

ASHA Releases Membership Survey Results For The World's Championship Horse Show.

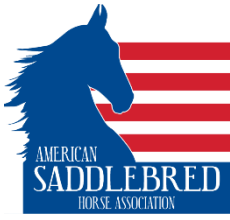
The American Saddlebred Horse Association in partnership with the World's Championship Horse Show presented the results of membership surveys from the ASHA, UPHA and the AHHS to the David Beck, the CEO of Kentucky Venues, on December 13 at the WCHS Advisory Committee Meeting. The primary area of concern centered around the two additional days that were added in 2018. The ASHA discussed that membership does not want additional classes added on those two days due to added expenses and school schedules. Further, the UPHA reiterated their position that the two additional days be kept for schooling horses only, as the WCHS was previously the only major show that did not allow access to its main arena before the show. Kentucky Venues will consider our request at their board meeting in January.

The WCHS Advisory Committee is made up of representatives from the ASHA and UPHA and provides a voice for the Saddlebred industry to Kentucky Venues (formerly the Kentucky State Fair Board) on ways to improve the World's Championship Horse Show. As the leading breed organization that participates, The American Saddlebred Horse Association takes great pride in having the opportunity to help improve the show experience and appreciates our membership taking this survey.

"We gained tremendous insight into member preferences and suggestions for the WCHS from the nearly 1,000 survey responses, says Terri Dolan, Executive Director. The active participation from our membership allowed ASHA to effectively bring forth recommendations to the WCHS show committee and management". The ASHA WCHS Survey was made available to all members to share their opinions and suggestions for the WCHS. The survey was open from November 15th to November 30th.

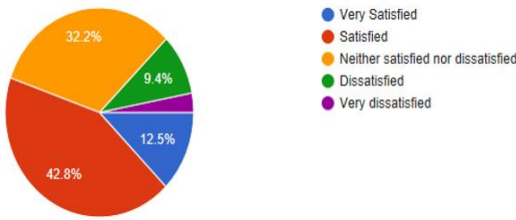
Below you will find the results of the ASHA membership survey questions along the results from the UPHA and AHHS surveys. In addition to the charted results, you will see that ASHA received additional insight and suggestions from our membership in the following primary areas; show/fair operations, show schedule, stabling, work areas, awards, exhibitor hospitality, and judging. All areas of concern were presented to the Kentucky Venues.

Figure 1

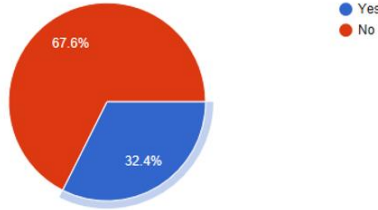


ASHA 2018 Survey Results of about 1,000 responses

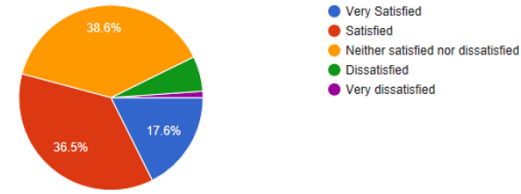
Q: Over all how satisfied were you with the 2018 WCHS?



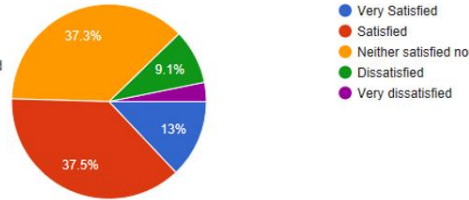
Q: Do you support adding two additional days of classes to the WCHS?



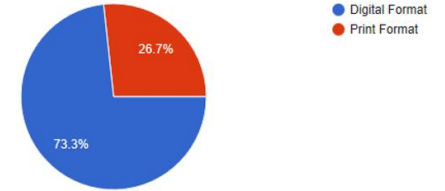
Q: How would you rate the new ASHA WCHS App?



Q: Overall how satisfied are you with the ASHA involvement at the 2018 WCHS?

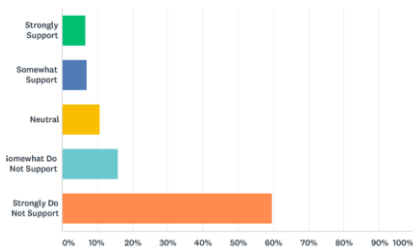


Q: For daily WCHS results how do you prefer to view them?

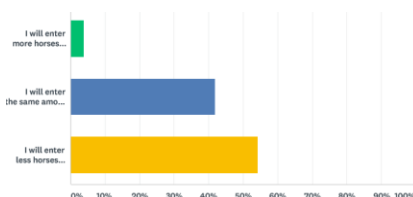


UPHA 2016 Survey Results of about 2000 responses

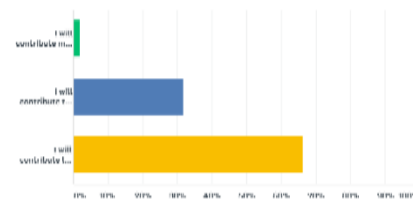
Q: How do you feel about adding two days to the 2018 Kentucky State Fair World's Championship Horse Show?



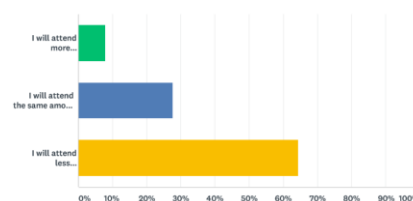
Q: As an Exhibitor and or Horse Trainer will the additional days of the show affect the amount of horses you exhibit?



Q: Will the added days to the horse show affect your financial donations and sponsorships to the show?



Q: Will the additional days impact how many performances you attend in person?



AHHS 2018 Survey Results

Q: Are you in favor of adding two additional days to the WCHS
A: 74% were not in favor of adding the 2 days