

CQHA Virtual Town Hall

November, 3, 4 & 5, 2025

Hosted by the CQHA Provincial AQHA Affiliate Engagement & Transition Task Force

Building connection, collaboration, and a shared vision for the future

CQHA
CANADIAN QUARTER
HORSE ASSOCIATION





Welcome

Tonight's session is part of a national conversation about how we, as affiliates, members, and leaders, can shape a more connected and sustainable future for Quarter Horse breed in Canada.

Task Force Leadership:

- Laurie Haughton: Task Force Coordinator / Facilitator, Professionals & Industry Partners
- Larry Clifford: Facilitator, AQHA Show Managers, Secretaries & Judges
- Wanda McFadden: Facilitator, Canadian AQHA Directors
- Kathleen Schroeder: Facilitator, Grassroots & Non AQHA affiliates
- Megan Waugh: Facilitator, Youth & Young Adult Engagement

Acknowledgments:

- Members of the CQHA Board of Directors
- Canadian AQHA Directors joining from across the country



Why This Task Force Exists

Mandate:

To evaluate and recommend a sustainable, future-facing affiliate engagement structure for Canada, one that strengthens collaboration between CQHA, AQHA, and provincial affiliates, and all organizations that wish to align on a provincial or national level.

Purpose:

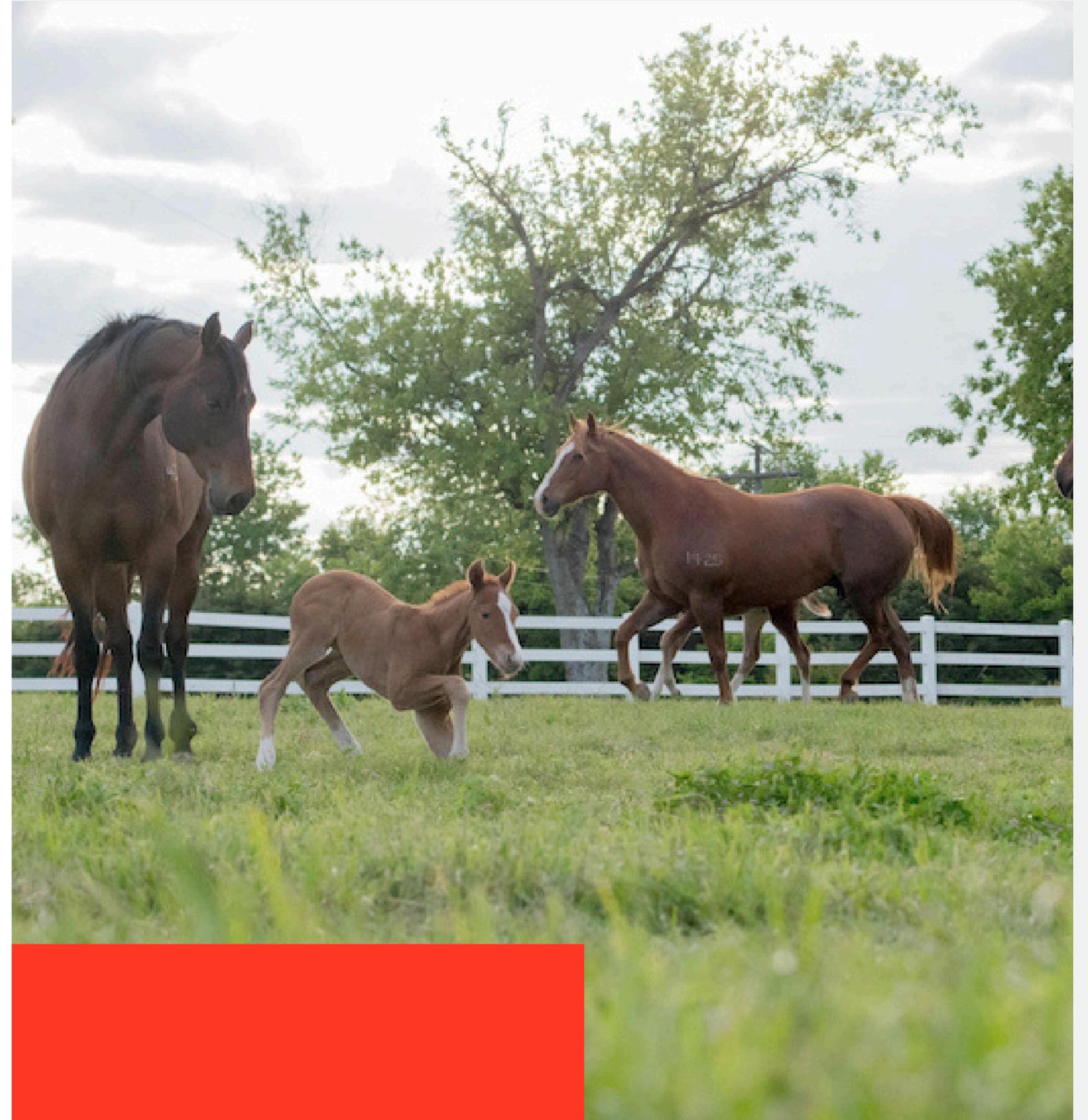
- Build readiness for AQHA's 2026 grant-based funding model
- Enhance communication, inclusivity, and capacity across affiliates
- Explore innovative approaches to education, events, and engagement
- Create a more unified national identity for AQHA in Canada

Timeline Overview

June 2025 – January 2026:

Task Force Mandate

- June: Framework approved by CQHA Board
- July: Task Force launched
- August–October: Surveys, interviews, feedback sessions
- November: Town Hall & analysis of insights
- December–January: Draft recommendations and toolkit
- January 2026: Final report presented to CQHA Board
- March 2026: Findings shared with AQHA Executive & International Committee



Aligned with AQHA's Strategic Plan

AQHA's Vision:

To expand opportunities, strengthen the community, and modernize the member experience through innovation, education, and connection.

How Our Work Aligns:

- Shared focus on member experience and engagement
- Preparing for funding and structural transitions
- Investing in education, innovation, and inclusion
- Strengthening international and affiliate partnerships



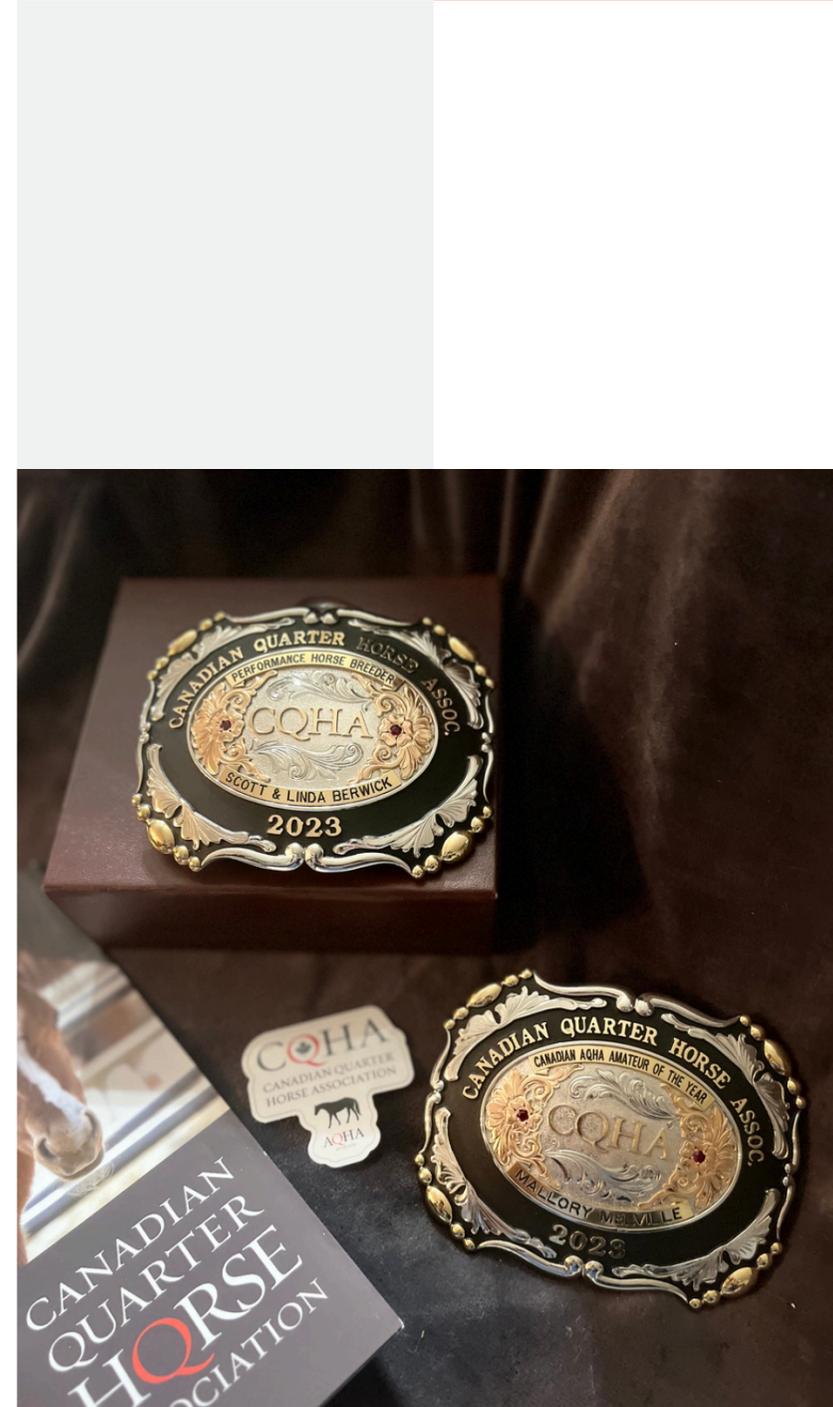
Purpose of the Town Hall

Tonight's session is about listening, reflecting, and co-creating.

We're not here to debate or decide, we're here to understand:

- What's working
- What's missing
- And what's possible when we build together

This is where harmony begins: by hearing every note in the song.





How to Participate

You can contribute by:

- Sharing your thoughts during tonight's discussion
- Participating in the Facebook discussion group
(<https://www.facebook.com/groups/1573805426961980>)
- Completing the national survey
- Reaching out to your facilitator or provincial representative

Every perspective adds to the harmony.

The Four Guiding Questions

01

Strengthening Connection & Representation

How can the relationship between affiliates, CQHA, and AQHA be strengthened so members across Canada feel represented and supported?

03

Innovation & Modernization

What innovations could help modernize our industry while preserving its traditions and community spirit?

02

Building Sustainable Programs for the Future

What support, tools, or partnerships would help affiliates create more sustainable, inclusive programs?

04

Engaging the Next Generation

How can we better connect with youth and new participants to ensure a vibrant future for the Quarter Horse community?

Strengthening Connection

- What's working well between local, provincial, and national levels?
- Where are the disconnects or friction points?
- How can we ensure all voices are heard?



Building Sustainable Programs

- What challenges do you face locally?
- What resources would make your work easier?
- How can CQHA or AQHA better support your provincial AQHA affiliate?
- How can CQHA or the AQHA provincial affiliate better support your provincial organization or grassroots association?



Innovation & Modernization

- Where could technology or new formats make a difference?
- What innovations are already happening in your area?
- How can we bridge tradition and innovation?



Engaging the Next Generation

- What attracts or deters youth participation?
- How can we create pathways for mentorship and leadership?
- What does belonging look like for young people today?



Thank You & Next Steps

Thank you for being part of this national conversation.

Next Steps:

- Continue sharing the survey link
- Join your designated Facebook group
- Watch for the recommendations from Task Force.
- Review the upcoming summary report this winter

Together, we're building a stronger, future-ready Quarter Horse community for Canada.

