



AMERICAN SHETLAND PONY CLUB, INC.

American Shetland Pony Registry • American Miniature Horse Registry • American Show Pony Registry

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The American Shetland Pony Club Vision 2030

The American Shetland Pony Club Inc. faced a difficult 2020, like all have in their own personal lives during this pandemic. However, WE are still holding strong, and the time has come to come up with the plan for the future. **Vision 2030!**

In the coming weeks, the President will be creating an Ad Hoc committee specifically focused on creating a vision for the future of the American Shetland Pony Club Inc. This Ad Hoc will be responsible for coming up with the proposal to give to the board of directors, and it will set goals to strive for by 2030 or earlier! What are the things that this committee will possibly work on?

- Growth
- Financial Stability (continued focus)
- Membership involvement/engagement
 - o New Member Outreach
- New programs
 - o IE, Youth, Amateur, Non-Show Members
- The American Shetland Pony Club Foundation
- External Marketing
- MORE!!!!

This list above is only a small number of ideas that have been brought up in discussions with members of the association and have been relayed to the home office.

The question is WHO will be involved in this Ad Hoc Committee? This will be a diverse group of directors and members that have ideas they want to try and implement.

Ask yourself this, do you want to be involved in the Vision 2030 project? If so, please email Jill Gleason, jill@shetlandminiature.com and the President Rob Crater, robcrater@gmail.com and express your interest of being part of the future.

It takes us all to make an organization great, and I hope that with Vision 2030 it will solidify OUR history by moving into the future! Let's get excited and begin to work on **Vision 2030!**

Sincerely,

Rob Crater
ASPC/AMHR/ASPR President