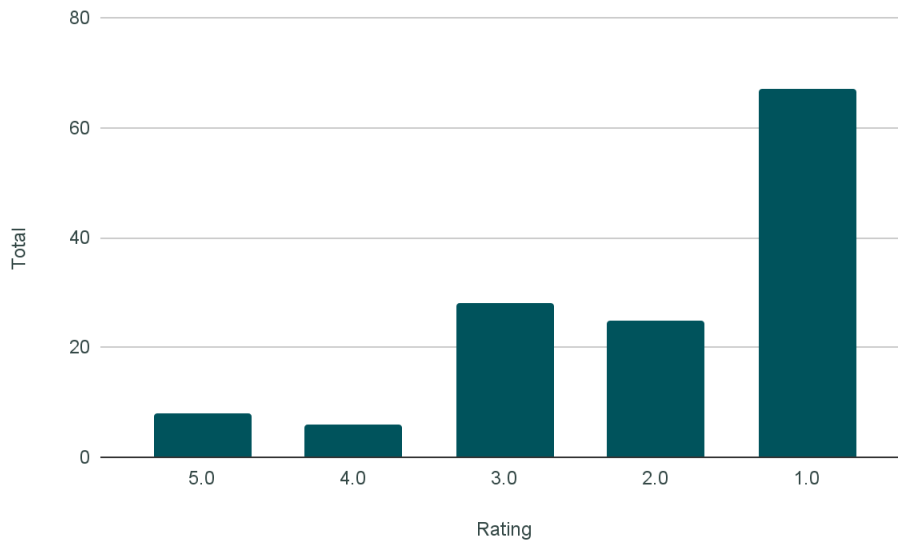
Summary/Average Ratings

The below table is sorted by average ranking, from highest to lowest.

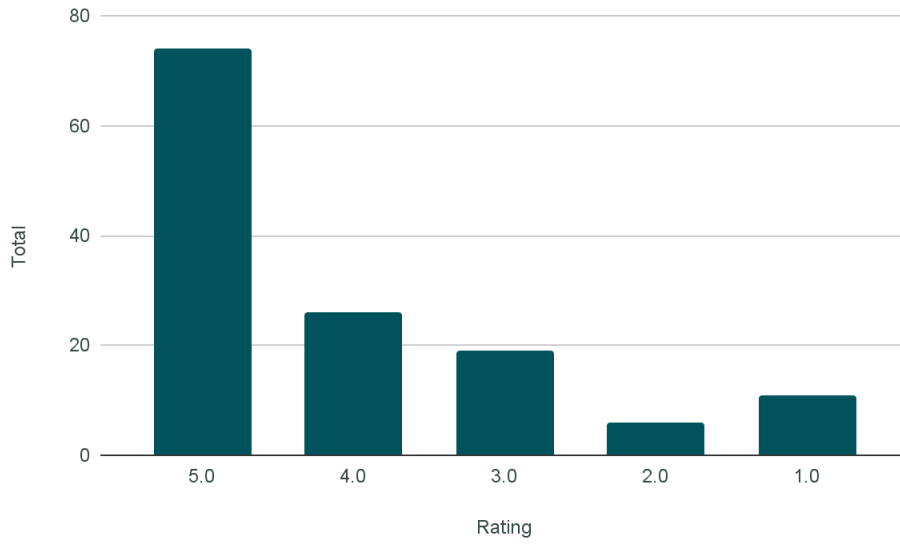
Member Values	Total # 5s (Positive)	Total #1s (Negative)	Avg. Rating
Discounts within OQHA	74	11	4.07
Year End Awards	55	9	3.75
Provincial Championships	47	11	3.66
OAQHA Challenge/Non-Pro Challenge	45	13	3.60
Educational Marketplace clinic	50	17	3.57
Congress Youth Team	37	42	3.01
Discounts outside OQHA	17	29	2.72
The Rider subscription	8	67	1.95

Rating by Initiative

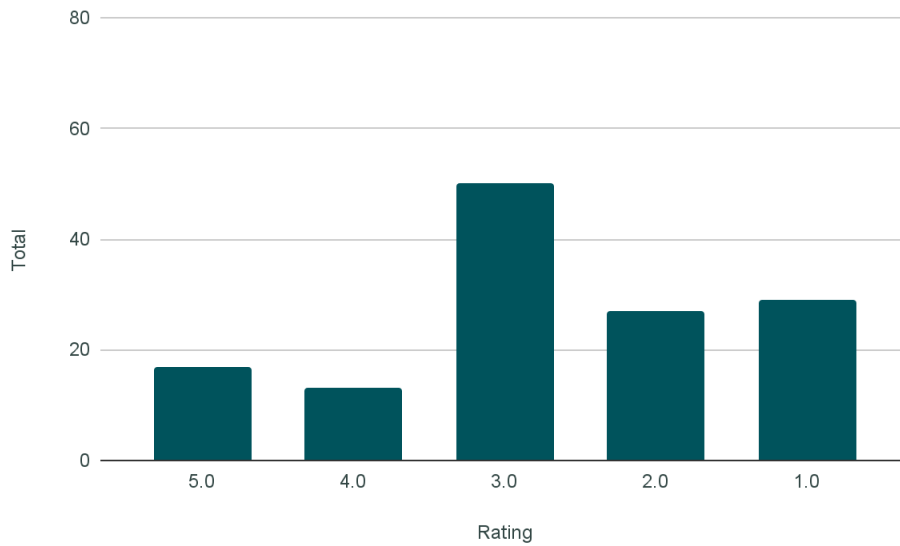
The Rider Subscription



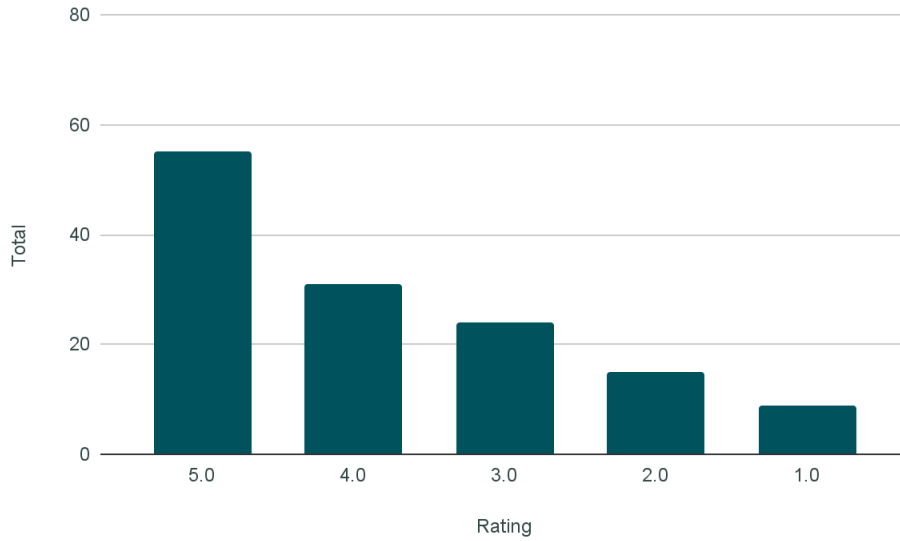
Discounts Within QQHA



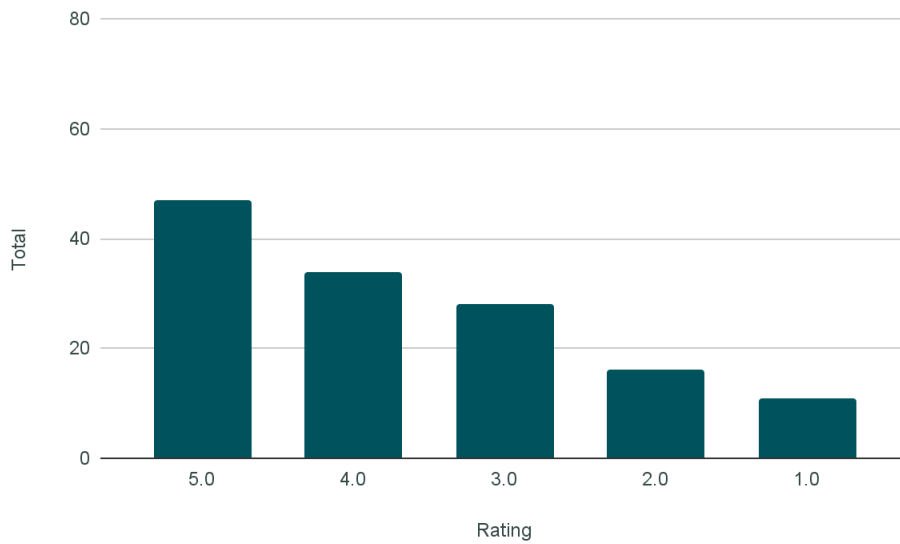
Discounts Outside QQHA



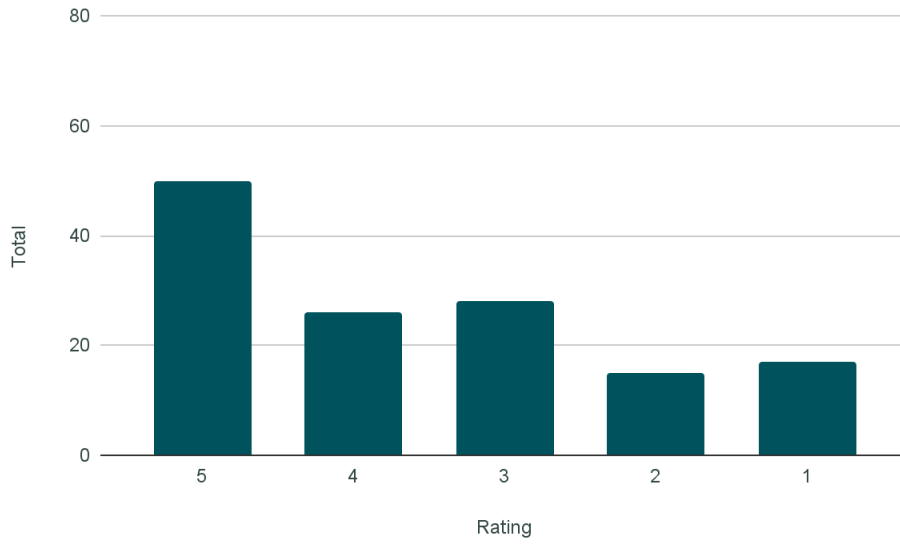
Year End Awards



Provincial Championships

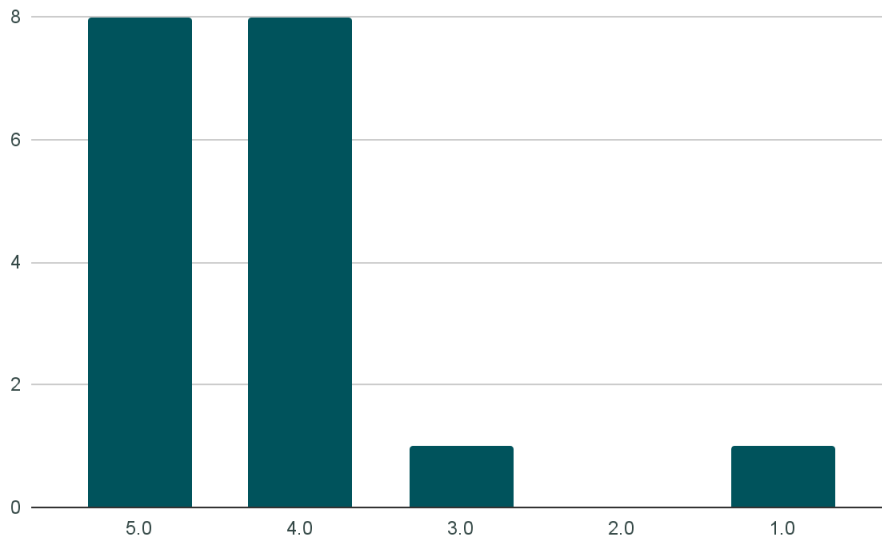


Educational Marketplace/Clinic

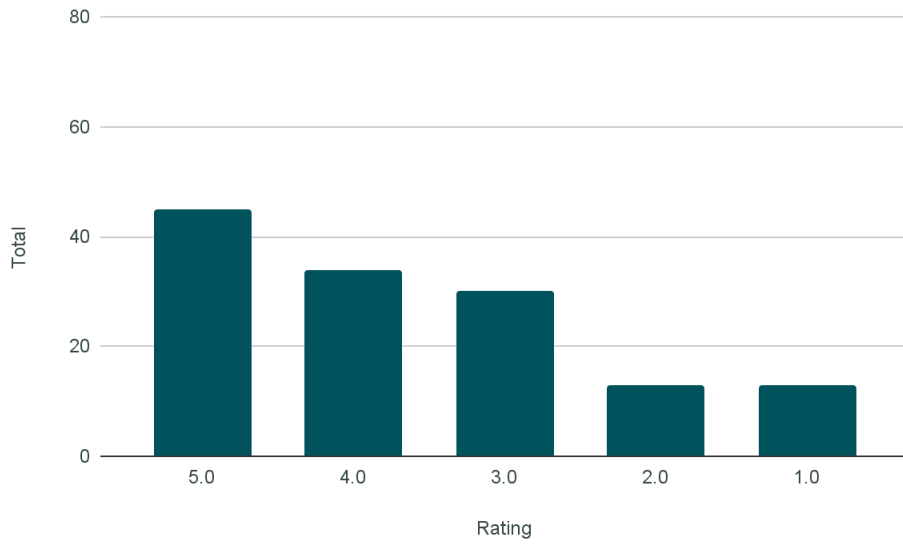


Congress Youth Team

Note: This result has been filtered to relevant stakeholders only, meaning respondents who selected "Youth/Parent of Youth" as a role.



OAQHA Challenge/Non-Pro Challenge Events



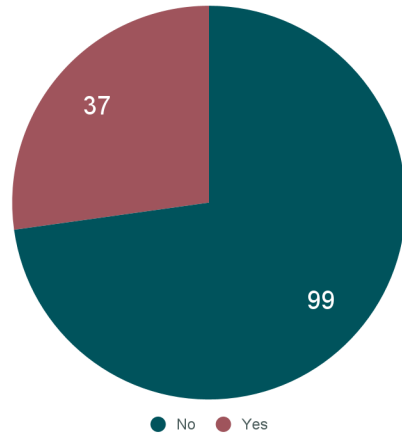
Ideas to Promote Membership Value



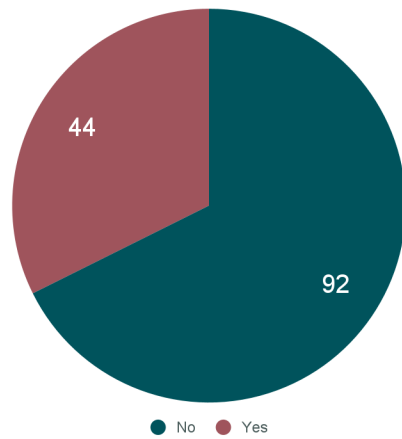
★ Please see [Appendix 1b](#) for comment/text ideas regarding how OQHA can increase membership value moving forward.

Banquet/Year End Awards

As of now, do you plan to attend the OQHA banquet?

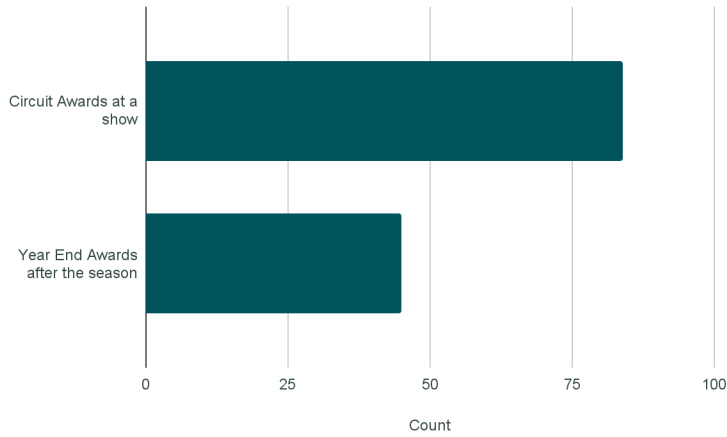


Do you feel a standalone banquet is necessary?

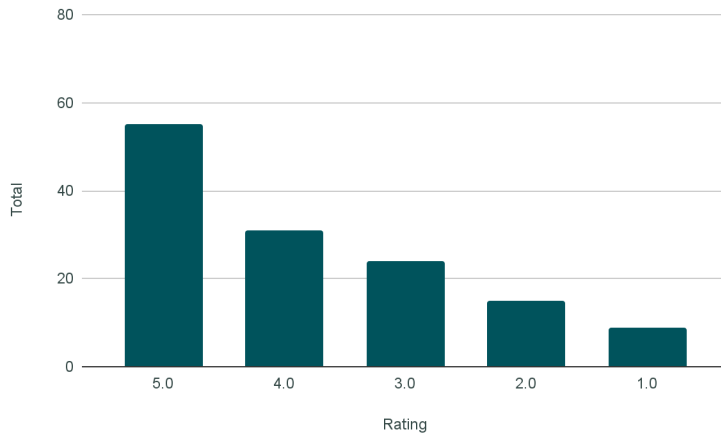


★ Please see [Appendix 2a](#) for comments regarding OQHA Banquet decisions.

Between Circuit Awards at a show and Year End Awards after the season, which do you value more?



Year End Awards - Membership Value Ranking



★ Please see [Appendix 2b](#) for comments regarding thoughts about a standalone banquet and the year end awards program.

Shows

Show Values

Note that in the following chart, the scale is as follows: 1 denotes not important at all, 5 denotes highly important/valuable

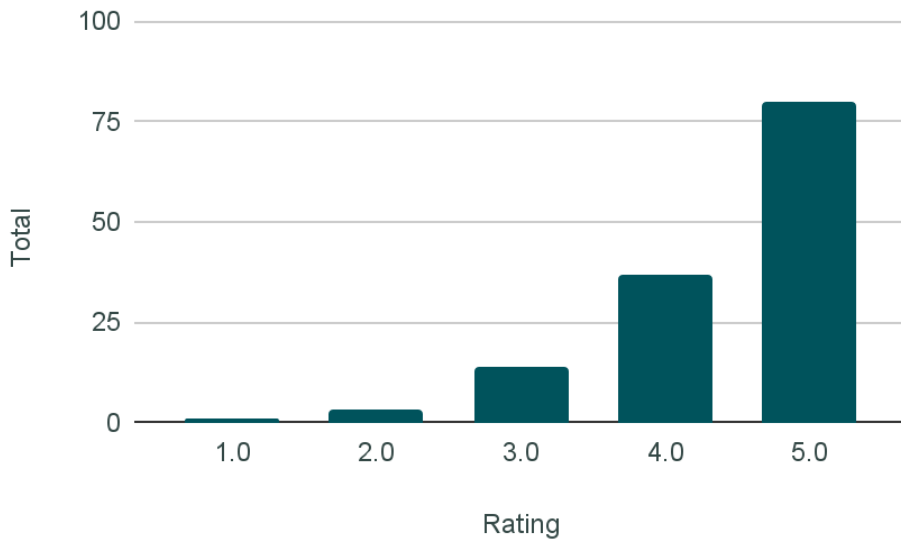
Summary/Average Ratings

The below table is sorted by average ranking, from highest to lowest.

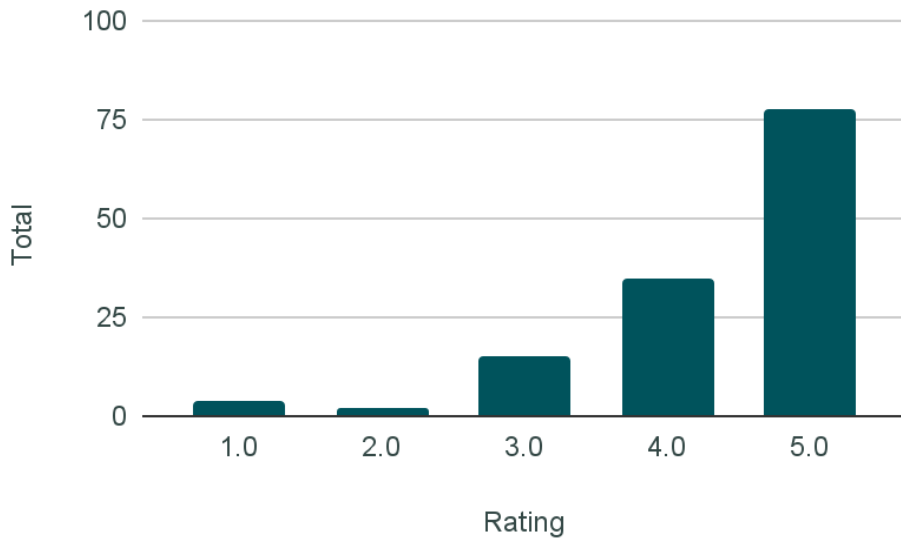
Show Features	Total # 5s (Positive)	Total #1s (Negative)	Avg. Rating
Footing	94	0	4.60
Quality Judges	80	1	4.39
Stalls/Barns	72	1	4.33
Show Management	78	4	4.29
Anticipated Show Size/Class Numbers	48	1	4.03
Location/Distance	50	4	3.87
Added Money	36	7	3.75
Social/Fun Events	32	4	3.68
Circuit Awards	17	12	3.43
NSBA Classes/Sanctioned	34	17	3.40
Points for Year End Awards	24	19	3.25

Rating by Show Feature

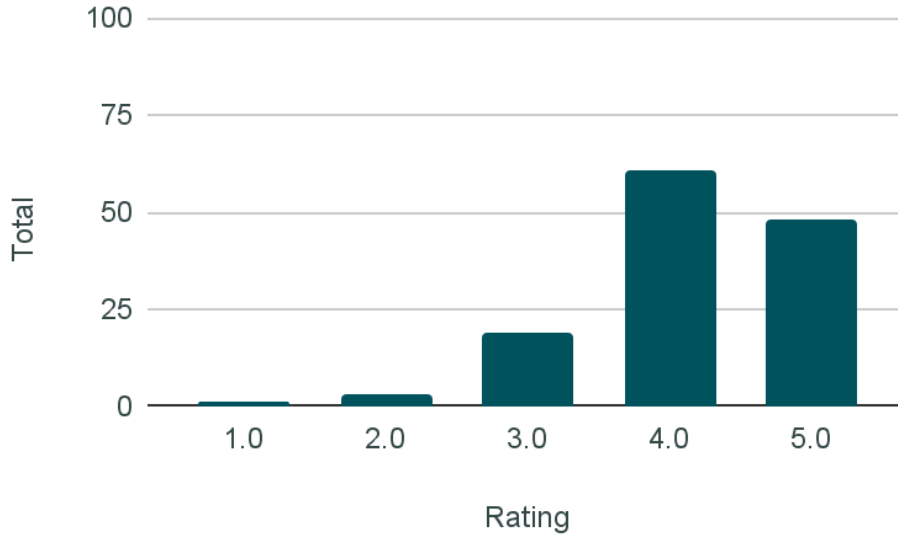
Quality Judges



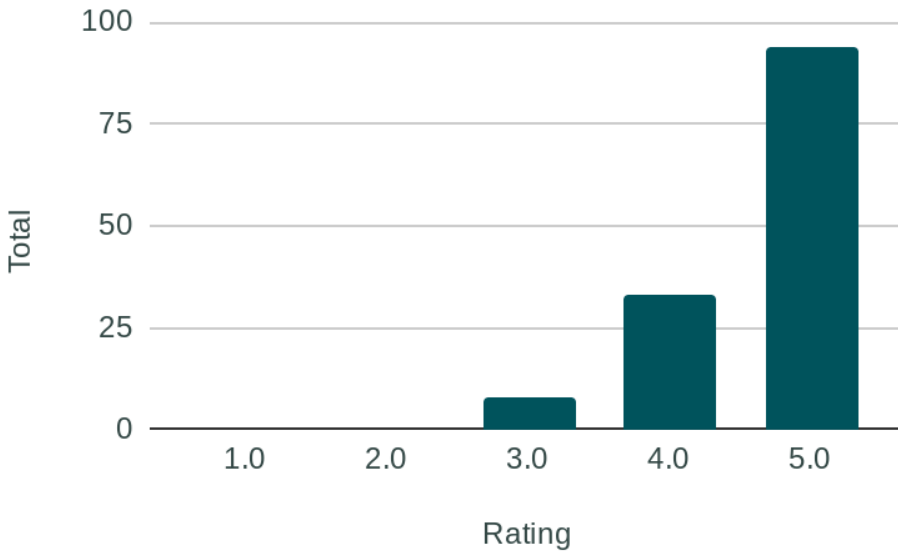
Show Management



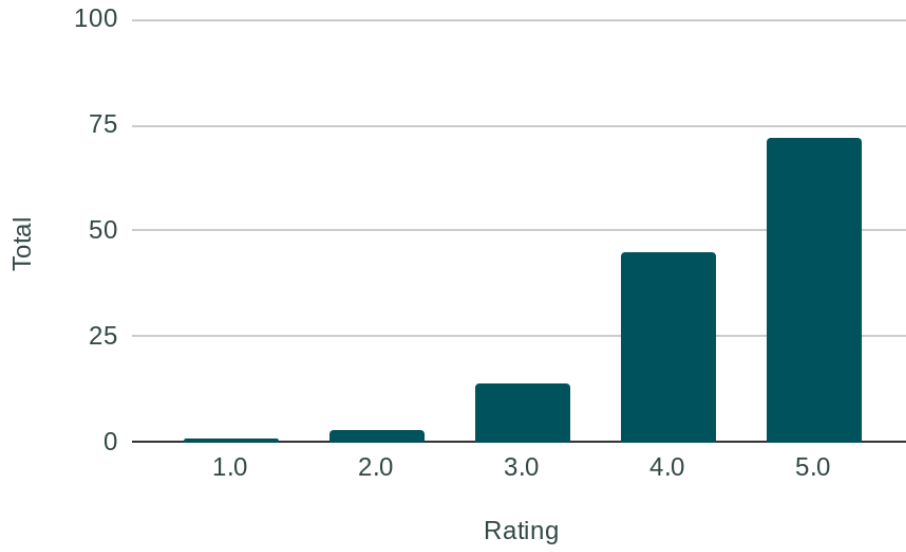
Anticipated Show Size/Class Numbers



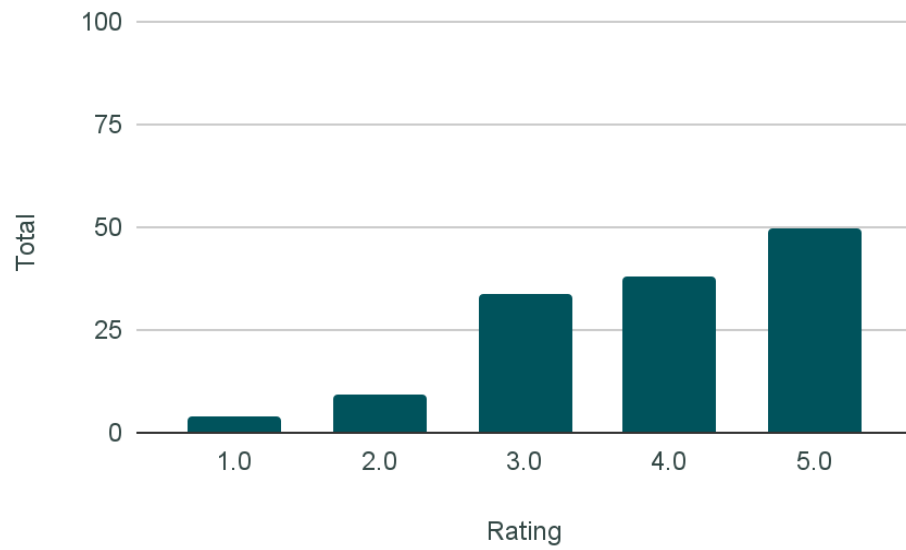
Footing



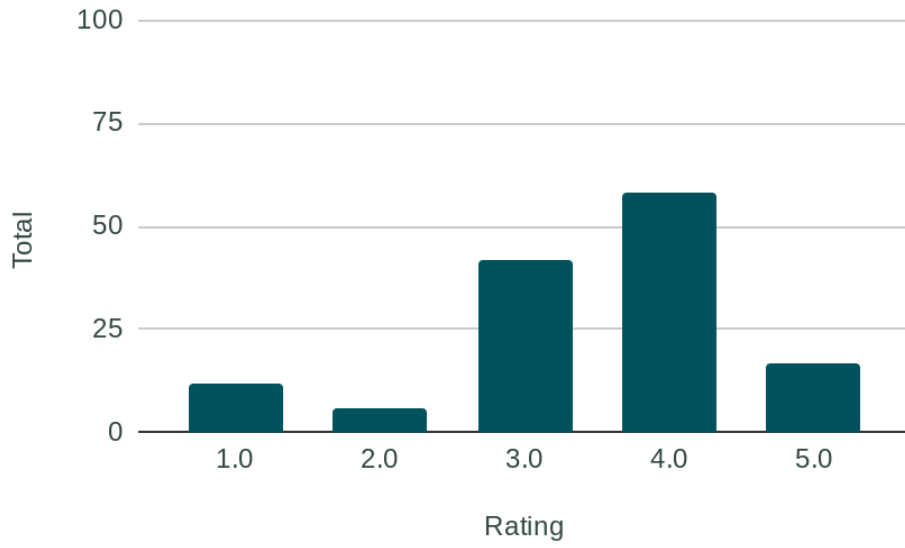
Stalls/Barns



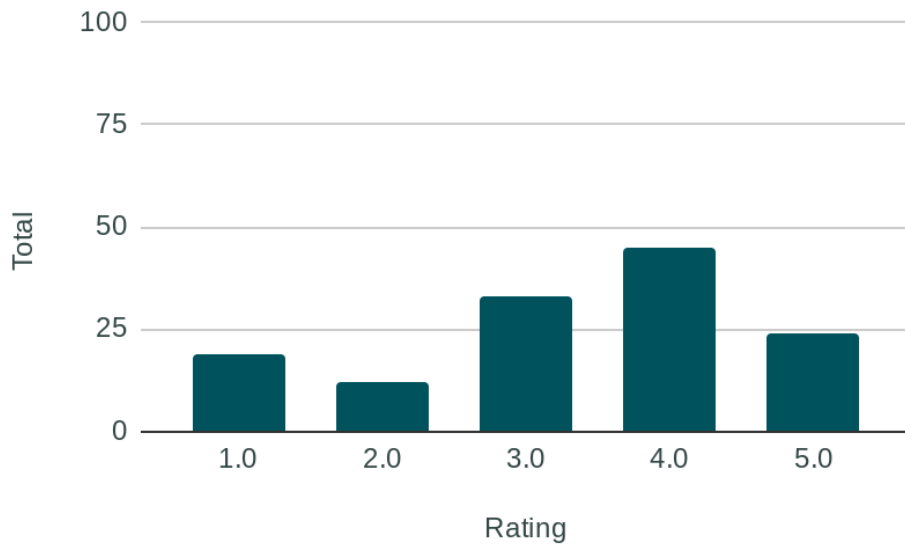
Location/Distance



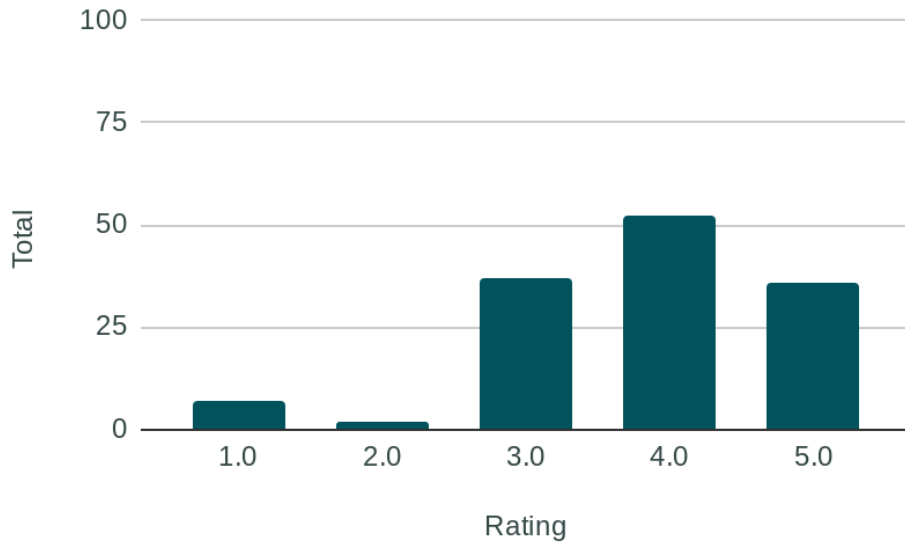
Circuit Awards



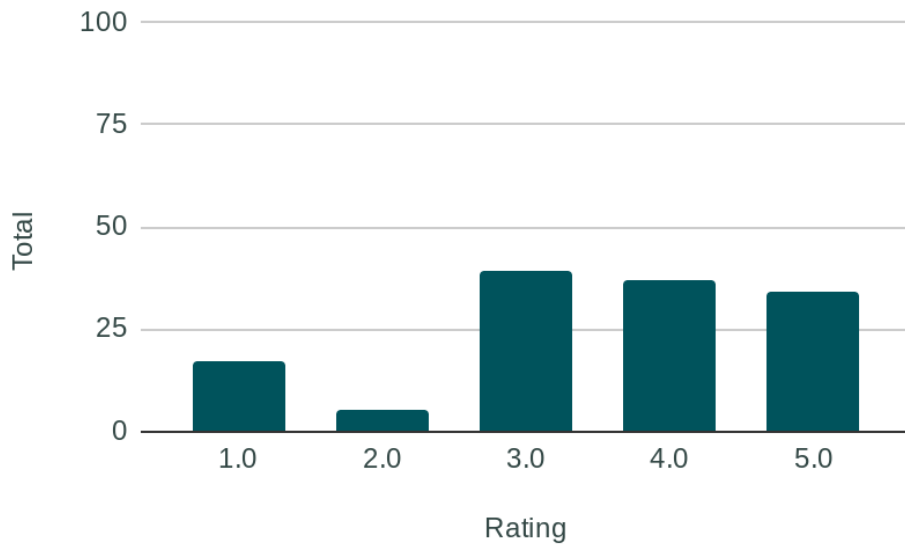
Points for Year End Awards



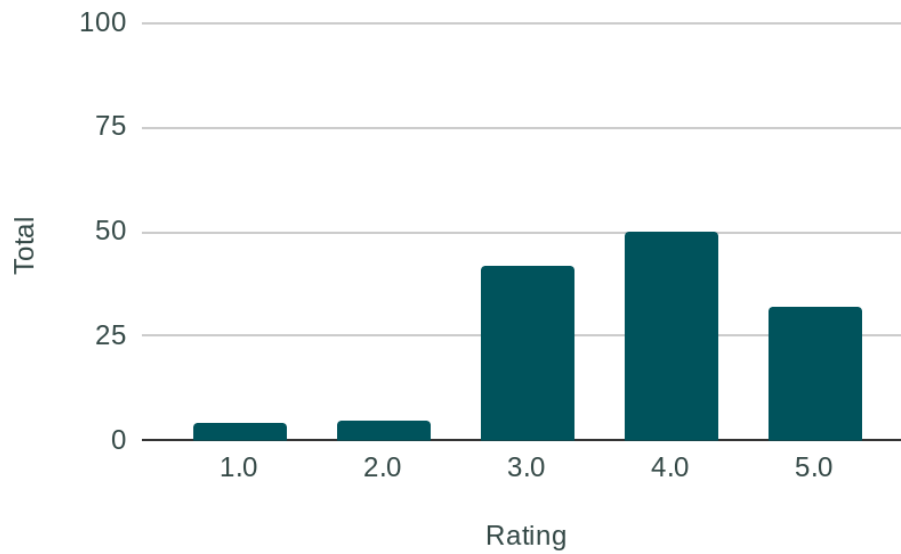
Added Money



NSBA Classes/Sanctioned



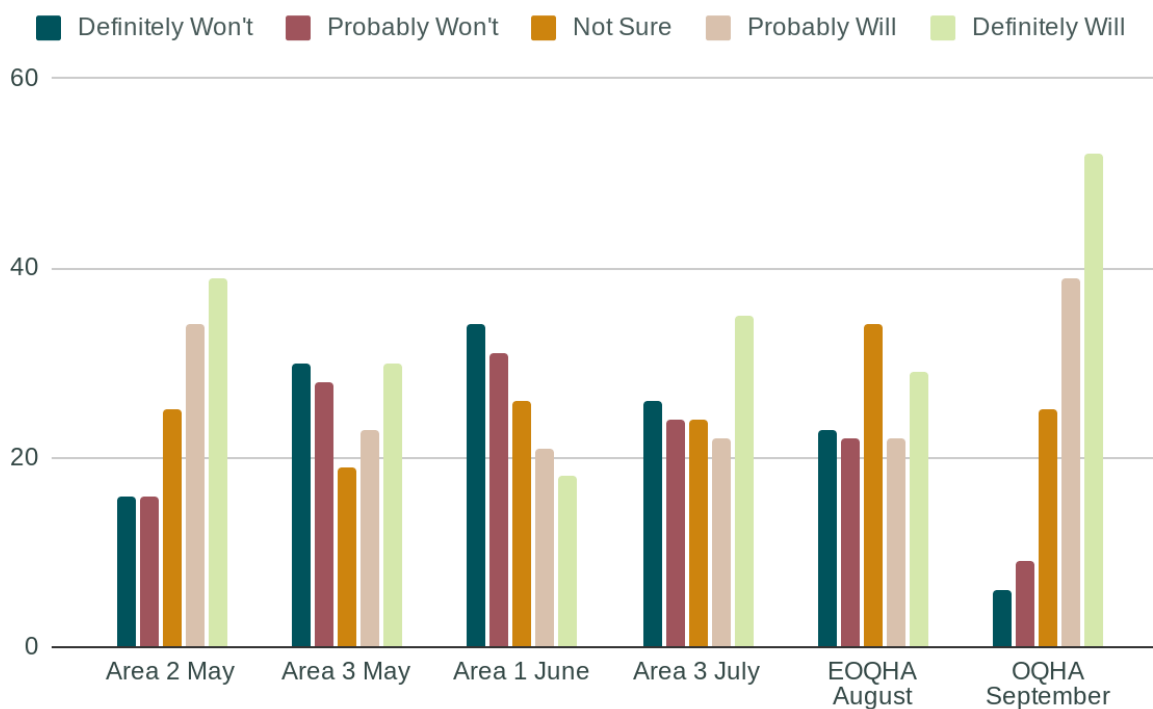
Social/Fun Events



★ Please see [Appendix 3a](#) for text responses/comments regarding decision making about shows.

2023 OQHA Shows

The following shows are scheduled for 2023. As of this moment, how likely are you to attend each?



Reasons Respondents Do Not Attend Shows

★ Please see [Appendix 3b](#) for comments related to reasons that respondents do not attend shows. This section is broken down by show/area for ease of reading.

Reasons Respondents Do Attend Shows

★ Please see [Appendix 3c](#) for comments related to reasons that respondents do attend shows. This section is broken down by show/area for ease of reading.

Ideas to Make Shows Better/Promote Participation

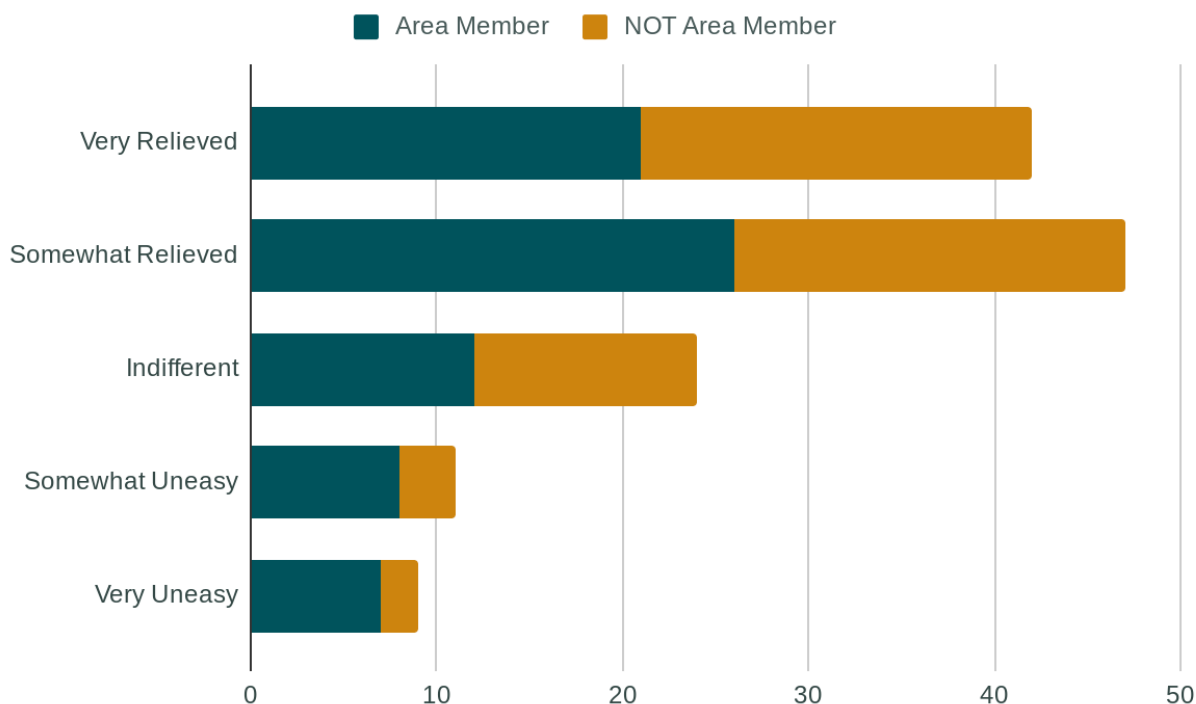


★ Please see [Appendix 3d](#) for text comments outlining tangible text ideas to improve shows & promote participation

★ Please see [Appendix 3e](#) for general text comments/feedback about OQHA shows

Area Clubs/Future of OQHA

How does the thought of Area Promotional Clubs consolidating, and all shows/events/initiatives running under the umbrella of OQHA, make you feel?



Key Benefits of Consolidation

★ Please see [Appendix 4a](#) for text comments regarding benefits of consolidation

Key Risks of Consolidation

★ Please see [Appendix 4b](#) for text comments regarding risks of consolidation

Appendix: Full Text Feedback

Appendix 1: Membership

Appendix 1a: Membership Decision Making

Please describe why you have made the decisions you have about membership for the 2022 year.

Responses from those who were members of both OQHA & their Area Promotional Club

- We like to support our local clubs as well as be eligible for year end awards
- Trying to support our local associations.
- Customers and trying to support
- Planned on showing in affiliated events/ wanted to support organizations
- For year end awards
- For my clients
- To support the club
- Joined OQHA so I could participate in clinic at Carp. Bought Area 3 to support club and be eligible for year end awards.
- I will join for 2023.
- I believe in supporting our local organizations and a ground up approach
- Points awards
- For year end awards and for participation in the CNATT
- support the clubs/associatin and yes, earn points, but not necessarily vying to year end awards.
- I want to support the organization
- Year end points, and ti support the clubs
- To be able to compete and qualify for points and awards.
- I purchased my membership for both because it's a requirement to be on the OQHA board.
As much as I want to support, I find it hard to pay for a membership but not get much value from it since I'm never 'chasing' year end awards.
Over the years I have rarely purchased an Area membership - I hardly knew which Area I lived in, really I've lived in all of Area 2, 3 and 5 in my years showing. My mom and I live in different areas which is sort of weird, and really having grown up in Area 5 (EOQHA) where memberships were open I didn't really understand the restrictive systems of Area 1/2/3.
- I wanted to support the groups that put on the shows I attend.
- Year end awards and club support.
- Wanted to show my young stock
- Habit, to support, year end awards
- In 2022 I attended more shows throughout Ontario than I have in the last 10 years. I believe it's important to support my local area as well as other areas throughout Ontario. We need to support other areas when we can.
- I have always been a member since 1990
- Yes will renew

- Support both my provincial and local clubs
- I joined OQHA because I wanted to have the chance to win a year end award. It is nice to have something to show for at the end of the year for your accomplishments. I personally can't afford to show at the Congress every year so it is nice to have a year end award as a goal to work towards.
- Supporting organizations and point collection for clients
- Someone else did it for me
- I am a member for points
- To try to keep quarter horse shows going
- I feel it's important to support each "club" that you ride with in their efforts to provide sustainable shows.
- To keep my reserve number and to support the organization
- Wanted to support both the oqha and local affiliate
- I have a 3yr old
- Required to show and for our clients to earn points.
- I'd like to support my local club with this source of revenue, I became an Ontario member again this year as I believed, I was require two to compete in the Canadian amateur competition that was held this year
- Showing for points and awards, I feel that is all I really get out of having a membership, after spending much money to show, my thinking is , " well if I do good enough at least I might get something in the end "
- Next yr will be OQHA membership and not area club.
- I think it's a way to support your area as well as if your going to show might as well collect points for possible year end awards.
- Suppose my area
- I would like to support the clubs that ate hosting show.
- Support the oqha association, year end awards
- It helps support the associations.
- Budget
- We like to support and attend both OQHA shows and our Area 1 shows. I have been an Area 1 board member for many years and volunteer at the shows.
- It is important to support organizations responsible for making the shows happen.
- I believe in supporting the association
- Like to support the area's and OQHA everything helps

Responses from those who were a member of OQHA but not their Area Promotional Club

- I am a life member
- Local Area Association has minimal value to offer.
- I will always want to support our QH provincial industry as a coach of competitors in several areas and as a judge. I owe so much to OQHA - the focus of my vocation for over 20 years as a coach and trainer Not actively competing so not a member of promotional club. With over 10 annual memberships to renew I've opted out of Promotional club membership.
- Forgot to renew my area membership until it was too late in the season.
- I purchased an OQHA membership so I could vote at the AGM and to participate in leadership programs initially
- I purchased my OQHA membership at the first show for the year end awards, as well as hopefully qualifying for the OQHA challenge classes with my horse.
I did not purchase a membership for any specific club as I did not feel I would show to enough of the shows to justify the membership.

- I have been an Ontario member for most of my life as I believe it is important to support our local affiliate. I have not been an area member since moving away from my family as in recent years me and my daughter were showing their horses and couldn't collect area points since we were from different areas.
- My trainer did not want to show at the Area 3 shows so I did not purchase a membership
- To be able to show as an Ontario member
- To support
- I don't typically show in Ontario but decided to go to the fall finale show and got a membership there should I could compete in the championship.
- I am a life member of OQHA but haven't joined my area as I am not currently showing.
- Yes

Responses from those who were a member of their Area Promotional Club but not OQHA

- Was not competing enough last year but plan on attending more shows in 2023
- I only show in Area 3 as other Areas are a bit out of my driving comfort zone
- I only show in my Area and like to collect points there for year end awards but can't contend for year end OQHA.
- I normally buy an Ontario membership, but due to a disorganized schedule, I forgot to and did not think I would qualify for year-end awards. I think it is important to buy memberships to support the clubs, so I will buy a membership next year.
- no value in it as travel and show fees make hauling for year end awards impossible. There's no feeling of community at the shows. Everybody stays in their barn or traveling groups. The small individuals who is just there to show is invisible to the Ontario show folks.
- To work towards an Area 3 year end award
- Was my first time showing in a long time.
- I'm not showing, but stayed involved with the Area 1 board.
- Forgot to send in renewal
- Past issues with decisions of the OQHA board that have not been reconciled.
- Value/expense
- Only show in my area

Responses from those who were not a member of OQHA nor their Area Promotional Club

- Limited showing this year. I will be an OQHA member again.
I see very little value in area promotional clubs.
- I haven't held a membership in many years. Life circumstances. We moved to barrel racing and OQHA no longer offers speed events. Which makes qualifying for the aqha world show within Ontario next to impossible
- Would like to buy online. Did not have plans to show in 2022.
- No mature horse to show and no longe line classes for yearlings
- Extra expense,
Not going after year end high points,
Only show a couple shows a year
- I did not get to show in 2022, but I plan on showing in 2023
- covid
- I knew my clients wouldn't be showing very often at the OQHA level and I wasn't concerned about points. I plan to join 2023.
- My horse is in training in MI and wasn't broke enough to show this year.
- Due to the expense of showing I decided not to pay for the memberships.

- Showed only ORHA and OPHA shows because they have a better selection of ranch and reining classes.
- Didn't have a horse to show in 2022
- No value.
- Young horse. Only showed the last show of the year
- I am an AQHA member, however, I was not aware that we had a quarter horse association here in Ontario until now!
- Not showing anymore
- Now only show local All Breed club shows
- I don't show a full circuit in ON so don't bother getting memberships to go towards year end awards.
- I don't currently own a horse that I am showing
- Unfortunately, I am a Ranch Rider. The fees have gotten so high in order to show in one class, on one day, usually, that it's become more affordable to show with the Northeastern Reined Cow Horse Alliance. If you were to add, Working Western Rail and Ranch Trail as a division, on one day, I wouldn't need a stall for the whole weekend, and you could sell it twice!
- I was new to AQHA showing in 2021. Due to a shortened show season in 2021, and a new green horse in 2022, I've only attended 2 OQHA shows in the past 2 years. I plan to attend several OQHA shows in the 2023 season, so I would purchase a membership for that year.
- Not applicable for my involvement
- Moved provinces. Will be showing oqha in 2023
- Not showing enough in Ontario in 2022
- I haven't shown QH in many years, due to a break to raise my family, and then having a Paint, and then getting into reining.
- I had a newborn baby at home this year, I plan to be a member and show again next year.
- No horse to show in 2022
- My horse sustained an injury and i thought showing was over
- The classes I participate in were eliminated or had very low entries
- Im not good enough for year end awards and thst seems to be the only benefit to having a membership.
- Havent had show horse. Just starting to get back with new horse.
- Unable to attend the shows out of my area. Multiple memberships very expensive.
- Illness
- Had decided to show outside of Ontario and did not need a membership for either OQHA nor Area membership.
- Only able to attend a few OQHA shows this year, therefore not likely to win year end award. Do not feel there is value in purchasing a membership.
- didnt show in 2022, my husband passed. I am a member for 2023
- I couldn't afford to show, so there was no point in me getting a membership.
- Not showing last year. Plan to show in 2023.
- My customers are members . Last year i was membership poor & i wasn't going for year end awards .

Appendix 1b: Ideas to Increase Membership Value

Do you have any ideas as to how we can increase membership value moving forward?

- Loved the Challenge classes this year!
More clinics/ other non-traditional classes that might attract new people (reining, ranch classes for beginners?)
- Make it a more welcoming environment.
The club feels more like a dictatorship than a brotherhood.
Supporting one another is so important when our community is depleting.
- A more supportive environment, encouraging all, discipline committee seems to run the club
- Increase added prize money. Why is Area 3 the only area to be able to “afford” banquet, prizes etc ?
- Combine the shows so that we are all buying the same membership and not having to choose which memberships to buy
- I think we need to focus on our youth and continue to support those riders they are our future or the club. Continuing to offer an all-in fee I think that really helps families with multiple riders.
Focusing funds on finding appropriate and well equipped venues to host show vs the prizes/ awards
A good venue makes the entire show experience a lot better
- Creating goals for your participants within the association is important, continue offering learning opportunities. Keeping things affordable for members. Making show locations accessible for everyone.
- Free clinics, affordable fees, payback
- More educational events.
- Potential to partner with NBHA Canada or co-sanction to allow for points on our AQHA horses. To have the possibility to attend aqha world show would be fantastic.
- Announce placing while class is in ring.
- Offer insurance to compete with Ontario Equestrian. Use any commissions towards promoting quarter horses in Ontario. This may need to be a Canadian Quarter Horse program.
- Create all breed circuits. Bring back a large winter indoor show.
- Try to seem less intimidating to prospective new members while maintaining a high level of competition
- More payback, prizes at each show
- be more welcoming to new members, it is very intimidating for some young people or people starting out in showing at this level. Have a small welcoming committee to greet people and ask them if they can help them out in any way, such as how to enter classes, a tour of the show grounds, talk to them about show etiquette, and introduce them to fellow competitors. A friendly smile goes a long way and word of mouth is the best advertisement to promote an event.
- Combine clubs to generate larger class sizes. Have shows held once a month at Ancaster or Palgrave.
- Not sure
- I think expanding the non-pro challenge events is a good idea, we need classes for people to get excited about. When there is more on the line, such as added money, it makes people want to take it more seriously, and also gives some excitement to the show. My best show memories in Ontario are from competing in NSBA-added money classes. I liked the idea of spreading the money around at the Summer Finale show last year, but I think it would have been better served

to add a larger pot to select classes (similar to previous Summer Finale shows). I also think having an event for the youth to compete on their own for extra money would be good, maybe a 250 youth horsemanship? I think that running just normal pointed shows, with no specialty classes is harder to get people to go. No one is really going for world qualifications anymore, I think Carp does a good job of this, they had added money classes (with 2 go-rounds, perfect).

- Rookie classes again or some type of all breed class to include new people just starting out
- nope sorry
- showing horses has become very expensive, partially because of participants demands for services and therefore the venue required.

judge costs are high and mostly governed by AQHA but need to be looked at carefully.

Drug testing is a fee that I would like to see eliminated if possible.

I think it is important that OQHA in no way impede any entity that wishes to put on a show with the approval process and or costs

- Promote kindness, fairness add promote a sense of community. Remember it's not an even playing field.
- More sponsorship money going into the classes at the amateur level.
- Why should membership be a requirement to show or participate. Aqha membership is already required. A separate membership provides a biases to those who maybe cant afford one more fee.
- Unless you plan to compete for Year-end Awards, there is no value.....
- It needs to be about more than year end awards.

There are a lot of initiatives we can come up with to create value for our members, which don't need to cost \$ for the club.

Access to discounts is great - if I can do the math on what I'll save, a membership becomes more worthwhile.

Provincial Championships is one way to make the point standings relevant to a greater number of people. Since year end awards currently only serve the Champion/Reserve, you often have people thinking ""I don't have the budget/vacation time to get to every show, therefore I don't stand a chance and don't see a point in having a membership."" We need to make accumulating points fun for more than just those who can go to every show. If the Top 10 in each division qualify for Championships, suddenly you've got a much bigger audience invested in the points and battling it out - because that's feasible even if you can't make it to every circuit. That way more people will feel compelled to buy a membership and try, as opposed to feeling defeated before the season even begins.

- Clinics, access to resources for increasing knowledge of disciplines that the breed excels in (all of them - they are so versatile), training methods, etc.
 - Follow through on promises. Gift cards are not awards.
 - Offer all breed classes to bring back old members that found AQHA too expensive
 - Another hard copy magazine with membership such as Canadian Horse Journal?
 - Provincial Championship classes should offer classes for us breeders instead of having to go state side
 - Only needing one central membership. Not paying for OQHA and each of the areas
 - broaden the base of OQHA sanctioned events - you can still approve an non AQHA event ie OBRA ORHA etc as long as they are showing registered QH's and are OQHA members they could qualify for OQHA programs
 - Please see previous comments.
 - We shouldn't of deceased the days pre show
 - Priority to attend and/or discount for clinics and shows
- Prize money specifically for members

- Keep up with clinics and fun events like the non pro challenge for OQHA members. Maybe to random member prizes at shows? Maybe celebrate top 5 instead of top 2? Make people feel more appreciated for their placings.
- Have shorter length shows
- Good Question. I that fees and costs have increased so much that it likely scares any new people from joining. Not sure how to fix that as the costs to hold the shows for OQHA have increased too.
- I've always felt that you can't make anything better by making it cheaper. Exhibitors will respond positively to a well run event at a comfortable facility.
- Market Ontario Shows to the boarder area associations provide incetives for them to show in our area maybe be able to work out agreemets that we go there as well
- Give the industry a chance to get back on its feet after the Covid shut down.
Donate your time or sponsorship.
- You could offer a reduced rate for families who show the same horse. It is expensive for both me and my mom to be OQHA members and we both show the same horse. She has considered not joining OQHA because of the cost and she wanted to put the money towards showing instead and the only benefit she was seeing was year end awards. If there was a reduced rate for a second membership you might encourage more people to join.
- The above ideas are great! Keep adding value to members.
- Non-show events such as an annual trail ride. I believe you have done this in the past?
- The Rider continues to be delivered to me, although I haven't had a membership in a couple of years. I suspect that the membership list is not updated with The Rider.
- Have everything organized before move in
Have more fun classes and money classes bring back the spirit to the shows as AQHA has Stripped us of all incentive programs now we just pay through the nose for nothing.
Fresh new faces and innovation on the board as we know this sport is very expensive we do not want crabby people running things We Have Trainers leaving Members retiring not many youth coming up
- Offer more nsba, money back classes
Offer packages to members and non members thst support all ontario shows (similar to what Michigan offers)
- Membership value is a difficult topic, with many other sports you do not have to have additional memberships to be offered the same or similar experiences and/ or benefits.
Membership I find to not be what it used to be in the sense that year end awards and banquets are not celebrated the same and for that I feel as though people are shying away from membership.
I think it is also a challenge to show enough shows to justify the membership, which is different to all competitors.
Unfortunately no I do not have any ideas at this time.
- I feel that the 2022 season in Ontario (inclusive of regional clubs) was an excellent example of what can be made available and if that trend continues than momentum moving forward will follow.
- If you could offer something yo people who aren't going get year end awards or be good enough to go in the challenge classes. I loved watching the challenge classes but wouldn't be anle to show in it so being a member isnt necessary. Unless you are in the top 5 at every show the membership does nothing for you.
- Create a welcoming atmosphere when arriving at shows.
- As it stands, being an OQHA member appears to only have the potential for negative impact. Unfortunately, it's a challenge to exclude non-members as well, so that only members receive

benefits of “member perks” at the horse show. The issue is, there isn’t always someone representing OQHA to uphold OQHA standard/rules/policies. As a non-member, I have zero risk of having my name plastered across a publication. I can go to a show, and just enjoy showing. Having a trophy or a buckle at the end of the season isn’t worth the hassle.

- Draw for all members - winner gets a free pass which would include a free stall, free shavings and free hookup for the summer finale show. I am hoping to convince the board of EOQHA to do something similar.
- Circuit awards. Economic situation makes it financially difficult to attend enough shows to compete for year end awards
- Try to find a way to make shows more affordable for average QH owner. Triple judged shows are very expensive. Have more random prize draws. So many people show and support the shows but same people generally win the circuit awards etc. good for them but nice to have something for the rest of the people.
- Make shows fun!
Run classes effectively so there is time for fun events. Involve the youth.
Make incentives for youth exhibitors.
I would also suggest a all in year fee like Michigan QH does. Then people will attend more shows. But that requires the areas getting on board. So I don’t know if that is possible. Personally I think the areas needs to be done. It’s an essential part of moving forward in my opinion.
- Maybe people forget? Or think they have? Is it possible to have it done at first show in office maybe would get more? Maybe that’s already being done
- Stop the bullying
- I think the lack of recognition for class winners, especially at the entry level could deter new people from coming. Generally a more welcoming atmosphere starting at the show management level and including exhibitors themselves may be helpful.
If the shows could be less expensive that would help but im not sure how feasible that is unless we find a lots of sponsorship money.
- Create an atmosphere that is more welcoming to existing and new members. Offer an actual Show Management team to work the shows. Show days are way too long with far too many redundant classes.
Class winners need to be recognized. Parents and family spend far too much money to not have the person recognized as a class winner.
- Include something concrete that everyone can get out of a membership. Doesn’t have to be big, maybe some sort of oqha swag with a membership i.e. hat, or a set of exhibitor numbers, a 10\$ off coupon, an entry into a draw for a free stall at a show.
- need to have something of value for members. Pay back etc, bring on other breeds like NSBA. With rising cost everywhere people are looking to save wherever possible.
- Nothing
- I believe OQHA needs to offer those members with more then just a year end award. Unfortunately only a handful of members benefit from the awards.
- I think it should all be under 1 pot not under several different ones. Could still have different areas but everything goes under one branch.
- The Provincial Championships is a good idea. Clinics like the one at Carp are great.
- Discounts even as little as \$5 for stalls hookups makes it feel like you’re getting more for your money.
- For my customers its valuable, but for me not so much
- Year end awards were always a incentive for me and the banquet getting everyone together to enjoy a dinner and dance

Appendix 2: Banquet/Year-End Awards

Appendix 2a: Banquet Comments

As of now, do you plan to attend the OQHA banquet? Why/why not

Responses from individuals who plan to attend

- Should be close to the end of the current show season / year
- Depending if I have clients wanting to attend
- It is a time to socialize and recognize members placing
- It is an opportunity to interact and network with other members in a leisurely environment without the pressure of having to prepare to show or take care of your horses.
- Awards.
- For year end awards and to see friends
- I enjoy seeing people that I haven't seen for a few months
- Not sure if I will attend, but it would be for social time. It is difficult to get away from home at the present time for me.
- Good social event for the winter
- I have never been to a banquet but I have heard from other people who have attended in previous years that the ceremony part is long and the social aspect, entertainment is very limited with time restraints. ie too much talking
- To collect award
- To support OQHA membership.
- Unsure at the moment but probably yes. It is expensive and can be long but it's nice to see people and a good excuse to dress up.
- Yes, I have won some things.
- Will depend on the date of course
- It is so nice to see and celebrate with people from the horse shows in the off season. Since we stop showing at the end of August and start again in May, it is nice to celebrate the previous year and catch up at people at the banquet. I also think the banquet when attached to the AGM encourages people to come to the AGM which we need. We could instead of having a more formal dinner banquet instead do a brunch instead which might help with the cost and people wouldn't have to dress up as much.
- To have a night out!!
- See people/awards
- I think it is important to attend and recognize the competitors that achieved goals/ awards this year as well it's a great opportunity to get together and enjoy with fellow competitors and excitement for the upcoming season!
- "The annual banquet has significant value, in my opinion. Connection with our peers and horse showing community during the off season is wonderful and taking the opportunity to celebrate everyone's achievements as a group, in a fun and supportive environment matters.
- Celebrating together and establishing/maintaining relationships only serves to build strength and community.
- Encouraging and maintaining OQHA's sense of community in and out of the arena has significant value."

- To collect my daughter's awards for the year. However, I would be just as happy to collect them at a show.
- Really enjoy the networking at the banquet. Feel it needs its own venue as handing out at show makes it feel less important.
- "I don't know enough about it. When it is?"
- I do think doing one at a horse show is a good idea this year. It's a transitional year after covid. And I believe more people will attend if it's at a shows"
- Not
- I think it's a nice way to visit and see everyone outside of a show environment and people who have won awards can be recognized
- Enjoy the chance to meet with our horse friends during the "off season"
- Because I am receiving year end awards
- Unsure. Yes if barn goes

Responses from individuals who do not plan to attend

- The last banquet we attended was just a joy!! Being shunned and unaware!!
- Not in the cards for this year but hoping to attend in 2023
- Currently not a member
- not receiving any year end awards
- Not sure as we live farther away
- I love the idea of having the banquet at the show.
- Live too far away
- Didn't compete in enough OQHA events. Haven't once checked the point standings for 2022.
- Not a current member
- I live in NW Ontario too far away
- Not involved and winter travel is tricky
- Did not show 2022
- Its too far away
- I didn't qualify for year-end awards.
- Cost versus I don't have any clients going or winning awards
- No, because I am not at all invested in the past show season
- Did not show OQHA this season
- Location too far from eastern Ontario
- same as above.
- Once again for what purpose. The breeding, training and coaching aspect of Ontario's industry is not the focal point of the banquets. Banquets are meant to share accomplishments, build desire to achieve those success and promote the foundational elements of the horse industry. Lastly the focus of banquet location is always in the same area. A large expense for those travelling from other areas of Ontario.
- Time of year and no reason to attend.
- I didn't win anything, and time is sparse!
- It's usually in the winter when you can't predict the weather and I do not think it's worth the money. It's not just the banquet ticket, depending where it's held you might have to get a hotel room which is added cost.
- Have not participated in any OQHA events to date.
- On vacation every January
- I won't be receiving any awards this year
- Not actively showing
- Didn't get a membership, no need to go

- I will for 2023
- I haven't been showing so no value for me to attend
- No. I did not win an award so I will not attend. I have attended in the past. 2010 and 2011. My experience in 2010 was great. At the 2011 people were rude and disrespectful when the oqha queen was speaking. Felt bad for her.
- I only attended the summer Finale.
- Can be an expensive weekend to attend
- N/A
- Depends where it is.
- If i was a member, I'd attend the banquet.
- I believe in this current time a banquet is too grand an affair and a ceremony at a show would be better
- Only if I am going to win an award.
- The banquet seems to be primarily for those who have received a year-end award.
- Not accepting awards that I'm aware of
- Have not given it any thought
- No reason too
- The timing is bad to attend based on geography and weather. (Too far away to travel in the middle of winter). Notwithstanding the timing, unfortunately OQHA's past board made unfounded decisions to exclude a member very close to me, and have never made amends for that decision.
- We are not receiving any year end awards.
- To much money
- Depending on the date of the banquet I may be in Florida. Gas and hotel cost also makes this an expensive weekend. I would rather put that money towards a horse show.
- Too far and expensive (ticket,gas,hotel,pet arrangements)
- Winter travel undesirable.
- I only attend when I win year end awards.
- Not getting award
- It's usually held at a time of year that it makes it difficult to travel down south in bad weather not to mention, were usually on a family vacation then
- it would depend , date and place at this time
- I only showed 1 show this year. It's been many years since I attended and I didn't find the last one I went to very much fun. Few people came, food was not great and everyone left early.
- I am not winning any awards so will not attend. I dont find that the banquets are very fun so would only attend to pick up an award.
- Location
- No interest.
- Undecided.
- To far
- I've never been and know no one there.
- I did not show last year.
- I didn't win anything so no need to go
- I really enjoy the banquet and might plan on attending, I really like attending but I did not show this year because of health issues so I have no awards poor me . It's not so bad but I would for sure attend if I had a award I really enjoy the banquets so fun
- Too far

Do you feel a standalone banquet is necessary? Why/Why not?

Responses from individuals who feel it is necessary

- Waiting until the new year is too late
- It should be a time of recognition and celebration.
- Should be if people feel welcomed
- I think it's a great way to recognize the accomplishments people have made over the season, the shows and announcements go by so quickly its hard to keep track of and congratulate those who have put the work in.
- Allows to socialize . If it is done at show , there are horses to look after. Stand-alone is just a fun time.
- It is beneficial to have these kind of events to promote common purpose and community within the association.
- It should be at the end of year, means more, better weather.
- For the masses I believe people like to socialize at a year end event.
- Same question twice?
- Should be closer to the final year end. Nice to reflect and support others
- Im unsure
- For recognition for encouragement to continue showing. My kids are winning awards for the first time and it's exciting to receive those at a banquet
- To highlight everyone's achievements
- I do think it's important to recognize the accomplishments of those that have shown. Year end awards are a great goal for many. Plus it gives the community a chance to visit and reconnect during the winter months.
- Yes, to celebrate OQHA riders and volunteers.
- Even though not well attended, necessary for exhibitors to be recognized for their achievements
- I feel it is necessary to provide recognition to those who have worked so hard to achive these titles.
- I think it allows proper recognition and allows people to hang out in the off season.
- It is nice to get many members from all over to meet in one place a get together. I know that winter driving can make it difficult for some people. Maybe look at a date in November instead of Jan/Feb?
- Its also something we look forward to. Spending time with our friends and seeing our friends as we all live apart.
- I feel the banquet and presentation of awards is so important because it becomes a goal for exhibitors to receive that recognition. It's a great opportunity for social media sharing and it makes up in a small way for our inability to take the time to recognize class winners in the show ring.
- I think in conjunction with the first event of the year might be a great way to have more participation
- Yes we already don't present awards in the ring at the shows, we should not lose the prestige of having your achievement honoured in a banquet.
- I do, particularly if the Areas are no more and there is only the OQ banquet. There should be some recognition for those who have worked hard to achieve an award in Ontario. An award presented at a show just doesn't seem to have the same sense of recognition.
- If you have won an award its a nice way to be recognized.
- Tradition
- Recognition

- Seeing members/friends outside of shows
- Could combine with others or paints etc.
- Here's the issue as I see it; no one gets to enjoy a victory any more. We have made success in the showpen a secondary/passing event. So people work hard, show their horse and receive no recognition for it in front of their peers. So there needs to be a moment for people to show what they have done.
- Just a nice way to finish the season many series have a banquet. Nice to acknowledge everyone's hard work
- I think it is important to encourage fellowship and inclusion for members. Keeping a family like involvement and a sense of belonging
- Yes - people want and need to be recognized for their achievements and efforts throughout the show year.
- To recognize winners, a good social event for members.
Members are not recognized in the ring for achievements so important to do something for them.
- Keeps the awards as something important to strive for
- I think people need to be recognized for their hard work and achievements throughout the year. How can you do this at a show when awards may not be finalized until after the show.
- People like to receive awards for their hard work

Responses from individuals who do not feel it is necessary

- I think that ALL areas should combine and have just the OQHA banquet and trophy, prize presentations
- All areas/ OQHA can share a banquet
- We live far. It's not always easy for us to get to these things, especially in the off season with risks of weather change etc. I think having a fun night at the shows would be ideal and also help to give your new comers an idea of what they can work towards if they attend the banquet at the show as well.
- Difficult for some members to attend
- In my opinion there should be no more area clubs and 1 meaningful year end OQHA banquet.
- I would suspect driving may be a concern.
- I feel it is nice, those who are receiving an award is recognized by the whole
- I am not sure on this.
- not necessarily, it has to break even financially
- No because its so expensive to go for, in my experience, isnt a very good meal for the price.
- The more the marrier
- Just haven't shown enough in the past few years to have an opinion
- Again you make it prohibitive for many.
- Too costly for attendees and for the Association to host
- No, but I do feel recognition is. I think we should stop putting resources into a standalone banquet, but get creative as to how we can better recognize the achievements of our members. The banquet wasn't doing its job anymore, it became mundane. We need to create more buzz about achievements. All this said, my biggest fear is that we cancel the banquet and don't do anything else for recognition. It just becomes as if one more thing was taken away. Recognition and emotional connection needs to be top of mind, and the resources (time & money) that were put into the banquet need to be allocated to a new initiative around recognition of some sort.
- It has great value to those winning awards and is a special moment. However, these are the minority and might not be worth the expense. Combining awards with the AGM might be a more economical way to go.
- I rarely go as it is

- turn out is always small, dead of winter is never a great time to be traveling
- I think it's a good idea to have some off season events to keep people connected, but I don't think it necessarily needs to be a banquet.
- Really cant say at this point
- A fun ceremony at a show will be more enjoyable and less costly for members to attend
- It could be joined with an area banquet
- It would be nice
- A large output for a small member benefit
- I am going to say no, only because I don't think the area clubs necessarily require their own stand alone banquet. I see the Ontario shows more as OQHA rather than the different areas truthfully at this stage.
- EOQHA has done their awards at a show for a number of years and I feel it has been a success
- No, people are only going to come if they win something.
- It not fun anymore
- Travelling is becoming very expensive. An idea would be to hand out the 2022 awards at the 2023 Summer Finale
- Same reason as above
- See all my friends at shows. Dont require banquet. Winter driving. Difficult to compete for y/e award.
- I don't feel the banquets has the prestige it used to have unfortunately. I think an award ceremony of some sort at a show would be great. Everyone should already be there or it may encourage them to show at that show if they were not originally planning on it.
- "It's a lot of money for people to travel to a banquet and pay for a ticket and a hotel.
- Maybe try doing it at a show and see how that goes.
- It would allow people to have more fun too.
- Maybe have some games or a featured event."
- To acknowledge those who earn the awards
- not real sure what this means to answer correctly
- It costs a lot to put on, is held at a time when travel is challenging, people just talk through the awards presentations so still really no recognition.
- Again I am torn on this one. I think it's a great idea as it's a formal event. However I feel it's only the people getting an award going. Not an association as a whole supporting it.
- Not a necessity but it feels nice to see people you've spent the summer with.
- It is difficult for everyone to attend because people are spread so far apart.
- Have never been before. Unsure.
- Honestly it's a waste of money and ressources. It would be better to do an awards presentation the day before the show starts.
- Can we do it at a horse show?

Appendix 2b: General Comments/Feedback regarding Banquet/Year End Awards & Circuit Awards

- Year end awards are good but we also value the per show / circuit awards as they are valuable to those that can't always get out to multiple shows or to show farther away
- We never use to have circuit awards at weekend shows - only Summerama offered Circuit Awards - having said that it was also the only 4 day show.
I love how Ilderton does class awards by giving out tickets and spending the tickets on various items. That way everyone has a chance at something but Circuit awards are no longer feasible as there are just too many divisions to afford a Circuit award of any value.
- Circuit awards are fun to receive but I believe that all areas should be under one umbrella all zones should be either OQHA or change the name, board and vote in new directors and chair people. There has to be a way to save the AQHA shows before it is too late.
We need sponsors ! Someone should look into this seriously and find members who will want to take on this huge undertaking.
Look at the APHA club shows ! They have incredible sponsors, monies added and good prizes. How is it that a small club can do this when a large Association OQHA and Areas cannot ? This needs to be address and corrected.
- Circuit awards are great but everyone is packing up and leaving so quickly at the end of the show that it is hard to congratulate people on their accomplishments, vs the banquet is a better venue to mingle and give praise when due.
- It doesn't matter as long as something is offered. Its a weekend show to some but it's a big deal for anyone new coming into your association. Your beginners are your future and if you have nothing to offer, why are they spending so much money?! They would come home with money and prizes showing at a local show at a 1/4 of the expense. Make it appealing and give people recognition of their achievements (especially at entry level) they feel important and feel as if they have worked hard and earned something at a prestigious level and then they are hooked. Not everyone can afford to jump into showing AQHA with a 40+ thousand dollar horse and fully outfitted. If we try to make things appealing at the start people will buy into the idea of going to more shows, buying the better horse, better outfits etc. All of that is good for our industry. It starts at the bottom.
- Difficult for many people to attend multiple shows to work towards year end awards for various reasons. Circuit awards give everyone a chance to be recognized.
- I answered circuit but they are almost weighted equally
- I still have the paper certificate awards from the 80's as a youth. Are we really doing this for physical awards.
- Although I think the Circuit Awards and Year End Awards are a very nice thing, it is a lot of expense and work for the few who are successful, usually the same suspects at shows and Year End. If there is money to reward exhibitors maybe it should be spread over everyone in an appreciative way? Lots of emphasis is always put on awards and not just participating, could be why membership is hurting as well as show numbers.
- Do away with trophies. Give people useful horse related items like blankets, leather halters, longe lines etc.
- I think both are important as well as the recognition

- Both should be available. Not an either or.
- I personally can't make all of the shows, so I think circuits are more important.
- While I have been the recipient of both year end and circuit awards, they are not the reason I chose to show my horse. Circuit awards given at shows are nice but, if a show committee has to offer circuit awards for every class, then it would become cost prohibitive unless heavily sponsored. Hi Point awards for levels of youth, am and open, well that is a nice incentive but certainly not available to every exhibitor if they aren't showing all around horses.. Year end awards are nice as well, but going forward, I do believe the format could/should be changed.
- Since I am more likely to attend a horse show or two a year that are local to me - I love the idea of circuit awards. It gives some immediate gratification to customers, gives them something to post on their social media throughout the summer.
- Because of time constraints at horse shows it is rare for winning contestants to be recognized with an award in the show ring.
I feel awards at the banquet is an ideal way to recognize competitors. I do not feel the award has to be expensive, just public.
- I would prefer getting more choice in what I can get for a year end award. When I've won awards, I've been given a choice of pre selected items that are of no interest to me... so I have a number of useless trophies on a shelf.
- Difficult in the modern economy and the intense focus of shows within a specified timeframe to attend them all. Not a equitable opportunity for all.
- I feel it has lost its appeal to compete for Year-end Awards (attending all Horse Shows) every year.
- If having year- end Banquet/Awards it would be more accessible to all if it was in a Central Location.
- I think awards in the moment, while you're feeling emotional - shortly after that great ride or weekend - are more meaningful. However, it's a reality that circuit awards can't be tabulated until the end of the weekend when everyone is packing up and going home. This means the recognition isn't super strong because everyone is focused on hitting the road. We can't change the timing of tabulation, but how can we work around this to create more recognition? One idea I have to create more recognition with circuit awards is to support the show photographer and give professional web images as circuits, with an overlaid graphic stating the show/exhibitor name/horse name/prize won. These could be shared on social media and websites after the show by the club (and then re-shared by the individuals and their coaches). Canva is an amazing tool - we have many volunteers who could create these graphics easily and somewhat quickly (one template). I see it as a win-win-win for:
 - Exhibitor: Recognition (even beyond those who were at the show), prestige, and a memorable keepsake
 - Photographer: Instead of paying outside companies to buy circuit awards, we can provide income to our photographer who continues to support our shows
 - Club: Honestly Mary's web photos are only \$10... I cannot imagine anything else with meaning that we could buy for that price. But it extends well beyond that. It provides reach and marketing for our shows - because we now have material that we can share on social media which will almost always be shared by the winning exhibitors to expand our reach and help build a brand of competitive and prestigious shows.
- It's nice to be recognized at the time of success, not 6 months later.
- Nobody sees the Circuit Award winners as most exhibitors have loaded up and gone home...the Year End Banquet has to be affordable for families and centrally located

- I feel we could put more value into circuit awards rather than year end awards. If someone can't make it to more than 1 show there isn't much benefit in them buying a membership for only 1 show.
- OQHA needs to update it's bylaws so that meetings and AGM can be hosted virtually
- I like getting awards at shows, but really appreciate year end awards. My area has already done an amazing job with year end awards. It is greatly appreciated after a long season and having something to be proud of.
Circuit awards are great at the shows too, but find not as many people are acknowledged. Always the same people winning everything.
- Both
- I think if a more casual banquet was held during a horse show it would be better attended. Focus on the prizes having more value instead of investing in an expensive venue.
- Both are important. People have to have some incentive to pay that kind of money to show. The days of winning money have diminished.
Sadly.
- Year end awards aren't what kept me showing, but I can see where they may be exciting for new exhibitors and youth especially.
- I feel like circuit awards are more important/meaningful for riders because it's an accomplishment for the rider at that specific show and makes them feel good. While year end awards can be "discouraging" because not everyone can make it to every show to maintain those top placings/points for year end awards.
- Honestly I see them both as equally valuable. However, I selected the circuit award because I frequently have been in contention for year end awards but was unable to attend Carp and all the shows so all twenty of my shows counted whereas people who I had beaten frequently went to Carp had a good show and had some of their lower shows dropped. Oftentimes I feel the people who win year end awards can afford to go to all the shows. Whereas, with circuit awards you can be recognized at each show. That said, I really feel year end awards and recognizing year end accomplishments are valuable. They are attainable goals for people who can't aim for higher shows if we take them away and people have nothing to work for they may choose to show at the club level where for less money and year end awards are offered.
- With current economy smaller awards like trophies or certificates or neck ribbons seem perfectly reasonable acknowledgment of accomplishment
- I would say I value both equally!
- Maybe one banquet for all the different areas instead of having one for your area and one for OQHA
- banquet now people don't stay few do but not worth the bother
- If the banquet were to no longer run those funds could be dispersed into other initiatives to help improve or make them more attractive
- I enjoy circuit awards but would rather see money added classes at the horse shows (like it was at summer finale) than receive circuit awards. I do enjoy year end awards as I feel these are a recognition to an accumulated accomplishment rather than one experience- not that one successful weekend is less of an achievement as a season or vice versa.
- AGM/Year End Awards/Banquet should continue.
I don't think it needs to have dancing and a bar. Those things are great but not at all a deal breaker.
However, an opportunity to gather, to discuss, to celebrate and to plan hold significant value to a population of whom pay to be members within a club/community.
- We need some major changes, I am not sure what that is, but the board needs to have the guts to do it.

- I've been showing a long time, so while my interests are at the show, I think that is secondary. People need a year end award.
- Circuit awards at a show are my preference because I may not be able to attend all of the Ontario shows which would keep me out of the points.
- I find the banquet is expensive if it is a stand alone for those that have to travel out of town. There would be banquet tickets, gas, hotel and hope the weather is good for driving. Also most people have animals to make plans for at home. If it was after the final show most people are already in attendance so no extra fees or arrangements. I don't attend enough shows for year end awards as I like to attend 3 shows.
- Distance and costly
- Maybe tie the awards in with the AGM, may get better attendance for AGM
- I think year end awards get people going to more shows if that's what they are after.... Circuit awards are nice for someone who maybe can only make 1 or 2 shows or had a great show so are rewarded.
- Stuff that can be used
- I value both circuit and year end awards.
- Circuit awards will create an exhibitor to come back next show and that will help with overall numbers and will eventually create a person to win a year end award. People need instant gratification.
- Both are valuable. Circuit awards are great for those that can only attend a few shows and makes each outing worthwhile. Year end awards are important to recognize as well. Should not be an either or.
- The banquet is a great winter event. I think it's only award winners who go. The membership in general doesn't support it.
I think when we had lots of shows to go to and was awards it was more of a big deal.
- Really I would like to be able to check off both. It also kind of depends on what Circuit awards means. Is it just the High Point All Arouns or is it for each class? If it is just the High Point All Arouns, then I would say banquet Year End Awards as it seems a lot of the shows in a year have the same High Point winners for the All Arouns but that doesn't take into account the people that only show a couple classes or don't show halter so they aren't eligible for a High Point All Around.
- I think an awards dinner is all that is needed. People need to be recognized and appreciated we already don't do awards in the ring. Maybe it could be held at the spring Kick off instead of during the winter.
- As someone who does one or two shows a year, this is such a nice feeling to get. Very gratifying and inclusive feeling.
- I like the circuit awards also but The winters are long and I think if you don't engage through the winter people loose interest.

Appendix 3: Shows

Appendix 3a: Decision Making About Shows

Please describe your selections above (re: Ratings for show features), and/or anything related to your decision making about shows that you do not feel was addressed above.

- We are pretty flexible and pragmatic about facilities so long as they are safe and reasonably accommodating. It's fun to get together with others at shows and meet up with friends and meet new ones!

Added money classes may be beneficial... we have lots of friends in the NBRA circuit and added \$ is a huge incentive... but generally being recognized for your efforts and achievements is also important. (Loved the OAQHA challenge classes this year!!!)

Ultimately we show for fun and recreation so keeping it a challenging but safe and enjoyable experience is most important.

- Camping availability, proper PA system.
Welcoming show management.
- Hydro, speaker system
- Horse comfort/ overall quality of the show are main deciding factors. Outside that, circuit awards/ added money, and points are a fun potential bonus.
- Attending show is supposed to be fun and rewarding. As L1 or any division WE ALL know that there are people who coach, teach, take gratuities on a regular bases and still are not policed by the amateur committees and or penalized for showing in L1. This has been going on a long time. If another L1 is riding and knowing this is going on why should they enter or give any of the areas or organizations any entry fees or bothering to compete when blatant cheating is not only allowed but encouraged ?

Trainer take their non L1 riders to shows knowing that they will not be questioned. I strongly believe that if a director, trainer, anyone associated with or on a committee should also be penalized and reported to the AQHA. These days there are cell phones everywhere and it can easily be reported so what is going to be done about this. This is obvious cheating.

Drug testing should be mandatory at all shows. We pay the fees every single show. Last year there was no testing at several shows. Surprising how a lame horse in warm up ends up sound and places or wins divisions...again corrupt and cheating.

- I feel we need a safe and happy environment for people to start out, so class sizes isn't as important to some of my clients as is distance to shows and facilities/staff and it's members. It's hard to find them a starting point, local small club shows are dieing out, but some of my clients are intimidated by the larger Ontario shows. The level 1 walk jog classes are great, I wish they didn't take the rookie classes away.
- My horse's well-being is my number one priority. Footing and facilities are key factors in my decision to participate.
A well organized, smooth running show with lots of participants makes me want to return to that show.
- I would love to see the return of the speed events or to be able to partner/co-sanction with NBHA for the ability to add points to our speed event aqha horses
- I must say i always appreciate the people and sponsors when coffee, donuts or pizza etc are a perk at the shows

- The facilities need to be top notch, I have way too much invested in my horses for bad facilities. It is do costly to waste money going to a badly run show, don't waste my time.
- New people need to be welcomed and sought out so they feel included. Sponsors need to mentioned and highlighted much more then they are. Most times their names are not even mentioned except a small written sign. They are the ones that will provide the added monies and awards to attract exhibitors. Classes need to be placed in the ring. Watching classes as a spectator is confusing and I feel the exhibitors are not made to feel special by achieving their accomplishments when people have no idea who placed where.
- I believe improvement on a show to show basis is more important than what a judge thinks. Added money and NSBA are nice if the show can afford it. We show for fun so social events help that . Some recognition from your peers is also a good thing.
- I enjoy the social events held in USA. Makes it feel more personable.
- I think that running just normal pointed shows, with no specialty classes is harder to get people to go. No one is really going for world qualifications anymore, I think Carp does a good job of this, they had added money classes (with 2 go-rounds, perfect) and a regular horse show. You need good judges, this year I found was very bad for judging. The judges used by Ontario shows (especially at Ancaster and Area 3) were picking horses that went against the rulebook. Getting non-current thinking judges that judge completely differently from what is winning in the states and is supposed to be the industry standard, just leaves people feeling grumpy. Getting judges that are too old or have ranch/reining backgrounds doesn't help the success of the show. Also, try to find judges that have not judged up here in the last two years, reusing judges all of the time between the Ontario shows does not help either, because if the judge didn't like your horse at Area 2 they aren't going to like it at Area 3. The footing needs to be good, you are asking people to showcase their horses, but if the footing isn't good, the horses won't be at their best, it is basically setting people up for failure, people won't place as high as they should, which leaves people grumpy again.
- Safe Footing and good honest judges and not always the same ones over and over is very important because it's frustrating to spend a lot and get to a show to not be given credit for a good job done or to not be able to adequately show due to unsafe footing
- Social/fun events are exactly that ...fun. However I understand that if we are still showing at 8 or 9 o'clock at night, these fun things are meaningless.
- I have always carried OQHA memberships to support organizations, and yes earn points. Having said that, we never really chased points and if andaward was won, well , that was appreciated, especially when clubs offered options besides trophies. Being on boards, however, and realizing the costs and dwindling memberships to cover it, well, it gets me rethinking the need for them as they are now. Not having year end awards will not prevent me from taking out memberships and supporting Associations and clubs who are putting on and sanctioning shows. I show horses just because it has long been a passion and competition itself is rewarding for me.
- I do think its important that we add the fun back to horse showing. bringing that sense of community and reminding people why they spend their weekends (time) and hard earned money showing horses. As an open exhibitor, I value the opinions of our judges and appreciate when that opinion comes from someone I consider knowledgeable and someone I look up to in evaluating our horses.
- I felt that the judging was generally excellent.
The footing at Lyndsey is terrible and I will not return unless it is substantially improved.
Carp was a fun show but the footing needs work there too.
Ancaster is a great venue and the footing there was fair and could be could be great if it was worked deeper.

One thing i've noticed is that if it appears that a show will be over early we tend to waste more time and then it gets later than necessary. It doesn't hurt to get done early some days so people have time to socialize or prepare for an early class the next day.

I like the idea of added money classes and believe it adds a certain level of excitement to the show but that requires sponsorship and I am not sure how this industry can market itself to generate value to the sponsors. This may be something worth spending some time on because significant sponsorship would solve a lot of the cost problem and therefore show size and viability. One thing to take into consideration is the sponsorships were much easier to come by when the shows were run by local show committees. It was fairly easy to get local sponsors for a local event that a sponsor's customer was likely to see or attend. Could we provide value on a more national or international level?

- When choosing shows to attend, it is very important to me to have good rings to show in and to warm up in. I'm not going to a place where the footing is too hard or too deep. Having a decent indoor arena to show in in inclement weather is also important. We spend a lot of money to be there, so there needs to be somewhere good to show regardless of the weather.
- Money added is a great idea. Even 25\$ per class, it all adds up and helps pay the gas
- Understanding that shows are vacations for most. Therefore not worrying if you will have power to run your air conditioner, water to bath yourself in your trailer or site that your trailer is parked if there are rain events. Secondly, Ontario shows are not the Congress. The idea of getting up in the middle of the night in order to be able to lunge or pre ride your horse is inexcusable. These types of stresses add to trainers, as they need more resources to achieve success for their clients. Thus increased show costs to people. Or exhausting for the individual or parents trying to support themselves or children.
- I look to make horses 'more valuable' by way of NSBA & AQHA points and recognized awards. (High Point 'Ontario' means little to future USA buyers.....)
- My biggest complaint about Ontario shows is that we seem to hire a lot of judges that don't specialize in the events that we are primarily hiring them to judge.
The first thing I look at when deciding whether to book a stall is who's judging. It's not about whether they "like me" or "like my horse", it's about whether they're relevant in the events that I show in.
- Keeping horses safe and healthy is a main priority. If the ground is hard, rocky, etc it's not worth it. Having fun is a major factor, show management encouraging fun and a happy atmosphere would be nice. Miserable show management makes for miserable people not wanting to return.
Distance isn't an issue if it's worth it.
- Novice show was the best show and it is cancelled this year. What a shame. You say you want to grow membership then cancel best show to promote it.
- Are 4 judge shows bringing in twice as many exhibitors as 2 judge shows?
- Keep cost low, maybe people will come back to show
- Almost any AQHA carded judge will be quality enough for most of the participants at OQHA shows. Affordability and a welcome atmosphere and plenty of class options during the day are of most importance to the riders I coach.
- Since I'm a breeder, would like incentives to show my stock locally.
- Facilities and footing are my number one concern when going to horse shows. Next would be numbers and schedule.
- I feel like show management should be extremely welcoming and grateful to have us. For someone new to showing after 20
Years it's not a very welcoming feeling. The show office needs more of a welcoming attitude.
- Our current format kills the fun - I believe our show format needs to be the first issue that we tackle.

- establish a format that allows for the most participation in the least time.
- consolidate divisions and classes where entries are smaller
- create premium classes out of those where number are big, to allow for goes and finals again where distinction is made for the non-pros
- allow for time slotted pattern classes where possible

Ontario is packed with knowledgeable horse show people who have experienced many different formats, it's time to take that knowledge and compile it into a format that works for our province. We don't have to reinvent the wheel, it just needs to be retooled!

- A chance to win money is always good incentive to go to a show. It costs a lot to own and show a horse. Seems to come down to money. Always important for shows to remain fun. That's what it's all about. Having good show staff and horse/people accommodations is important they are costly...so they need to be worth the fees. NSBA is important to me as there is an opportunity to win money as my horse is licensed. Not as important for people that don't have a license horse. It would just be an added fee.
- In 2023 my horse will be green, and I am a novice. I plan to show in only a couple of classes to start, and maybe add another event by the end of the summer. Challenges and year end awards won't really apply to me until my horse has more experience, at which time I think they are an excellent idea.
- For me, I like going to shows that are big enough to justify the cost. Having said that, Ilderton shows are small but we always support them as they are close to home. We don't show for circuit/year end awards/prize money. People always like prize money, but when shows aren't breaking even, this doesn't seem like the best use of sponsorships or club funds.
- I love to facilitate fun events at the end of the show day. This is where friendships are formed and memories are made. Unfortunately the large number of classes make this more and more difficult to schedule.

I am adamantly opposed to "walk trot" classes for anyone over age 11. They take too much time and they don't represent a high level of competition that an AQHA show should be known for. If you can't lope/canter, you're not ready to show AQHA.

- Riders are still competitors and the recognition for a good ride is important. Fair and responsible judging along with show management is always a must give your show credibility and think it will give the shows more riders
- I guess I'm more a money and points gal. That's why the class size and judges are somewhat important
- I love the special events like the Amateur challenge! I also loved the showmanship shuffle and blind horsemanship we used to do at Ilderton. In recent years the shows have run so long that people stopped participating because the shows ran so long neither them nor their horses had the energy to participate in something that was not for points. We need to look at our schedules and try to make them more exhibitor friendly. For example, I think it is wonderful trail is so popular in Ontario but it takes entirely too long and this needs to be addressed.
- Circuit awards can be a certificate or smaller prize to acknowledge accomplishment. But it should be done promptly - at show ideally
- Judges need to be knowledgeable in all classes offered
Footing is important to make all our horses look/perform their best
I do not want to travel to a show 6 hours away therefore I won't need a stall
If there are less than 3 entries in my class it's literally pointless to enter
- When I review the 2022 season the shows that stand out to me are the ones that had social/ fun events or meals. The quality of show management and judges allow for these social events to really prosper since days will flow to allow competitors the opportunity to attend social events.

Quality footing and stabling is very important to me, if my horse is uncomfortable than I traveled to the show to not show - what's the fun in that? My horse comes first for me and knowing he is comfortable and safe in the stalls is huge but also knowing that he can get to and from the show arenas without having to avoid gravel/ rocks/ pot holes or other is a huge plus, the footing for the pens is another factor I remember the places we show and definitely take note of the ones with good footing. This is for quality of footing but also where the horses lunge or have to warm up ride is also important.

As mentioned above I would love to see more money added classes versus circuit awards, though the circuit awards are lovely I do think having NSBA offered allows for the award feeling with the money added.

I will travel to the right show with the quality judges and footing so for me travel/ distance doesn't factor to high in discrediting a horse show. Points for year end I do think is important for the new comers, and/ or the youth and young competitors it allows reward, recognition and improvement.

- When looking at which shows to attend for the following year I look at who will be judging as well as how many youth kids specifically in the 13 & under classes so my daughter can compete against kids her own age.
- All the questions like year end points, pay back and circuit awards only benefit the top 2 horses. There are many more people in the class that get none of that. We need all those people to make the classes big so we need to keep those people coming. The people who win will always come back.
- Horse showing needs to be competitive and fun.
- Was very disappointed that my points were removed in walk jog as the owner wasn't an oqha member which I had no idea.
- If I cannot get a 30 amp plug in at a horse show in July or August I would consider not going to that show. Having an indoor riding arena is very important to me and could be a show breaker if there was another horse show somewhere else with a better facility.
- I like AQHA points leading to recognition for my horse.
- Show management is incredibly important for a well run show. I feel shows should be run from an outside business. There is no chance of bias and it leaves time for the Ontario board members to over see things and make changes where needed. Bringing in someone also gives the chance for promotion. Specific example being when mark harrell ran the shows in Orangeville. They did an amazing job, as they always do because that is what they do professionally. But also they promoted the heck out of the shows and had some very big names come up to our shows. Muarry Griggs being one of them. I can only imagine how many more would make the trip in future years if they had continued to run the shows.
- -I like to show to judges that are currently showing themselves.
 - show management needs to be friendly and business like. No favourites. And welcoming!!
 - show size obviously makes you feel like it's worth coming.
 - footing is important but I do realize a challenge in our province. Main thing I don't want to ride or lunge my horses on rocks. Footing needs to be safe for my horses.
 - barns, I am not as picky on this. I usually request to be stalled in tents if they have them. It's nice to have horses on grass and not cement. As long as my horses have a safe and dry stall that's all we need.
 - I'll drive a long way for a good show.
 - circuit awards allow people to celebrate more successes. You get more advertising for your show when everyone posts circuit awards.
 - year end awards are nice. But I think circuit awards reach more people. Which is key to keeping people coming back.

- added money is great. But I don't think it's why a people chooses a show or doesn't. I also think adding money in classes your numbers are low in is a good idea. Eg. What's the smallest WP class? Add the pleasure money in that class. If it's an open class give money to highest placing youth and highest placing amateur.

- yes to NSBA Approved. I need these approved shows to qualify and for points. It's the only paying point left. And they offer youth smart points.

- social events are great. But if the show is run poorly and my clients are too exhausted to go it's a waste of time. Our numbers are not large enough for our shows to be done late. If we can get the show day done events are really good. Even events that could have build up over the year. Like a pie in the face contest , dunk tank, tug a war between teams.

- Good footing, facilities and judges are the most important. If you can get those things right people will come back to show. Social events are needed but a waste of time if the shows are going to run too late and start too early to enjoy them.
- I like shows that have good judges, if they aren't then you do feel like all the money to get to that show was a waste.

Shows that run well always have everyone in a good mood. Great people at the gate and in the office make a HUGE difference.

Fun events or little extras always makes the experience a good one.

Money , award or year end doesn't really matter but people do like to have goals to reach for so whatever that looks like. Sometimes someone who is a consistent 3 at every show might not ever win a circuit award but win a year end of they go to all the shows... so it's nice to spread the awards around.

I have had NSBA memberships and Nsba never paid so I don't do that anymore so it doesn't make a difference to me.

- Fairness as an exhibitor in judging and showing. Equal treatment of all exhibitors not just trainers
- Recognition for exhibitors in the ring needs to come back. Before people become exhibitors at the shows, they are often there spectating. It is important for spectators to have something to look up to and "hook them". All exhibitors want to be recognized.
- Stalls/barns for us depends on where the show is held. For Ilderton we do a lot of ship in and are happy to do so as we have horses at home to look after. Farther from Ilderton we require stalls. NSBA is good for some classes. Added Money is nice but not at the expense of the show losing money.
- One of the biggest factors is cost and my ability to get the time from work. I attended the weekend circuit in Ilderton last year because they offered discounts in my division.
- I want the shows to be more fun. After attending the OPHC show in September I had a lot of fun despite my bad placings. People were nice and helpful, no one was rude or unsafe in the pen. People cheer you on and it's easy to find friends
- Location and quality facility most important
- This is my hobby, and I take time away from work to attend. This is very much my social gateway and I want to have fun and enjoy!

Appendix 3b: Reasons Respondents Do Not Attend Shows

Area 2 Spring Kick-Off, May, Ancaster

- Area 2 - Conflicts with The Madness. I really feel this date needs to be changed. It was a tiny show last year even though the debut QH show at the beautiful Ancaster Facility... but the date just doesn't make sense. A ton of our members go to the L1 Champ, and some go to The Madness.
- Ancaster May show is right after L1 - so won't go
- May show in Ancaster so close to return from championships
- A2 spring kick off is too close to the L1 championships for me unfortunately
- Area 2 spring kick off - this show conflicts with my daughter's dance competition
- I plan on attending the Level 1 show which means I will be going to Hamburg immediately before the Level 1 the Level 1. The Spring Kick-Off would be 3 shows in a row so I probably won't go.
- May is too early to be ready
- Spring Kick Off is just hard to gauge since we don't have our own arena.

Area 3 Spring Classic, May/Area 3 Summerama, July, Lindsay

- Lindsay - terrible footing weather is never good at times of shows. No good indoor arena
- Lindsay needs to improve the footing in the warm up pen
- I cant past what happened the first year at Lindsay. The lack of respect for the owners.
- Footing at Lindsay
- Area 3, I might go, but the footing is horrible. The reason I went this year is that they said they fixed the footing, I think it is worse. It is either hard as a rock, or way too deep. Carp had bad footing as well, but they tried to fix it and worked with the people to make it a bit better. Area 3 did not listen to concerns and just said it was good.
- Mostly distance (Also have a committment on the May Area 3 shows). Lindsay Area 3 shows are on the cusp of the distance I want to attend, but I have to say dealing with Toronto can be problomatic. It is either plan a time when it should be Ok to get through without huge traffic tie ups or pay to use the 407 whichis costly To go myself, I probably wont go, but if my daughters were showing as well, it would seem more worthwhile for the gas expense and hassle of Toronto.
- Mainly location; I personally don't love the Lindsay fairgrounds and driving through Toronto to get there so location deters me.
- Lindsay is a terrible location. It is not easy to get to, the footing is not good and the indoor arena doesn't count as an indoor because it is way too small to use. Moving there from Orangeville was a huge step backwards.
- The footing at Lindsay, is the biggest deterrent.
- Lindsay show is too difficult to get horses shown. The footing was better but then we aren't allowed to lunge anywhere with good footing so prepping is next to impossible.
- Lindsay, haven't been there
- Combination of things: Not a fan of facility (deep footing, small indoor, limited areas to ride), overall "grumpy" atmosphere, distance and poor roads for traveling,
- We sll spend alot of money to go to these shows and lindsay and carp facilities are not favourable if there is bad weather indoor facilities are not very good
- Lindsay grounds. The Stalls are so dirty in the coverall. The indoor is very small. It is very expensive to show here. The hook ups are great. The pens are good as long as it doesnt rain. Office staff are terrific. Some pros some cons. Need better judges!
- Area 3: If I had a horse, I'd likely go to one Lindsay show, but not both due to cost/distance. It's too far to go to spectate.
- lindsay has been good with generally great numbers but again not as nice of a facility.
- Lindsey: The Lindsey shows are well attended which is a good reason to go. However, the shows are hosted in cottage country on all the long weekends. The cost for me and my family to go to Lindsey and stay makes the weekend so expensive. In addition, the lack of indoor is difficult especially if it rains. I will say the footing was improved this year but the facility is just not up to the standard of the quality of show being held there.
- Lindsay- footing is not great
- We stopped going to the Sping Classic and Summerama because of the fairgrounds poor quality including footings, indoors and barns. We went the last time in 2019 so maybe it improved since then. Miss Orangeville
- YWC during Summerama
- A3 - doesn't interest me as the footing is a problem in the smaller trail pen and there isn't anywhere suitable to lunge so unfortunately struggling to get ready is unenjoyable at this point Also the lack of sound system to the barns is incredibly challenging
- Carp and Lindsay - Distance The entry fees are typically more there Too many judges

- Area 3 Spring Classic and Summerama - for me the footing to get to the pens is not ideal, I would love to see some back dragging happen to move the large a-gravel to avoid sore horses from the paths leading to the pen. The shows run so long only having one arena in use that there is no where to ride/ lunge - definitely trying to turn over the indoor arena footing would be a plus to being able to lunge in the arena. Also with no indoor options and unfortunately the dates coinciding with potential for inclement weather leads to my choice to travel elsewhere during those dates.
- Area 3 Summerama - I am looking at shows with bigger youth classes
- Lindsay and Ilderton have bad footing and low quality facilities. The number of entrants don't justify the expense.
- Lindsay Problems with return monies with vet certification
- The rings in Lindsay are unacceptable. The main show ring is decent; however the make up ring and the "lunging cement" is not. It becomes very difficult to balance preparing your horse and keeping it sound. Since the main pen is in use all day it is impossible to get your young ones out and to see the sights.
Ideally we could show in alternating rings (call one class while the other loads/shows and then alternate back) and then also have a totally separate warmup ring. Would be nice to set the trail during the day for practice. We need At least 3 rings. We need places to ride at horseshoes during the day. Palgrave had lots of places to ride, as did Orangeville back in the day.
- lindsey is too far. Having to take off work for already high expenses makes some shows impossible
- We have a budget and we loved showing in Orangeville but Lindsay is just that much farther for us. We love the fun feel at CARP and it is more of a vacation for us to travel that distance.
- The Spring Classic and Summerama in Lindsey were both shows I attended last year but the cost of these shows is getting too much due to having to stay in a hotel. Booking hotels in vacation country during long weekends in Ontario is not only challenging but expensive.
- Lindsay is far and dont prefer the facility.

Area 1, June, Ilderton

- Conflict for timing and farther travel (Ilderton)
- Ilderton is too far for limited entries, and the grounds are not great. I think they should dissolve this area and move the shows to Ancaster.
- Area 1 - I really want to support this show and actually quite like the Ilderton Fairgrounds. Area 1 is putting in an amazing effort to be exhibitor-centric. I'm waiting to see who the judges are. There is a show in Harlansburg the same weekend with an amazing slate of judges and managed by Christian @ Topline who does a great job. So I'm really torn, but I don't want our local shows to go away so if the judging is decent I'll go to Ilderton.
- Ilderton distance Hydro Footing
- my mom and i have been deterred from Ilderton events, because it's not our favourite fairgrounds to show at and the facility isn't as nice compared to ancaster or carp.
- Ilderton is too far and i never liked being there
- Ilderton - The footing is horrible and indoor is too small and the footing is like concrete.
- Holiday during Ilderton
- Unable to attend Ilderton due to vacation. Have attended the Ilderton shows in the past.
- Area 1 show - I don't like the facilities at Ilderton
- It's all about balancing available cash for the season and probability of competition at the show. If I'm spending \$1,000 per circuit, I don't want to travel to show for half a point (Ilderton and carp). I went to carp this year because I was hauling horses, otherwise I wouldn't have gone.
- The weather scares me in Ilderton and my horse does not like that arena so I won't be going and the drive from Sudbury is horrible.
- Ilderton's location is very far for us to go.
- Lindsay and Ilderton have bad footing and low quality facilities. The number of entrants don't justify the expense.
- I have a vacation planned at the time of the Ilderton show, otherwise i would attend.
- I like showing in Ilderton, but wish it was later in the season. It conflicts with end of year exams.
- The Ilderton Show conflicts with a reining show at Ancaster that I want to attend. I also own a reining horse.
- Trainer not planning on going to Ilderton.
- I don't like the facility at Ilderton. Also there may be conflicts with some larger horseshoes in the US

EOQHA, August, Carp

- Carp's show pen's footing is too deep
- Carp had bad footing as well, but they tried to fix it and worked with the people to make it a bit better.
- Carp is such a fun show always but again I don't have clients that want to haul that far for a show.
- EOQHA - I love Carp and I love the volunteers who run it. But... the judges hired usually make it very hard to travel such a long distance. The judges are my only complaint, but when you're travelling several hours and paying for 6 judges' opinions they need to be decent. It's also disappointing that the date isn't close to the Quebec show this year so people won't be able to go straight from one to the other. I think that could impact participation?
- The distance for carp may not work out.
- Carp is too far
- Carp.....love the show. It's very far away. May go, if I can also attended Quebec and it makes it worth my drive.
- We sll spend alot of money to go to these shows and lindsay and carp facilities are not favourable if there is bad weather indoor facilities are not very good
- EOQHA: too far
- Carp: For the cost and time to go to Carp I can go to other shows in the United States for more points and tougher competition. It is also such a long circuit combined with the extra time I would need to take off to go there it is just not feasible for me.
- EOQHA distance is a factor
- Carp and Lindsay - Distance The entry fees are typically more there Too many judges
- Carp - although fun, the stalling isn't very inviting to horse or exhibitor. I find that historically this show runs for too long with added expense for so many judges. It's not on our priority list.
- EOQHA sizzler - the cost was too high for the lack of kids at the show and no points
- It's all about balancing available cash for the season and probability of competition at the show. If I'm spending \$1,000 per circuit, I don't want to travel to show for half a point (ilderton and carp). I went to carp this year because I was hauling horses, otherwise I wouldn't have gone.
- EOQHA is the only show that I don't show every year strictly for the reason it is quite far for me and timing for work is tough. But it is a great show that I love to attend
- Distance for carp is too far with gas prices.
- Carp isn't the greatest grounds, but there is a place to ride while the show is going on. The exhibitor social experience at carp is the best.
- The eoqha sizzler in carp is probably just too far and difficult to get to.
- I have a new horse (young) and I'm in a new program. I will have to go wherever the group is going. The EOQHA show is one of my favourites but if my trainer doesn't go my horse won't be ready for me to take alone.

OQHA, September, Ancaster

- Bad time of year with returning to school, make for a to hectic schedule.

General/Uncategorized

- Combination of negatives
- For any shows that I'm unlikely to attend it's likely schedule conflict or other financial priorities
- Location as they are much further for our barn
- The location, far away
- Distance, clients getting enough time off to attend, costs. We tend to stick to our area but we do love the new Ancaster facility so I try and get my clients to attend the first show as a good duster off.
- The distance
- Work commitments and personal budget prevent me from participating in more shows. Living in Northern Ontario is also a huge obstacle financially and time wise.
- The facility. Distance, we can drive to better US facilities in less time for lower costs.
- The distance
- "If the ground in the show ring and warm up pen are not good i will not attend the show
- Depends on trainer and other customers
- I live very far away
- I no longer show. Have a daughter that may attend, so I might be there
- reining
- Definitely distance
- Once again, I have 3 yearlings which might benefit from a longe line class. They have not included these classes as of late even tho the trend is towards growth in this class in the USA.
- I still work full time and only have so much time off as well as attending MWHS shows as well
- distance
- What deters me are low class sizes. Poor footing is also an issue.
- Distance
- Location
- Distance
- Footing
- Expense and distances from where I live
- Also showing ORHA. Also thinking to go to Michigan and Paint shows in order to show ranch rail classes and ranch trail classes
- Location far
- Cost , distance, inappropriate and unsportsmanlike behavior of other competitors which affects warm up and showing.nee
- Footing
- Grounds
- Poor trail set up and practice times and locations
- Committee members and there past rude amd offensive behaviors"
- Costs versus Rewards. I'll save my \$ and attend 'Big - (USA) Shows', instead of Ontario. The Michigan Futurity pays out \$100,000.00. Ontario does not even have a Futurity.... Ontario thinks a horse's show age starts at age 3 or 4...."
- I am not sure if I can attend due to college and work.
- The facility.
- Distance from Ottawa.
- Location
- Distance and having to drive truck/ trailer through Toronto
- Further distance to travel from Sudbury
- distance

- Young horses, won't be ready
- Distance
- Other shows or quality
- Poor footing
- trainer will likely not be attending
- I'm not exhibiting at this time. Only announcing.
- distance
- Distance
- To far to drive, to early in the season.
- If the numbers are small and the facility grounds are not great i may decide to pass.
- Costs
- Grounds, footing ,parking
- Since my show mare is retired and and my new filly isnt old enough to show, i will not be showing in 2023
- Distance
- Distances for us
- For me its the distance.
- As I will be attending the championships and then manager of Team Canada I am not around much this summer
- No longer showing
- Facility , Footing
- Can't get all the time off to go to them . And costs
- Love them all. Decision would be financial.
- Distance and budget.
- Quality of show facilities (stalls, indoor size, footings, etc)
- distance, and just from rumors grounds are not the greatest
- Distance & venue
- To far from where I live, don't love the grounds and kind of scared if the weather is ever bad to show indoors there
- Distance
- Numbers are not worth the trip.
- They are a big travel distance for me, and I cannot afford to take time off work for 4 day shows. Especially if they're a huge travel distance
- Distance
- Distance
- Just too far to drive

Appendix 3c: Reasons Respondents Do Attend Shows

Area 2 Spring Kick-Off, May, Ancaster

- Close to home (1.5 -2.5 hours drive), good facilities and good turnout (Lindsey and Ancaster)
- Ancaster- all in one show grounds. Great facility indoor and outdoor. Plenty of riding availability no matter the weather
- The new large indoor and stalls at Ancaster,
- Ancaster has the best facilities. Footing, stalls
- Ancaster great facilities.
- Distance and quality facility at Ancaster
- proximity to home and nice show grounds, and yes that includes arenas in the event of inclement weather. and safe stabling. It is also nice if there are extra pens available to set up trail classes so they be put up all day and available for practices rather than at the end of a long day
- We really enjoy showing at the new Ancaster facility. It feels like an important event and is so user friendly.
- Ancaster - The location is reasonably close to me, the footing is generally good and there are 2 indoors there. It has gotten too expensive though when comparing to shows in MI that I attend and when I've come to Ancaster, the office staff has not been overly welcoming and have actually made me feel bad about even coming.
- Ancaster is a really nice facility. Carp is a welcoming fun show.
- Ancaster. Closer distance. Lovely facility
- Ancaster: Easy to get to, great barns, lots of area to warm up
- I love the facility at Ancaster. The stalls and the arenas are great. The hook ups are good. Need water maybe.
- Ancaster has an excellent facility and is close to where I live. I have always wanted to attend the Carp show.
- Area 2: has a nice facility and is close to home. Would prefer to show outside though when nice out!
- Ancaster is a very close facility for me to show at, and has very nice stalling, arena, camping etc... It's always been a favourite for my mom and i
- Area 2: The facility is great to show at. It is centrally located. It is just fun to be there. I will say some circuit award and more exhibitor events could be added.
- Ancaster - Great facility, good stall, Area 2 well run
- Carp is a fun show with many juges and Ancaster has nice facilities
- Ancaster-great facility & close to home
- Ancaster & Ilderton - Distance Cheaper entry fees Classes offered
- Area 2 Spring Kick off- close to "home" for kicking off the season, great facility and well run show. There isn't anything that draws me to this show particularly.
- They are in Ontario. Area 3 is very close for me, CARP is always lots of fun and I am on the board and I love showing at the Ancaster facilit.
- Ancaster love the Facilities
- Ancaster- great venue
- Ancaster has nice stalls and good footing.
- Show facility, number s-Ancaster
- Good facility at Ancaster.

- I will definitely attend the Spring Kick off and summer finale in Ancaster. First of all this facility is very close to me but even if it was further the quality of this facility matches what we are expected to pay in entries and stall fees. Not that I want to pay more but it is nice to have all indoor facility, good footing and excellent stalls.
- The shows at Lindsay are close to me which makes them attractive and Area 3 is my area. I also really like showing at Ancaster so the shows located there are of interest. The biggest issue for me, over the next few years, will be where does my trainer want to go.

Area 3 Spring Classic, May/Area 3 Summerama, July, Lindsay

- Close to home (1.5 -2.5 hours drive), good facilities and good turnout (Lindsay and Ancaster)
- Lindsay is purely off of because it is our area show. I preferred Orangeville facilities more.
- Area 3 - I will probably go this year because they have good numbers and great show management in Shonda. Plus they're on long weekends so less vacation days. That said, I have a really hard time with the facility. The footing is much improved in the show pen, but there is just nowhere with decent footing to lunge and prepare your horse.
- I like how close Lindsay is and how big summerama is. Although they must do something about the footing in the warmup pen at Lindsay.
- Lindsay not so great facility but if I want to show my horse in Ontario I have little choice
- They are in Ontario. Area 3 is very close for me, CARP is always lots of fun and I am on the board and I love showing at the Ancaster facility.
- Area 3 - my area
- I have always been a horse show warrior I show as many as I can. I will comment on the Lindsay shows tho. I'm be always loved area 3 shows for the large class sizes. It is very unfortunate we no longer show in Palgrave or Orangeville. These locations were literally meant for horse shows. The Lindsay grounds are better than they were not still have a long way to go. The lack of indoor arena, warm up space and not good footing is very disappointing. The stalling is fine our horses do not need to be in fancy horse barns as long as they are safe they are fine. I miss the extra pens for warm up the most. It's hectic only being able to ride in the small wake up pen and having no where safe to lunge my horse. Also it is so nice to be able to have the trail set up all day in a separate pen. The days are long so it leaves little time to warm up the night before or morning ofC also this makes for warm up pen being a complete zoo of horses. Not an ideal warm up.
- Area 3 I like to support because it's my home club and I love showing at Carp because it has such a fun atmosphere
- Reasonable travel distance mainly for the Area 3 shows.
- Summerama, Carp and the Finale show are better timing (July/August). I will not attend a show in Lindsay because of lack of places to ride - but I like that all three of these shows are attached to a long weekend to make it more feasible with work commitments.
- The shows at Lindsay are close to me which makes them attractive and Area 3 is my area. I also really like showing at Ancaster so the shows located there are of interest. The biggest issue for me, over the next few years, will be where does my trainer want to go.

Area 1, June, Ilderton

- Ilderton- close and my home area
- Ilderton carries a lot of nostalgia and I enjoy the Area 1 community - they are always welcoming and know how to share that sense of community at the shows.
- Area 1 - I really want to support this show and actually quite like the Ilderton Fairgrounds. Area 1 is putting in an amazing effort to be exhibitor-centric. I'm waiting to see who the judges are. There is a show in Harlansburg the same weekend with an amazing slate of judges and managed by Christian @ Topline who does a great job. So I'm really torn, but I don't want our local shows to go away so if the judging is decent I'll go to Ilderton.
- I like the atmosphere at the Ilderton shows.
- Ilderton, Easy to get to, the rest is okay
- Area 1: is very close to home and I'm involved in putting on the show.
- as for now our area shows plus distance of ilderton
- Ilderton: I have so much nostalgia for showing here, there is a relaxed and fun atmosphere at the shows. I personally love showing at these shows and Area 1 has always done a great job with their prizes and circuit awards."
- A1 - they were very welcoming and always receptive to suggestions when I attended last year while they also had some struggles they made you feel heard and definitely was encouraging to return
- Ancaster & Ilderton - Distance Cheaper entry fees Classes offered
- Ilderton- fun and close to where we live- great for beginners... this show will most likely bring your new members to OQHA
- We love showing in Ilderton and it is only an hour from home for us to ship in.

EOQHA, August, Carp

- Carp is the one show that goes above and beyond to make exhibitors happy. Be it spending the night before trying to fix bad footing or up all night resetting hydro - was it perfect - no - but the show committee did everything to make the exhibitor feel they had been heard.
- Facilities, distance- closer to home, the number of entries, The show organizers being accommodating (we love carp it's friendly and things run smoothly. It's an extremely pleasant show to be at).
- Love the atmosphere at Carp! Friendly and accommodating.
- Carp looks like alot of fun.
- Carp- always fun
- distance and for the Carp show the friendly atmosphere.
- I think Carp is a big draw for me because of the added money in NSBA classes, and it is an overall fun show.
- Ancaster is a really nice facility. Carp is a welcoming fun show.
- Carp is a fun atmosphere, and I liked that it was a long circuit to get 3 goes in each event. Still plan on going for the shorter circuit.
- Carp is close to me. Great staff at Carp. Go out of their way to look after everyone.
- Ancaster has an excellent facility and is close to where I live. I have always wanted to attend the Carp show.
- Carp is a fun show with many juges and Ancaster has nice facilities
- i have never shown at carp, but from what i've heard and seen, the management and facility is great, along w the surroundings. i always hear how fun carp is and how it's definitely a show to go too."
- EOQHA - great schedule and lovely atmosphere. Unfortunately I have had numerous "last minute" changes made by the show manager that have greatly effected my experience the last two years but still can't beat the number of judges to a single haul
- EOQHA Summer Sizzler - love the atmosphere and fun dynamic of this horse show! Always an appreciation social for the exhibitors (that is planned and thought out - more than just pizza). Love that there is NSBA added events as well as the non-pro classes and challenges! So many great opportunities at this horse show.
- They are in Ontario. Area 3 is very close for me, CARP is always lots of fun and I am on the board and I love showing at the Ancaster facilit.
- Area 3 I like to support because it's my home club and I love showing at Carp because it has such a fun atmosphere
- Carp- fun atmosphere, amazing staff, ok grounds, great prizes , lots of judges
- More judges make the longer drive to Carp worthwhile.
- Summerama, Carp and the Finale show are better timing (July/August). I will not attend a show in Lindsay because of lack of places to ride - but I like that all three of these shows are attached to a long weekend to make it more feasible with work commitments.
- Carp, well run, lots of fun, great people, lots of rv hook ups, good pens.
- We love the fun feel at CARP and it is more of a vacation for us to travel that distance.
- Carp is a very good time! Easy going and well planned

OQHA, September, Ancaster

- Close to home (1.5 -2.5 hours drive), good facilities and good turnout (Lindsey and Ancaster)
- Ancaster- all in one show grounds. Great facility indoor and outdoor. Plenty of riding availability no matter the weather
- The new large indoor and stalls at Ancaster,
- Ancaster has the best facilities. Footing, stalls
- Ancaster great facilities.
- Finale- great competition to close out the year"
- Distance and quality facility at Ancaster
- proximity to home and nice show grounds, and yes that includes arenas in the event of inclement weather. and safe stabling. It is also nice if there are extra pens available to set up trail classes so they be put up all day and available for practices rather than at the end of a long day
- We really enjoy showing at the new Ancaster facility. It feels like an important event and is so user friendly.
- Ancaster - The location is reasonably close to me, the footing is generally good and there are 2 indoors there. It has gotten too expensive though when comparing to shows in MI that I attend and when I've come to Ancaster, the office staff has not been overly welcoming and have actually made me feel bad about even coming.
- Summer Finale - Ancaster facility is great and show has tons of potential. Hoping the show will offer more this year to make it a 'pinnacle event'.
- Ancaster. Closer distance. Lovely facility
- Ancaster: Easy to get to, great barns, lots of area to warm up
- I love the facility at Ancaster. The stalls and the arenas are great. The hook ups are good. Need water maybe.
- Ancaster has an excellent facility and is close to where I live. I have always wanted to attend the Carp show.
- OQHA: has a nice facility and is close to home. Would prefer to show outside though when nice out!
- Ancaster is a very close facility for me to show at, and has very nice stalling, arena, camping etc... It's always been a favourite for my mom and i
- Ancaster - Great facility, good stall, Area 2 well run
- Ancaster has nice facilities
- A2 fall finale - great schedule loved the finale classes loved the payback The announcer last year needed a bit of work but otherwise showing indoors at that time of year is a great asset moving into the fall shows being inside and helps to prepare you for them
- Ancaster & Ilderton - Distance Cheaper entry fees Classes offered
- OQHA Sumner Finale - great facility, OQHA challenges, social event, well run.
- They are in Ontario. Area 3 is very close for me, CARP is always lots of fun and I am on the board and I love showing at the Ancaster facilit.
- Ancaster love the Facilities
- Ancaster- great venue
- Ancaster has nice stalls and good footing.
- Show facility, number s-Ancaster
- Good facility at Ancaster.
- Summerama, Carp and the Finale show are better timing (July/August). I will not attend a show in Lindsay because of lack of places to ride - but I like that all three of these shows are attached to a long weekend to make it more feasible with work commitments.

- OQHA Summer Finale is a good show and just a little more than a couple hours and the facility is nice. I do wish when it is a beautiful day we could still show outside though.
- I will definitely attend the Spring Kick off and summer finale in Ancaster. First of all this facility is very close to me but even if it was further the quality of this facility matches what we are expected to pay in entries and stall fees. Not that I want to pay more but it is nice to have all indoor facility, good footing and excellent stalls.
- The shows at Lindsay are close to me which makes them attractive and Area 3 is my area. I also really like showing at Ancaster so the shows located there are of interest. The biggest issue for me, over the next few years, will be where does my trainer want to go.

General/Uncategorized

- Where clients want to go, trying to support ontario but expand horizons as well
- The grounds and the opportunity to qualify / compete in challenge style classes offered
- location
- Location. These shows are in our area and are the closest shows to us
- Location, closer to home barn
- Not having a reliable indoor is a problem especially for the May shows when the forecast is most likely rain.
- Facilities, distance- closer to home, the number of entries, The show organizers being accommodating (we love carp it's friendly and things run smoothly. It's an extremely pleasant show to be at).
- Good facility.
- Beautiful grounds, stalls, footing and proximity to home
- Trainer will be attending
- If I am visiting in S Ont I will attend any AQHA shows that are on while I ma in town
- reining
- Closer to home, not a difficult distance and in my Area
- I use the shows as an opportunity to expose my young stock to the horse show world
- Proximity. Good footing nice surroundings.
- Distance
- Location, opportunity to show with peers from my area, comfort level, the Area works hard to put on consistent events.
- Distance and atmosphere
- Partially for me it is timing around work
- Close to home.
- My whole barn goes and i require all around experience
- Location -close
- my area decreased cost
- Distance
- Timing before the congress
- A nice 'warm-up' before heading for 'fortune and fame'....
- Summer shows are easier for me to attend.
- Close to home, my community/network is here and many are likely to be in attendance.
- Management. Socials.
- Distance and easy to drive to
- I find 4 day shows to be a perfect length
- Self explanatory based on previous response
- Distance, Friends, Show staff
- Sometimes numbers
- Good facilities, good competition, days are done at a reasonable time to enjoy evenings
- Closer to home, great facilities, enjoy the shows.
- "Distance Social"
- The facilities and management
- Welcoming staff, good facility
- All OQHA show need different better judges. We seem yo always be rotating the same ones"
- Location and facility just
- Facility
- Location

- "Convenient dates Decent facility Drive distance"
- Closer to drive
- Usually attend all shows depending on my availability. Goals are to achieve AQHA points working towards ROMs, Superiors, etc. - so attending as many local shows as possible to work towards these goals.
- I like the facilities that have good footing, good camping, good stalls. I like shows that have added money classes and good sized class numbers.
- Location and size
- Facility
- In our area
- "Comfort and quality for horses and for exhibitors. Good management. Quality judging."
- The distance and i like the longer shows.
- Just timing for me this year.
- Knowing there will be competition at those shows.
- Facility, numbers, footing
- They are closer , so the cost of fuel is a lot less
- Proximity and dates of shows
- It's our job and we want to support ontario shows.
- Location
- Better facilities
- my Area and distance
- Location & venue
- Close to my area
- Location!
- Close to home and numbers are less important
- It's close, I like the facility. And the time of year is very pleasant
- Facility, barn going, good management, dont need to get a hotel.
- Distance
- Facility and Distance and the great management of the shows
- Close and I like the grounds and area

Appendix 3d: Ideas to Improve Shows & Promote Participation

Do you have any comments/ideas as to how we can promote increased participation or make the shows better moving forward?

- Have one day options for new participants (and for others to try!). E.g. Ranch Day/ Afternoon (ranch riding, ranch trail, ranch pleasure and maybe reining) on one day for those who just want to trailer in, not stay for the whole show which can be intimidating and expensive if just trying it out.
- Fewer judges, more commercial sponsors- the trainers and exhibitors cannot continue to provide all the sponsorship and then pay stalls and entries too. Somehow winners need to be recognized in the pen. Half the time no one knows who won except for halter, lead line and sm fry walk jog. What about the people attending thier first QH show - they deserve recognition too. I know the shows are long but we need to figure something out..
- AQHA, is not helping with the international ""rules"" eliminating rookie has hurt ontario new people Is it feasible have a Ontario Rookie division possible run concurrent with level 1 , see if it would draw more people
- Just for fun social evening on a "lighter" show day- competition/ games between exhibitors with or without horses (thinking of examples from previous years at summerama or carp)
- Sponsors, added prize money. People need to feel that they are getting something in return for attending/ showing up
- Combine all areas and just have OQHA. Shows could still be at a variety of locations or at one central locations. We could have the OQHA challenges and provincial's at the end of the year. I really thinking pushing to bring Rookie back into Canada would be a huge benefit as it will slow for new riders to try out the sport.I find circuit awards to not be valuable. For example one of the awards this year was a set of back numbers which most people already own multiple sets of their number. If we do circuit awards I feel it needs to be a more valuable item
- Free classes for first time participants? Maybe draw in some new members? Consolidate the areas to our nicest facility, maybe in Ancaster in a good location and a good facility
- I like the idea of 1 show per month. It opens up the rest of the month for people to do with what they please.. either farther away shows or family events. The non-pro events where great this season! I also like the idea of having a championship like show at the end of the season... I think this is another great thing for people to work towards and open ups the competition.
- Added money seems to draw people in. Making sure footing is efficient Making shows appealing for entry level participants
- Need to keep in mind goals and enjoyment of new members/beginners. AQHA shows can be very intimidating for newcomers.
- Add ranch trail and ranch on the rail.
- Increased social media Partnering with local western businesses Partner with an event scheduling website
- Include paint horse and nsba
- CQHA is in the process of looking into how to support the AQHA approved shows in Canada. I have asked to be on this committee/AQHA shows are a vital part of the industry and have a very important effect on all aspects of the Quarter Horse disciplines whether they attend AQHA shows or participate in other sanctioned or non sanctioned activities.
- The areas need to be gone for the shows. What is best for Ontario. Ontario needs to have a mission statement, 1. Do we run shows to make some money, that will be reinvested in make our

association stronger or are we running shows to pay for awards and multiple area awards banquets. We also have to get the trainers to buy into the show schedule, there barns show up and there are numbers. We also need to think boldly and come up with a circuit that has some pizzazz like what we had with Quarterama. Something big people want to attend. We also need to be humble enough to appreciate that we need to draw in new members, like sending ontario trainers to local clubs to give free clinics. We also need to promote where interested people can find lessons on western/english quarter horses. How in the world can we have a show and not post results in 2022.

- I know costs are getting astronomical for everyone. I wish I had the answer to solve this. Local show management and office would certainly help with cost, and somehow shorten the days to provide time for social events and lessen chances of paying overtime to judges, etc.
- Money. But for money you need sponsors. Sponsors need to feel their money is being spent in a way that will shed light on their business. Without sponsors, there is no money. Planned fun events during the show would also encourage more folks to socialize with other that share a common bond but that may not have had the opportunity to meet new people. Perhaps a small greeting committee to visit with new exhibitors after they arrive, maybe asking them if they need anything or information about the show grounds or class schedules. This would go a long way towards good feeling and hopefully returns to future circuits.
- We have to be inviting to those looking to step up with their competitive horses. Part of this is the cost of showing from saddles to paying for multiple judges. \$1500 weekends scare the crap out of average Joe .
- More social and fun activities (ie. Live band, evening performance) Prizes/money added Food trucks All breed classes
- Unsure
- I think expanding the non-pro challenge events is a good idea, we need classes for people to get excited about. When there is more on the line, such as added money, it makes people want to take it more seriously, and also gives some excitement to the show. My best show memories in Ontario are from competing in NSBA-added money classes. I liked the idea of spreading the money around at the Summer Finale show last year, but I think it would have been better served to add a larger pot to selected classes (similar to previous Summer Finale shows). I also think having an event for the youth to compete on their own for extra money would be good, maybe a 250 youth horsemanship?
- A Small thing to make shows better is recognizing contestants by placing them in the pen, not that that will necessarily increase participation. It is possible, as some circuits fall by the way side, with fewer shows to budget for, attending a few more out of an area my fall within an annual budget and less vacation time would be required. In Area 1 there had been 10 shows, and now down to 4, so maybe the budget for the 6 shows might be applied elsewhere to other shows.
- All-Breed classes or some level of ""open"" classes. I think by not having Rookie classes at the shows it really took away access to a demographic of exhibitors that want to sample a breed-show environment. Coming up with a way for those exhibitors to participate or feel included could start to help build new clientele for our community. Also having a ""welcome"" program for exhibitors, especially new exhibitors; ex. People wearing bright coloured t-shirts checking in with exhibitors on how they are doing, if they need anything, have any questions. I feel in general our breed shows get a bad rep for not being welcoming to new comers.
- shows definately need to be well run. shows running late because of poor planning turn participants off.
- - Make people feel welcomed as opposed to only catering to certain groups. - Offer more added money classes - offer good circuit awards
- More ranch classes - ranch rail, ranch pleasure, ranch trail, ranch riding, ranch reining

- Consider offering dual show with Apha
- needs to be affordable promote the area clubs and support them
- Add longer timeframe shows, to get the # for world qualifying maximized. Insert rookie rider and green horse days in between. More nsba classes and add other breeds in for class participation in money classes.
- Yes, keep it simple and go back to the basics.
- I feel each show should serve a different purpose. I strongly believe that Ontario should have 2-3 ""pinnacle event"" shows which focus on being prestigious, competitive, and special, and then 3-4 ""weekend"" shows which focus on being welcoming and a great place to school, gain experience, etc.

The ""pinnacle event"" shows should have Challenge classes, NSBA, Tim Kimura/Carson Griggs trail courses, extra judges, etc. etc. They may be a little intimidating for a new exhibitor, but they're the *goal*. The new exhibitors who may not show that year, feel compelled to come and spectate and set goals for next year. There's enough ""special stuff"" there to attract our elite exhibitors to attend them instead of heading stateside. The shows would be 4 days at absolute minimum, maybe worth taking some extra vacation time to go for 5-6 days. Fees for exhibitors may need to be higher at these events to cover the extra initiatives/good facility, but it's worth it because it's ""special"" and there are only a couple per season.

The ""weekend"" shows should really be the opposite. They don't need all the bells and whistles. 2 or 3 days so people don't need to take a ton of time off work. It's important that they are geographically dispersed to attract the local crowd, and because even the ""top"" don't want to travel 8 hours for a 2-day show. Judges should be kept to max 2 in the pen at a time to keep costs down for exhibitors. Maybe start a little later in the morning to be exhibitor friendly, and also accommodating to the trainers who bring their young stock for exposure. Instead of Challenges and NSBA classes these may have Jackpots (entry fee gets divided as prize \$) and All Breed/Open Show classes mixed into the showbill.

This way I feel the shows won't be sabotaging each other so much - competing with each other for participation. Some people will only go to the ""pinnacle shows"" and may travel to the states for the rest of the season (but how many were we attracting those people to as it stands now?). Some people will only go to the weekend shows and maybe one pinnacle show, or the ones that are within a couple hours of where they live. And some will go to the entire season. But there's a different reason to go to each show.

Final point - I think we need to look at how much vacation time the average youth parent or amateur exhibitor has. 15 days is probably typical, some would have just 10 and some would have 20 but not frequently much more than that if someone is working full time. Looking at our calendar for 2023 which is tighter than previous years (which I think will be a good thing)... I would need to take 17 vacation days to attend all 6 shows. That includes one extra travel day for Carp since it's far from me. That's just not feasible - I have a good vacation package with 20 days but I also want to attend a Fall major which will take about 5 vacation days (a lot of our members go to Congress), and have some commitments outside of horses that need some vacation days as well.

So all the above said, there is no chance I will care about year end awards nor support every show because I just don't have the vacation time.

That further supports the reason to have 2-3 longer pinnacle event ""must attend"" shows (ideally those ones over the Canadian long weekends), and then fill in the rest of the season with weekend shows that are geographically spread out. Very few working non-pros (or parents) can attend a full season of 4+ day circuits, although those are often our ""preferred"", we need a mix.

- Shows need to promote more, sponsorships, volunteers. Try and get more youth involved.

- Make them enjoyable again, it's so rushed and then you're late at night trying to prepare for the next day that you don't even have time to relax.
I think it's lost some of its enjoyment to those not chasing points or trying to qualify for the world shows.
- Find "in between" locations for additional shows.
- Location. Facility. Make sure the loud speakers work in the barns . The lack of this simple thing causes so much stress when you cannot hear what class they are on. Its crazy we spend all this money and guess in the barn when to come out for class. Every show is the same.
- No one is being recognized for their class placings.. Because of the multiple judges and levelling, the announcer is still announcing classes that occurred 3 classes previously..Speaking to a new father of a new exhibitor, he sees his daughter go around the pen and leave, he has no clue what just happened or how she did! I would suggest picking a couple of classes a day to present their placings in the pen to reward their achievement and money spent. Reduce number of judges per day to reduce amount of announcer time spent on mike....Maybe have a special event day before the regular show - speed event, ranch horse day, novice show which would help to offset the show costs...could some of the small classes be combined to reduce time? Ie. 13 & under with 14-18?
- Create more excitement and reward. Prizes, games, recognition, handing out awards, etc. Figuring out a way to be able to hand out ribbons in a line up again would be wonderful! I miss that feeling of walking out of a line up when your name is called. I know its time consuming but it truly is a different experience. An idea that comes to mind would be maybe having a holding area where ribbons and prizes are given out while the next class is going on.
- The dilemma of affordability. Is combining with other saddle clubs or breed associations an option? Continuing with entry level options for people to dip their toe in the QH show ring.
- Help the breeders in Ontario
- When you look at the money you invest in show tack and show cloths often the cost to show in comparison is off kilter. Showing on a budget isn't easy but it is possible, and considering the economic times we are living through, a more thrifty approach to show ring presentation may be in order. I think we can all agree that the last place we want to cut corners is on the accommodations for our amazing horses (stall safety-footing) But I think we also need to ask ourselves if we NEED to be at premier facilities every weekend ie. Ancaster or Bécancour? Perhaps like many have said, that these facilities should be hosting championship styled shows. Once upon a time OQHA shows did well at small facilities, they were mostly two or three day shows which were spread across the province. It may be time that we return to our roots, and look at what worked well in our past, until we can all collaborate to create a new modern business model for what breed shows will look like for this province.
- There is lots of cross entering going on between the Cow Horse people, the Cutters and occasional Reiners. All are offering Ranch classes. If it was more affordable to show QH, and you offered more classes you might enjoy the same cross overs.
- Money classes, footing
- - a parade of champions/reserve champs (or more) in evening after 1st set of judges - allows for recognition of class results without using judge time, easy to combine with wine and cheese type of event, can "get to know" teams and Ontario bred horses with announcer blurb
 - more random prizes
 - bring in more vendors for bigger shows to encourage spectators and product sponsorship
 - 1/2 price entries for exhibitors who haven't shown in 5 years
 - All breed classes at shows that have the time
 - Host an all breed, one or two judge invitational show that club show participants qualify for. (Similar idea to Paris Team Tournament but do clinics like the novice shows) to make people

comfortable and familiar with “QH people” and the efficiency of a QH show but without extra fees of a QH show.

- better communication between and at shows

- I think most of the schedules work well in terms of format. Maybe encourage more all around or all in fee. I feel like people only enter a class if they could win. Not the opportunity to improve or to just have fun.
- Better facilities
- Exhibitor recognize and appreciation.
Show scheduling - if the facility allows look into running two show pens with free choice trail, western riding and ranch riding to try to shorten the length of the show days.
- Price decreases?
- I've heard a lot about the ""culture"" and ""atmosphere"" not being great in Ontario in the recent Facebook posts. It's impossible to make people be nice/get along, but I think some fun events at shows could bring that about indirectly. If we can think of ways to get people to meet people outside of their training barn, that would be great too (I think someone suggested a barn crawl pot luck)
I think we do have some power in changing how the boards/show management/show staff/volunteers are perceived. It seems like in some cases it's driving people to show elsewhere. Perhaps the boards should brainstorm ideas to help people feel more welcomed at shows etc etc. I'm trying to do that in Area 1, but maybe some idea sharing across boards would be helpful."
- Fewer classes
More recognition for class winners
Fun events in the evening
Positive attitudes by all staff
Comfortable facilities
- Promote outside of Ontario offer some incentives to try to increase numbers
- From my own experiences shows have been overall great!! in order to promote participation at shows i really do think encouraging an all breed environment would definitely increase numbers for classes (non-registered, Apha etc)
This would encourage a broader number of coaches and riders to get together in a healthy and fun environment.
- Just keep putting our best leg forward
- The Equine Chronicle posted a forum asking people which show the wish still happened and more than one person indicated Summerama. I think there is an opportunity to bring people from the US to come to a show but we need to do a better job of marketing our shows and consider the competition. Summerama is up against the July 4th shows in the US and there are some issues with the dates for our Ancaster shows, one is at the very beginning of May when people not from here think it is still frigid (and they are not wrong) and the Finale is up against Labor Day shows. I know it is difficult to get dates at facilities but I think this is hardship not only to get new people to the shows but for our members as well who want to both support Ontario shows and venture south of the border they are forced to make the difficult choice of where to go.
- Keep costs down.
- Please consider providing suitable footing for reining, and perhaps some collaborative shows. I'd come for AQHA/APHA combos, as well.
- Keep shows running smoothly and quickly
Set trail warm up early in other areas if possible
Fun/social where possible
Love challenge and championship concepts
Clinics great

Begin marketing special awards, events much sooner in year as we may change plans to attend a show if a great event was part of it. But people often can't change plans last minute when fun things (like clinic) are added

Add show prior to Championship. Or clinic to prepare horses so they don't have to go to US

- To do that we need to have more participation in the sport. Western pleasure type riding is a very small minority in Ontario.
- I think the new facility in Ancaster really made showing enjoyable this season. Its nice to be at a facility that is so user friendly and it would be even better if it had water hook ups.
- The shows had good prizes and added money. No matter what the weather!"
- Dissolve the Areas and become one under the umbrella Ontario Quarter Horse
- Streamlining the schedule across the different venues so when people book time off work etc they can know what days to expect to show etc

Offering an OQHA only option that is a lesser fee (non AQHA pointed etc) that can run concurrent with the already scheduled classes and pinned separately like a schooling/ saddle club show (OQHA only exhibitors wear a different coloured number or other identifier and pin separate like the rookie/ L1 classes used to) this would encourage people to show those non showing horses hopefully or the lower budget to come try out a show and give a little added value to being an OQHA member

Rough Skelton of a model here but it has worked in other disciplines so if you have questions reach out

- Find away to reach Quarter Horse owners that have never shown before
- Go back to weekend shows - many people either have to take days off work or not go if shows are held weekdays

2 judges s/c is affordable and maximizes use of time and runs horse must do

Discounts - pay 1 time drug/ aqha ect other fees but pay for each judge shown to

- For the youth (maybe I am just an old soul) I think it is super important to recognize these exhibitors in the ring more. They are the future of our sport and they work super hard and often accomplish amazing results!

As a hole, I think having proactive show management. The facility ready for arrival and the having a person running the gate that is able to accommodate conflicts and create a flow allows the judges to do their jobs as well as have the show day run smoother. This ties in with announcing the classes, what is coming up and the draws - this is often where I find the biggest flaw. People will miss their draws or not know because once the first horse has gone it's silence for a while. As an exhibitor it is exhausting trying to always figure out where the classes are at to determine when you need to bring your horse down or get warmed up.

- As indicated above. I feel that 2022 set a good example of what our shows are capable of producing/providing. Keep up that momentum.
- I think it's very important to consider the cost when looking to increase participation, although I understand our shows are expensive to run, I think it's hard to attract people when the cost is so high.
- I think the shows are well run. I don't show in the states but am curious about how they are run when everyone says how much friendlier everyone is there. It does seem like the perfect who run the shows here hate there job! I know its volunteers but still!
- Cost, location and timing is always the big ones. Knowing what to expect early is always a deciding factor for me; challenge classe, fun events, money added, etc.
- I think we have to realize that the horse show family has shrunk to a critically low level. And we haven't attracted new "blood." This idea that every show needs to be "like Carp" is a misnomer. Carp may be a nice break, but showing against 7-9 horses gets old fast (not to mention the judging was garbage and the show never started on time). You have to be top 2 in a class to get

any AQHA points (which really mean nothing nowadays anyways...). The only way to make well attended shows not run until 9PM is to split the events and have judges there for another day; but this isn't feasible with the number of exhibitors we have for the fees they pay.

I believe what we need is recognition at the event. We need coaches and trainers to be on board with the idea and support it. Recognition by our peers is the only thing we have in this sport; it supports the value of our horses, the value of our trainers, and validates the reason for what we do.

I believe this for the promotional club I'm on the board for, and have been making attempts to change how the show is organized so we can do this for our exhibitors.

- Facility, judges
- Lower cost
- The Area 2 Spring Classic if held before the Level 1 show could attract more participation. The Ilderton show would attract more participation if it was held in a different location.
- Price...I like all in fee. Needs to be affordable
- I would not have more than 2 judges. Would rather show my horse multiple times rather than one class with 4/5 judges and associated fees
- We need to find a way to reward the exhibitors more. I know the days are long but not announcing the winners in the pen is disappointing especially for the youth. Also make sure circuit awards are nice. It's an easy way congratulate them and thank them for participating. Random exhibitor gifts are nice as well.
- Show office needs to be more friendly and welcoming
Give people a warm welcome and a thanks for coming instead of a an immediate list of rules
Involve the youth! Make fun events for them!
- Weather is always a factor to consider but location with safe stalls and indoor areas to exercise
- Added money and good facilities
- NSBA classes to attract other stock breeds.
- One suggestion I would have is to possibly have a Ontario QH all in fee.

So basically no more areas.

In February you pay \$2000 (or whatever) all in fee includes all your shows for the season. Basically make it so you get one smaller (ilderton) show free. If you pay by like March 31? Like Michigan use to do.

Then for each show you just pay stall and camping.

It would possibly get more going to all the shows if already "paid" so might as well go attitude, so the "free entry show" gets more stalls sold and more numbers ... or not and that's ok if they don't go, the money paid upfront is split between all the shows.

As a parent I hate in April when all of the sudden ALL the shows start wanting money at once....

Stall for Ancaster , all in for Lindsay may , then right into the next. Etc. It makes me less interested in wanting to go to a show . Especially with trainer show fees it just is lots of money at once.

Possibly having an early "all in fee " for Ontario shows would alleviate some of the constant asking for money due.

- Have a paid show management no friend's or family
- I think having the shows run efficiently with decisive professional management would be a big factor for me.
- Promote the association and create a far better culture.
- More recognition for exhibitors. Start placing in the pen again. Something as simple as circuit awards or even a backdrop photo that gets shared on social media will give more exposure to our Ontario shows. Pomp and circumstance is necessary to attract new exhibitors and keep the

existing ones. Summerama used to have these backdrop photos and it was something circuit award winners, all arounds and class winners or even first time exhibitors looked forward to.

- friendly people, if you know people already its ok but to try to get to know others is impossible, new comers must find it hard.
- I feel for the ranch riding to get numbers back up you need to put them at a different spot on the show schedule. It used to be a decent size class but has done to next to no "ranch" people coming.
- This is so tough. So many people want opposite things. Some weekend shows, some big shows and it is hard to satisfy everyone ultimately someone will be unhappy.
- I really think that maybe we need to look at the scheduling a little bit. Shows ending at 3 o'clock one day and 9 o'clock the next. Maybe classes could be moved around to make it more balanced and make it easier on our exhibitors.
- Either fewer judges or lowering costs. I'm a single person income and paying for all of my things. \$1000+ weekends are not feesable
- It seems to me that the best way to increase participation is to broaden the scope who can participate. NSBA allows a range of breeds. Possibly look at adding NSBA only classes that have broader scope or combining Quarter Horse and paint.
- Provide Level 2 and 3 for all divisions. It wouldn't take any more time as we no longer have Rookie
- Make it more fun more fun events like Carp does
- How about all breed classes to increase the entries for rail classes

Appendix 3e: General Comments/Feedback about OQHA Shows

- We have worked our way “up” to OQHA shows.
Starting years ago with local fairs, club shows and gradually coming into breed shows (OPHC and OQHA), it's been a transition over the years in terms of expectation and professionalism. I think maybe some outreach to the local club level may yield a few new QH converts but ultimately it comes down to what we all can afford to do and what we get exposed to. If we hadn't started to take lessons with Kelly Simpson and then Jamie Gardy we likely would never have ended up where we are ;-)
Keeping it fun and exciting for the next generation will be the key challenge for engaging the riders of the future... and getting the word and/or experience out to them!
- I am all in favour of drug test a few random shows, but doing all the shows and drug testers not being able to follow the rules (horses in stalls before it is announced) makes crossing the border either province or international inviting.
- Appreciate everything that goes into running these shows and making them what they are. It's impossible to please everyone, but I've always had a great time at OQHA shows and wanted to share that as well.
- Areas need to be amalgamated or all OQHA is going to collapse. People need to revamp everything CHANGE things and run it like a business not a friends club.
- We should look at the model that the gaming or jumping associations use as they seem to be running well. We should compare what they are doing compared to what we are doing and where the differences are.
Another good thing would be to include 4H into our shows somehow to help get funding towards our shows.
- My barn and I appreciate everyone's hard work who make these shows happen and keep the gears turning for bigger and better ideas! Thank you all!
- The low numbers in youth classes is very concerning.
Footing for lunging area in Lindsay needs improvement. If the footing was better in this area, people would be less likely to try to lunge in the pens.
- We need to find more sponsorships and not rely so much on the trainers to fund everything.
- Love the sense of community. There was always fun, evening “entertainment” that supported the youth teams. It has been many years since I've last attended a show but the fun events that always happened seem to be so well attended. Many other associations should take a page from the oqha book and help to grow the sense of community and belonging from rookie to pro.
- I do worry that all the shows are multi day circuits. Therefore to show an exhibitor needs stalls, camping/hotel time off work etc. It gets expensive! Should keep a single day show or 2 day shows.
- I like that there are choices in province to show close to home for most people and everything isnt at one facility
- Overall, find better judges, and improve footing at Area 3. I do not really go to Ilderton, as I find it to be too far for limited entries. Carp's footing should be improved too, but they are working with the exhibitors on that.
- i personally don't look to hard at show progrmas, judges, financial incentives to attend a show. I just like to show where it a nice facility, that is convenient to get to, and shows that are well run. I do not need "fun events" planned although when they are I can enjoy them. I just dont think it is up to a show committee to entertain me or offer goody bags when we arrive. That is not what makes me attend shows. Added money is always nice, and yes I was lucky enough to get some at the Finale but, again not the reason I attended and I personally HATE asking for sponsorships

and selling raffle tickets to have those perks.. In an ideal world the entries and hook ups would cover the costs of the shows which could actually be possible if shows were bigger.

- Thank you for your commitment to the Quarter Horse Industry in Ontario! I recognize that it is not always easy and especially now we have an uphill battle to gather newcomers and keep our association fresh. I am looking forward to getting involved in the OQHA more in 2023 and encourage my clients to do so as well.
- Because of our low population base OQHA may have to concentrate on fewer well run shows. If we could capitalize on outside sponsorship it would help with the cost to exhibitors and therefore show size or participation.
- They have become less appealing because they are not welcoming to most. Ive heard a number of people say that who stopped showing OQHA. Costs are getting too high too. I can show in the states and my show bills work out to be similar even when considering the exchange and I get to compete against more people while feeling welcome.
- Futurity return would be nice
- Negotiate better with facilities. Other organizations are paying less to lease the same ground . Strategically work with other shows in provinces or neighborhood states in judges for reducing costs. Remove the area boundaries and those organizations. They serve no purpose. Shows can still be Strategically placed around ontario based on the client type, client need and facilities available. For example rookie and novice focus in carp.
- Interesting how many Ontario Trainers aren't even current Ontario members.
Interesting how many prolific Ontario Horsemen aren't even current Ontario members
- The shows we have attended have been great....very well run!
- Cost is a big factor..Unfortunately AQHA showing is pricing itself out of reach for many families .. the horse, equipment, trainers, show fees, increased transportation costs etc etc...as a result, it is increasingly necessary to cut costs and work within budgets.. Volunteers are needed - if you want Circuit award or year end award, an hour of volunteer time is required from yourself or delegate...maybe a couple of jackpot money classes (MWHS gives \$ for placings at their weekend shows- how are they doing it?)..maybe using members of the Guelph University team at the show?
- Thank you so much for inviting the membership's feedback. I'm hoping for a great response.
- I know a lot of it comes down to cost for participants. It's a reality that you have to be in a certain position financially to be able to afford it. Giving participants a way to earn back fees would help I believe.
- Maritimes the AQHA and the APHA clubs there each hosted one dual approved AQHA/APHA show each tin 2022 with all breeds classes. These shows actually hosted the largest Junior HUS classes in the country this year with over 30 entries, so I would say don't pass up on collaboration for 2023 just yet because the venue didn't work out.
Ontario was the first to do many things in this industry some of which have become entrenched traditions (think Congress adopting the championship to top ten jackets from Quarterama and Area 4 hosting the very first multi day multi judge circuit) ... we have the skills and the knowledge to make this industry stronger and better for all Quarter horse exhibitors in Ontario, no matter what events they compete in.
- I like them!
- I really appreciate the survey and hope that all Ontario shows can have strong turnout in 2023.
- OQHA is filled with a lot of great people. Its a struggle for everyone due to the rising costs. I am not sure how that gets fixed.
- I'm happy to see the number of shows reducing. I think that will help attendance. However, it's concerning to me that even some shows who sold out in 2022 still lost money and have much lower participation than in past years. I don't know what the answer is (aside from more

sponsorships or raising prices). Unless we can increase haul-ins, which is unlikely with gas prices, or encourage people to try more events.

- I also am involved as an announcer at the top Hunter Jumper shows in Ontario at the Caledon Equestrian Park in Palgrave.

OQHA leadership keeps trying to keep showing “affordable” and as a result, has attracted a level of exhibitors who have to pinch pennies to be able to show and seek the cheapest options possible.

Alternatively at the Hunter Jumper shows the show fees are very high but there are often 900 horses on the grounds at each circuit. The people with money are out there but we’ve actually driven them away by creating a cheap environment to show Quarter Horses. It discourages trainers, sponsors, vendors. Unfortunately this trend started 25 years ago and it’s hard to turn around. Small steps in the right direction will help. Good Luck!

- its not broken survey is a great way to drive feedback. I would reach out to the Trainers as well to find out their thoughts both local and out of area. Trainers will drive where there riders go
- Publicly trashing the Ontario shows on the media ie. Facebook will accomplish nothing but bad feelings and devision of the board and members. This is the foram that grievances should be shared.
- I love the Amateur Challenge I really hope that is brought back next year. My one suggestion would have a scheduled time in the evening for the finals so that people could come out and watch. The stands were mostly empty for the finals last year so if we could get more spectators out including people who don't show OQHA we not only are celebrating our Amateurs but putting on an exhibition of our breed and shows for newcomers.

Generally payout classes are only offered in pleasure, hunter under saddle and trail. Aside from trail, pleasure and hunter under saddle stake classes are generally won by the same people who can afford a caliber of horse that can compete in those events. I would rather see added money classes spread around a bit more like the were at the finale. That said, money is not that important to me.

I know it is really difficult to get judges but the quality of judges could be improved from last year. Also less repetition of judges especially the Canadian judges who we have seen so much of the past two years.

- Combine the shows with the Paint club to help keep costs down
Paint club has great sponsors, OQHA and Areas dont have sponsors or always the same people are asked to sponsor. Someone needs to be dedicated to finding sponsors and have Sponsor packages to present to potential sponsors.
- Some great ideas have been brought up. Thanks for being open and working to try new things and gather information from everyone.
- Excellent shows, low numbers are the fault of the industry and cost, not Oqha.
- I think discontinuing the Futurity was a good decision. It was not being supported. The move to fewer shows in 2023 was probably a good idea to eliminate shows that no longer were viable, along with shortening the Carp circuit. Hopefully, you might consider adding a show in April and/or late September to spread out the circuits and provide more opportunities for exhibitors to show in Ontario.
- I enjoy showing in the OQHA and I am looking forward to 2023.
- I have shown in USA it is always a pleasure
Ontario does not have the same demeanour of the USA has I feel to much bull shit in Ontario
- Nothing will be perfect for everyone however new innovation I think will be vastly accepted and inspire new excitement around showing the breed
- Expensive + small classes is a catch 22 = one creates the other but maybe if it was cheaper more exhibitors would show

- I think that OQHA should look to hosting the shows as OQHA, put the funds into one pot and then have shows in the different regions so that those who cannot travel aren't at a disadvantage but this allows all competitors to enjoy perhaps fewer larger shows.
- I wish the speaker system worked at Ancaster. It makes it really hard to show when you have no idea what's going on!
- Love the Ancaster show and the show management
- I would like to know what type of planning occurs when a decision is made to proceed with a show season. Do the clubs set a budget or do a forecast with an assumption on number of entries?. If so this should be shared with the membership. If not these need to be developed. Data is what informs Decision Making and I'm not sure the clubs are making evidence based decisions, which is not in the best interest of sustaining horse shows in Ontario. I will probably be in Florida for the AGM so unless there are other ways to attend I won't be able to attend. If there is interest in putting a small working group together to do some financial planning and budgeting for 2024 horse shows I would be interested in participating.
- Need to have good show management with good judges
- Review class list to determine new or deleted class preferences
- I think the shows this year were good. Especially considering we were coming back from covid!
- Create a new Quarterama or provincial championship, something with respect and value to the title
- I find it very disheartening that all the trainer classes go first, and then when the other amt. classes go, all the judges seem to see is only the horses that the trainers have been riding.
- Fewer higher quality shows would be better. There are too many classes, making the show days too packed for anyone to enjoy. Shows need some downtime for people to get together and build those social bonds. We don't have the numbers right now to make super competitive shows, so then we need to lean into the other elements of shows, like the social and development aspects. Give time for people to have fun together and develop their horses.
- I think that historically there have been too many circuits to make it feasible to attend all shows. It would be nice to have one 4- 5 day circuit/month with a longer season (maybe April - late Sept/early October) to allow exhibitors to enjoy other interests, have time at home and time to work with our horses between shows.
- More recognition for exhibitors. Place them in the ring.
- need some type of financial incentives. Numbers in classes....hmmmm
- In general, we enjoy the OQHA shows. We don't have a trainer at the shows and only have to satisfy ourselves, Often, it feels like we aren't heard because the trainers and their clients are the focus. Thank you for letting us participate in your discussions.
- I love showing and really enjoy the camaraderie of being at the shows. I think we need to focus on making the show we have the best they can be to increase the entries and competition.
- Generally the OQHA does an excellent job and the shows are very well run.
- Would really like Orangeville shows back if at all possible. Very convenient.
- I can't wait for the future I think OQHA is great
- Have been showing for over 40 years and feel we need some changes to keep our shows going, would be a real shame to lose our shows as some of us don't want to travel to the us to show

Appendix 4: Future of OQHA/Area Promotional Clubs

Appendix 4a: Key benefits of consolidation

- One body consolidates and keeps more consistent (and I understand some are struggling)
- Nope
- Some cost savings
- Pooling of resources and man power into one group.
- grouped funding, more support
- With combining the areas we would have more money pooled together. we could do more things like challenges and provincials at the end of the year
- Having one great facility to show at 1 once per month
- Members purchasing one membership instead of one for each promotional club. Maybe the fee can be raised. Funding and sponsorship can go into one pot and be better distributed. Possibly amalgamate some shows but put the energy into making them bigger and better. Spreading the shows out throughout the province, not just one location, making things more accessible for everyone.
- Purchasing one membership. Reduction in number of shows will hopefully lead to better attendance and reduce the risk of individual clubs losing money.
Pooling of resources and funds.
- 1 stronger team with shared province wide resources.
- Could possibly be a good thing. Bring everyone together and less divided between districts.
- Only the need for one board...combining assets
- Bigger numbers.
- that might be a solution to costs. Getting staff keeping records ect,,
- One focus, on the ontario quarter horse, not on the area.
- Not sure what the benefits would be, or how things would change for my purposes. If they were able to provide shows in my Area, not only would I attend but I think there would be increased participation as everyone would not feel pressured to travel so far
- I see the benefit of “no surprises” with consolidation. If it’s done well it can help people plan for circuits knowing the process will be the same or similar.
- A possible savings on certain fixed costs
- Less memberships,
sponsors can focus on one association,
One board of directors
- larger shows with less traveling
- Greater class size numbers. Better competition.
- I don’t see any benefit except potentially more volunteers for each area
- I think it would allow for better showgrounds and management. I find that sometimes the boards get way too political and just think everything is great because it is the way they want it, but don’t actually listen to exhibitors (Area 3 especially). Everyone says to move that horse show, but the board keeps going back to Lindsay, even though there are other facilities they could go running a better horse show (Orangeville).
- Pooling resources
- I am not sure
- the only benefit I see is the cost of insurance might be more cost effective under one umbrella and possibly a safety net if an area show/committee does not do well financially. Also, possibly,

sponsorships could be spread out over the show circuits in Ontario. Otherwise, I fail to see how an area club hurts OQHA. If an Area wants to charge a membership and offer awards how does that harm Ontario?, Having said that, membership, in Area 1 at least, is not coming close to covering year end award and we are struggling with what incentives membership will offer. When the Areas were first started it was to offer incentives, yes year end awards, for the local people who didn't want to "trailer race of showing all Ontario. In the early years it did let people get their feet wet at breed shows who then ventrued out of their area., like the Becks. Then there are the area members that will never ventrue out of their areas especially if it means staying over which requires tenting, living quarter horse trailer or hotel accomodation etc, and then the cost of gas.

- Larger group of people to volunteer and help. Everyone working towards a common cause. Not letting one area stereotype the OQHA for the non-Quarter Horse community. Able to make decisions as a single unit. More sponsorship money or initiatives available for the whole organization.
- less organizational effort required at the local level.
Ideally shifted to the provincial level.
- More competitors per show.
- Consolidation would help remove barriers of supporting one club over another based on past history, location and personal issues. Shows could be spread equally across locations and year end points and champs shows could increase interest and motivation to participate.
Consolidation could also help welcome new board members as many club execs are made up of the same people that refuse to change or try new things! (Speaking from personal experience!)
Could also reach out to OPHC to offer joint shows as both clubs are struggling for entries.
- none unless you can afford to spend on travel and fees
- All under one umbrella with no dominant area. Everyone needs to come together or this association will fail.
- Perhaps the better question, is what benefit do they serve now to the horse industry?
- Consistency
- This would help with consistency, streamlining contacts, registration, stalls, costs/money and yearly fees.
- Shared overhead.
""Separating the forest from the trees"" - one strategy for the QH Industry in Ontario, working together to devise the best schedule, etc. for our members instead of sort of competing between clubs to be successful.
Better access to sponsorships instead of spreading it around.
There are great people on each board - if these heads came together, it would be very positive for the industry.
- One club working together. Saving money.
- Show management could be the same at each show
- Anything to help a dying industry
- Reduce the polarization of the clubs..working as one unit ..
- Potential for larger class sizes.
Consolidating funds to potentially provide better prizes and possibly even added money.
- A united effort might increase volunteers, pool resources and unite the province vs silos.
- One central membership, shared expenses - so if one show is successful, it can compensate for other smaller ones.
- I believe I am too new to weigh in on this.
- Not a benefit of consolidation but a way that OQHA could be a pain reliever for them:
OQHA could support these promotional clubs by offering them something for their show approval fees, like using those funds to buy a policy that insures all OQHA sanctioned shows.

- If I understood the changes that would occur I would have a better idea of how to comment.
- Make somewhat of a profit and be able to keep the sport alive with the youth especially
- Reduce costs (insurance, websites, paid positions etc.)
Better use of volunteers
- Less insurance costs for the different areas. Less 'cooks' in the kitchen. Making things more direct.
- Added value for your dollar spent
- A united industry working together for success instead of wanting each of their own areas to be the most successful.
- With the decrease in the number of shows and it all ran as one you may find that some people who stick to one area only end up attending other areas? Just a thought.
- -saving on insurance
-potentially a more wholistic plan for horse shows in Ontario
- Pooling of talent/leadership/volunteers/resources
- will drive competition all season right now only your area shows matter if you are interested in year end awards
- I dont see a benefit. The individual horse shows are essentially under a parent organization
- I think if we consolidate, we will be able to get more marquee sponsorships. Asking for a sponsorship or partnership as the Ontario Quarter Horse Association rather than an area has a lot more gravitas with companies and we won't be competing with each other to get these sponsorships. I also know that each area has a difficult time forming a board and getting volunteers and the people who do volunteer get worn out. If we consolidate all the people who are able to volunteer would hopefully consolidate under the OQHA and there would be more man power to do things.
- All Shows could be at 1 facility but run by the different area. Facility should be Ancaster as it seems to be the best in Ontario.
- Better numbers if people don't split in too many shows
- Saving money - so many facets can be consolidated under one organization
Pooling sponsors and volunteers by not splitting them between multiple organizations
- Avoids duplication of positions, one consolidated group aligned on working towards the same goals, the Area year-end awards have lost their value with so few people actually qualifying for year-end awards (See Area 3). What is the actual point of having Areas at this point in time?
- More attendance at shows
More money for the 1 club
Larger purses
No competition for dates
- Less individual shows. More about working together to improve all of Ontario not just own area
- Hopefully bigger shows
New board members with fresh ideals
- One membership fee, possibly. Better opportunities for sponsors, added money etc
- A streamlined show bill
Consistency in show fees
Sponsors/ exhibitors/ membership all focused to one key source
- Hopefully help keep our Ontario Show circuit viable
- Maybe make for bigger shows and more cost effective for everyone
- Grouping all of your "workers" into 1 group
- Potential for larger circuits to create a more inviting atmosphere.
- If consolidated, I expect that the benefit would be to cost initiatives.
Outside of this, I see few benefits.

- On set of shows, no competition between areas to have a show, consistent costs, shared fees (insurance, website)
- Cost savings to club and members shared.
- I think now is the time to do this, if it's done properly, with advice from a paid 3rd party. We have too few volunteers trying too hard to run their separate events. If the same volunteers stuck around for a consolidation, it would certainly improve the chances of success.
- Hopefully more entries
- Better show management
- Cost reduction, better fundraising opportunities, ability to standardize things like the All in Fee.
- Consolidate resources & manpower ie consolidated positions. All of the province with the same goals for the shows
- Potential savings
- Hopefully result in more efficient use of resources.
- I feel it could be more cost saving for exhibitors but more cost effective for the association. They will not be fighting over sponsors and other ways to make money. It all goes to one pot. Also I find some of the area boards to be cliquey like high school kids. I feel this could help with that tension. Ontario is Ontario shouldn't matter where you are from. We all want to show our horses
- -No more people just staying in their area
 - Everyone working together instead of only for their area.
 - people caring more about year end awards
 - awards being better because everyone is working for the same goals instead of only in their area.
- There's no need. Times have changed. Be one strong association verses multiple weak districts.
- I am not sure this is the answer
- Opportunity for better coordination and focus on making strategic change. Fewer shows with a higher quality. Less dilution of the limited resources we have. A good service or product cannot be everything to everyone. Consolidation may allow a smaller group of people to better define the wants and needs of the target market that are best positioned to move the industry forward.
- I think having everyone work together is always better, shared funds, shared resources, shared sponsorship and volunteering might be easier for people
- There is any
- Reduced expenses, hopefully a larger pool of volunteers, not having so many clubs hitting up the same businesses for sponsorship.
- It will decrease division in the association
- Perhaps there will be more unification by going under one umbrella.
- Less memberships for people to buy, more collaboration between different people , pooled resources.
- If it is consolidation it would must likely keep the horse showing in Ontario. As the areas then don't have to cancel shows or shorten them.
- Only benefit I see is the shared insurance.
- That we would have a unified entity when it comes to procuring sponsorships. There would be greater numbers involved so perhaps we could get bigger sponsors instead of with each other. Also I wouldn't have to pay 2 membership fees.
- It would be more cost effective as not as many organizations would be competing for membership money and fund raising.
- More shows for year end
- Pooled resources
- I think it's a incentive because the Area's only have 1 show in Ilderton 1 show in Carp and 2 in Lindsay and 2 in Hamilton to have area's just doesn't work anymore it's different if you have the

more shows and riders in your area but it's dwindling down so a change needs to happen. I think we should run it in 2 or 3 facilities but that would have to be worked out amongst membership and see what would work for all

- Honestly not sure about this

Appendix 4b: Key risks of consolidation

- Too centralized... would still need to maintain at least one show in each area
- The area volunteers not working for OQHA many only attend there Area shows.
If OQHA decides a certain show is not viable they can drop it from the season.
- The promotional club volunteers not working for OQHA, there is some bad feelings at a few.
- Potential limitation if only one location is used and people have previously made the decision based on location
- losing opinions from all areas/ biased decisions
- Risk is harder to make year end awards and location if the shows are always set at one location.
- Locations...if get rid of the areas but decide to move the Ontario show around to different facilities, but we wouldn't have a choice to go or not because there wouldn't be an area to fall back on ie. deciding to go to Lindsay vs Ilderton
- Things may become to political, everyone needs to focus on saving the shows and creating a fun inviting atmosphere and leave their egos at the door. If everyone can work together with the same interests in mind we can make things better for everyone!
- Varying opinions and agendas will be difficult to amalgamate. Members from different areas may have differing goals and needs. The needs of the greater good need to be the number one priority. Fair representation from all areas must be ensured. A team approach will lead to success!
- Closed minded people not seeing it as an opportunity and ultimately not supporting change.
- Still maintain shows across Ontario to help with decreased fuel consumption and travel time
- The loss of some local competitors
- Some clubs may not want to consolidate
- too much dependence on too few people
- None. Best thing we could possible do. If points by area is important that could still be calculated based on all shows.
- My fear is that all the shows would be moved to a location that is convenient for organizers, eg. Ancaster which would eliminate a number of competitors
- The biggest risk will be location of the shows, I think. If the plan is to stay status quo then no problem. If the plan would be to amalgamate to one single show ground then the outcome might be more risky.
- The likely decline in volunteering and sponsorship because of disconnection
- None
- Nothing
- Financial concerns, all eggs in one basket, fear of loss, we can't go back, history, there was a solid reason they were put together to begin with.
- I think the risk would be if it was all at one facility all of the time, people might get bored of that, I think that Carp should stay at their facility, and Area 3 should go back to Orangeville, I have heard rumors of a facility like Ancaster being built in Belleville, Ontario should look at that as an option to have a show. I think that having all of the areas combined is a good idea, but to get new people into the association, you need to have horse shows at different locations. Also, helps with getting different competitors to our shows.
- If they are held in only one location or area it will be too far for some to travel
- Losing autonomy and control fo our shows.

- Risk might be losing people to run the shows in their areas.. I just wonder if promotional assn. members would be willing to be part of show committee if they aren't working for their area club. I have not heard that voiced by anyone though. The other issue I see is how to merge bank accounts and assets. Do the committees still have their own individual bank accounts? If a committee holds a show and loses more money than their bank account currently has, I assume this effectively wipes out future shows in that area, but does OQHA cover the additional expenses?
- Not being able to draw exhibitors from across Ontario potentially the same way.
- lack of volunteer effort and local sponsorship
People unable or unwilling to volunteer at a distance.
- Paint/Appaloosa competitors may not be able to compete at the OQHA level. But how do you better yourself if your only competing at low levels
- Old timers would not like the change.
- the independent competitor will not show in AQHA approved shows and any new members will come from a very small geographical and financial group.
- The continuation of poor committees who continue to live in the formative years of the horse industry.
- Biased opinions and further mismanagement.
Not a single Ontario Horse Show made money ???
- We have not been part of the show circuit long enough to know the key risks. But if the club is not local to the area you may lose some of the sponsors,
Members that do not travel around to the different shows and only stay local to their club would not have the opportunity for year end awards within their own area.
- With the right leadership in place, this will help the Ontario QH Industry to innovate and put resources into the right initiatives/programs.
But on the flip side, the wrong leadership and a few bad decisions could cause things to sink very quickly.
- None
Some people will be unhappy but they need to see the positives in it.
- Volunteer engagement
We still need to hold shows in different areas of the Province to try to attract new people.
- Some clubs have worked over the years to accumulate a good pot of money which they may/may not want to share?
- The location of the shows. A lot of us travel from northern Ontario (Sudbury) and traveling anymore than 4hrs south is hard to do for a 3 or 4 day show. It would require taking more time off work.
- No real risks, I think it's the way forward.
- Amalgamating the areas does little to address the fact that the business model used for over 70 years no longer works in 2022! And why would it?! Our world and even our horses are vastly different now!
It would only be a band-aid on a bleeding artery to amalgamate; and would also mean that the Ontario Quarter Horse community would lose the history of each region (1980's to present) and it would also forget the volunteers who sunk their time and money into creating this industry in the first place, show by show. It is not the fault of the areas that the industry is in its current state. Besides regionally someone still has to volunteer to put on the shows, because you are not going to even be able to hire out all the positions that need filled, even if shows did generate enough to cover all the labour costs. Once upon a time OQHA had a product that independent fair boards were happy to host. Now they look to other associations to fill the void - that is in some ways a

long festering detriment to us now that AQHA people chose to step away from them, there went our easily gained visibility to the general public, a great way to promote our breed, our disciplines, and demonstrate that we are grass roots / new comer friendly.

It is time that we redesign our product!

Our horses are not the problem, people still love Quarter Horses, and people in general still love and are buying horses, so we need to build people a show community that they can love to be part no matter what activity they enjoy doing with their Quarter Horse, and possibly even their non-Quarter Horses!

- People fighting over control!
- I think people worry about all shows being moved to one facility. I think this will limit number of volunteers and less likely to bring in new people.
- Area year end awards has made it more likely for everyone to receive some form of recognition (and motivation to continue) so if moving to only Ontario perhaps to reward 3-5th place finishers even if a small \$5 Tim's card.
- Will need committees to run shows at different venues. I don't think all shows should be at one facility. If this was the case, I would be happy to help OQHA as a committee member to run the show in my area
- People getting along with one another
- Location and drawing an attraction to new exhibitors if there is no longer a quarter horse show close to them to try for the first time. They may choose to show or stay at the local saddle club level if the travel and cost to get to a quarter horse show becomes too great.
- Not sure, besides it will make some people unhappy.
- -people fear that shows won't be held in certain locations if we consolidate (i.e. that shows will be taken away from Area 1). There are people all over the province, and not everyone is willing to drive to one central location. I recognize that having shows in certain locations may not be feasible much longer anyway, but just wanted to note that.
- Shows in only one location
- Loss of some horse. Shows
- I know there are concerns of people having to drive too far to show. However, we can still move the shows around although I think the value of having a nice facility is worth a drive.

I do think removing the year end award recognition for the areas is difficult because in the past newer exhibitors would be able to compete for year end awards and recognized in their area. Potentially if we had an all-round rookie or new exhibitor award for OQHA this may still provide new exhibitors the opportunity to be recognized and encourage them to continue coming out.

- People may not want to volunteer
- Leadership will be very important if only one organization. If the board isn't able to keep volunteers in all regions of the province engaged it could rapidly deplete the energy of those involved.

Keeping a cohesive, professional, positive forward thinking group will be critical.

Concern would be losing local grass roots exhibitors but with decrease of shows in each area - that's already a potential problem.

- Not having shows in each area and causing us to drive further.
- I am not sure I see any risks, although I think there are certain people whose feelings may be hurt or feel that the loss of control for certain shows may resulting in them not be run "the way they always have been".
- Loss of all the small area shows
Large shows may be too intimidating for new comers
Traveling to outside areas may be difficult for people in the north
- Travel

- I do not see any
This is a AQHA show with standards and expensive horses, rigs trailers tack it is not a club show or at least it show not be
- Because numbers have been dropping across the board i feel the best solution to saving qh shows in ontario is through consolidation.
- None come to mind immediately
- Possibly losing some exhibitors
- Just like to see it kept to quarter horses and not all breed
- Where would the shows be held?
1 location would eliminate many exhibitors that want to stay in their area and travel less
- Some people who don't travel outside of their area will only have one or maybe two opportunities to show - that won't help in the long run.
- The loss of area clubs that do provide excellent opportunities to exhibitors to show their horses.
I do believe that Area clubs hold a relevant place in horse showing.
It would be ideal to find a balance that is effective and sustainable.
Loss of exhibitors due to a loss of operating area shows would likely only serve to promote risk of lost revenue.
- Equality of money from area clubs.
- Nothing
- We have to be cognizant of those people who still love showing horses, but can't do it at a high-performance level. We need to support and foster local areas, and right now, we have a great group of elite horsemen/horsewomen in Ontario which don't always have a good connection to the grass-roots exhibitor. We need diversity, and the promotional clubs give that diversity a place to exist.
The other issue is that only one promotional club has money, how do we know that amalgamation will result in that money being put to good use and not being squandered?
- They forget the little people and families. That don't have the big money to show big time
- Loss of volunteers which help fundraise and get donations, etc. for their particular club. There would be no incentive for these folks to do this anymore if their club dissolves.
- Can't think of any
- Loss of some local(closer to me) venues
- The shows will all be in S. Ont/GTA area because a lot of membership is there
- I honestly don't see many big risks.
I believe the areas served a purpose in a time that we had larger numbers. But it's time to make a change for the future.
- Lack of volunteers
- I worry about if we lose some of the smaller associations we will have a difficult time drawing in newer competitors as they will feel intimidated coming to bigger events
- we will possibly loose more exhibtors. I would like to see all shows at same venue
- Some areas may feel their needs aren't met and leave the OQHA sooner. Decision making power will be consolidated in fewer people meaning the importance of their decision making skills is even greater. Selection of the OQHA management will be critical. The wrong resources will accelerate the decline.
- Certain people might just take it over and not let all "areas" input for best results
- No volunteer
- There may be a small number of people who only like to do the shows in their area and earn those year end awards that will be disappointed.

- Cannot know until it is tried. Part of the issue, OQHA has not attempted to make any changes and the old ways are not working any longer. Once numbers increase, maybe then go back to Area.
- Zero.
- I don't really see any risks. At this point I just see benefits.
- If the Area's disappear, I think many of the current volunteers for the Areas will retire or volunteer somewhere else close to home. This will especially happen if the shows move to just one location. Volunteers are not going to drive farther than what is local to them especially with the current fuel prices. I also think a single location may limit some of the sponsorships.
- That a few people would end up doing all the work and they would get burnt out.
- Alienating people that only want to volunteer close to home.
- Members being unhappy. Overall fewer year end awards
- Having to travel to one facility I think we would lose the locals that show to their area's who don't want to travel far to show
- Might have an effect on local people only showing in their area