



Spring 2019 ~ Newsletter

The ICAA is the only **stand alone registry** dedicated to building and preserving the purebred Appaloosa defined by eight generations of Appaloosa x Appaloosa only. To that end, ICAA welcomes most Appaloosas with Appaloosa parents and characteristics, with a preference for contrasting coat color patterns.

ICAA boasts a healthy and diverse gene pool with categories for Appaloosas with non-Appaloosa grandparents, great grandparents, etc. to contribute to the eight generation purebred Appaloosa. Intermediate categories allow breeders and buyers to identify Appaloosas that best suit these goals within their own programs.

ICAA offers opportunities for their registered Appaloosas and Youths to earn points in local breed and open shows, trail and distance programs, as well as national and international competitions, and offers awards for production achievement.

Take pride in the ICAA. There is no other registry out there like it. Please visit us at www.icaainc.com and show your support by liking our Facebook Page - International Colored Appaloosa Association!

The 2019 ICAA Annual Membership Meeting will be held in Shipshewana, IN on Saturday September 28, 2019. Location to be announced. Book the date! There is now a large event center located in Shipshewana that has many events going on all the time, including major horses shows, rodeos, tractor pulls, concerts, and more, so plan to stay awhile in the beautiful little Amish town. The link to the Michiana Event Center is www.michianaevents.com. We will also hold the meeting via teleconference for those who cannot attend the meeting.

Congratulations ICAA BOT Vice-Chairman Cheryl Miller!

Congratulations go out to Cheryl Miller and Joe Yurcak on their October 21, 2018 marriage!



Cheryl is on Ms Pepolena #2605

Announcement of New Board of Trustee Members

We want to introduce the addition of two new Board of Trustee members who were voted in on January 26, 2019 at the ICAA Quarterly Mini-Meeting. A big welcome goes out to Linda Hokanson of Alberta Canada and Conny Riedel of Texas. Both have been active in ICAA and its promotion for quite some time and we think they will make a very good addition to the BOT.

If you wish to learn more about Linda and Conny, please visit the ICAA website and go the "About Us" page.



Linda Hokanson with Stars Wildfire SL and a friend to the left.



Conny Riedel with Ima Rockin Secret to the right.



2019 ICAA Stallion Service Auction

The auction was held from December 15, 2018 to January 15, 2019, and again from March 10, 2019 to March 23, 2019 for the stallions who did not sell in the December to January auction.

We had a very good lineup of stallions this year and we want to thank all the stallion owners who donated their stallions and the mare owners who bid on them.

We had a lot of interest, with one Facebook notification on January 6th stating, "Posts from ICAA 2019 Stallion Service Auction reached 5.4K people and had 884 engagements this week". They are also posted on the ICAA website, which gets a lot of hits. One of the draws for owner's donating their stallions is the exposure and free advertising they get while the auctions are being advertised. We feel this year, even if they did not sell in the auction itself, that these owners got a great deal of exposure.

Our sales this year were higher than previous auctions as well, so we will continue to hold this every year.

The proceeds from these auctions help support our activities such as the Trail Logging program, Open Show Point Program, and the Distance Program (Endurance and Competitive Trail), as well as keep our very reasonable enrollment, membership, registration, and other fees as low as possible.



Ima Rockin Secret, F2-2711, was the high selling stallion again this year in the auction. He is owned by Conny Riedel, and one would think he knew he did something special by the way he is showing off! He can be seen in the Stallion Showcase on the ICAA website.

Welcome New Members

Joan Collins of OR
Margo Carter Condon of ME
Virginia Foxx of NJ
Kelly Lyn Will of MI

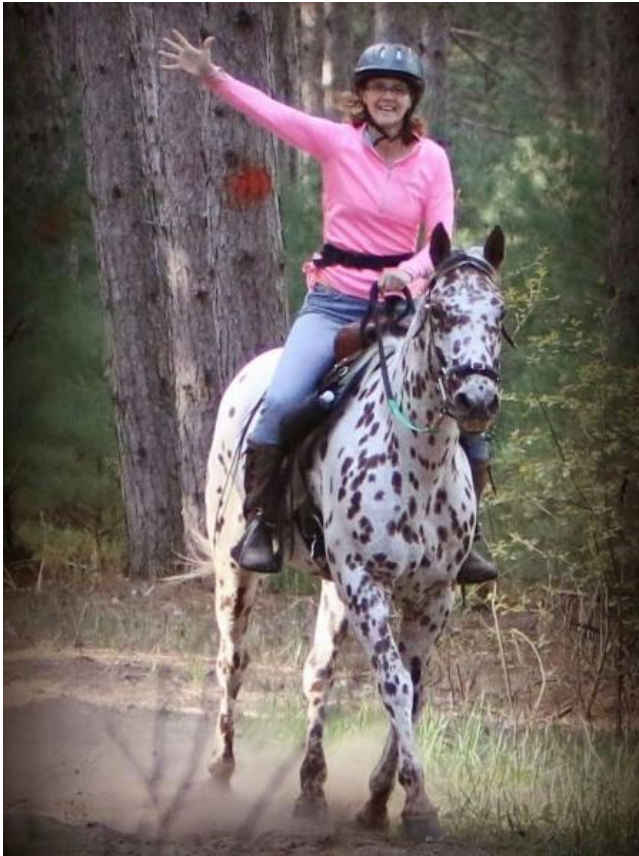
Our hearts and prayers go out to those affected by the horrible floods throughout the Midwest. It is unimaginable for those of us not affected to understand the pain of that kind of loss; the livestock many have spent years to build their genetic lines and herds, the loss of buildings, equipment, and infrastructure, and the financial hardships that will come with it. From the photos and stories that we've seen, it's hard to comprehend the enormity of it all. But if there is one thing certain, the people who live in these areas are strong. They help each other in times of need and they will work together to rebuild.

We are now holding quarterly "Mini-Meetings" via teleconference for everyone to stay in touch and keep updated on what's going on, and for members to have input on ideas and other things more often than the once a year annual membership meetings. If you are not a current member and wish to attend these quarterly (and annual) meetings via teleconference, renew now! The next meeting will be held April 27, 2019.

For those who wish to receive a hard-copy of the Newsletter, please notify us and they will be sent through snail mail. We understand some people do not have access online or just like to hold the hard-copies in their hands!

NEW: It was discussed at the Quarterly Mini-Meeting on January 26th that new members automatically receive a hard-copy of the Newsletter for one year following their membership.

ICAA Programs



Pictured is Diane Schermerhorn and Iron Lady Hawk, F3-2687. The team won the 2016 ICAA High-Mileage Endurance award.

Spring is here! Enroll your horse today in the Open Show Point Program, the ICAA Distance Program, and/or the Trail Logging Program. Year end awards are offered in OSPP and the Distance Program. See the ICAA website at www.icaainc.com for more information and forms.

Also, don't forget the Production Achievement Award System! Awards are given to mares who produce five colored ICAA registered foals, and stallions who produce 15 colored ICAA registered foals!



Kim Rumpsa and RSecretJoe Medallion, F4-2443



Anna Larson and her husband on Northstar Ladybug, F2-2380, and Hobos Dream Girl, F4-259, at Bonita Canyon, Zuni Mountains NM

Presentation for Sales

An article by Laura Clifford, TN, that appeared in the ICAA January 2005 Newsletter

Photos and photo comments added by Sharon January 2019

Trying to sell your horse? Here's some advice...

Some blame "the bad market" for their inability to sell horses. Some blame the breed's "poor reputation". I disagree with both excuses. The inability to successfully market one's horses is usually because of poor presentation by the seller.

Through looking at how I buy horses and how I sell my farm's horses, I have come up with five factors that the average horse buyer wants to see and will pay good money for.

The first is **the training and the level of training** of the horse. If the horse is broke to ride, you'd better be willing to offer to jump on! Even if the prospective buyer doesn't ask, tack up, jump on, ride around, and get them to ride "their horse". Nothing sells a horse faster than getting the buyer and their children up on the horse.

On the other hand, not having any riding tack on hand, or not being willing to ride your own horse, tells the buyer that it's probably not as well trained as you say it is, and you will lose the sale.

The **overall condition of the horse** is very important. Having a well-fed horse that is well groomed -- including being clipped and shod, as though ready to walk into a show arena -- are excellent selling points. Being up-to-date on farriery, vaccinations and deworming, as well as having a current Coggins report handy, are enticements for the buyer and proves that they are getting a horse that is "up to par".

The **general condition of your facility** is a surprisingly strong selling point. Buyers will oftentimes judge how much they should pay for a horse based on the "level" of the facility they are at.

One expects to pay more at a million-dollar barn than at a "backyard breeder" with poor fences and no barn at all. The buyer feels the horses are of higher quality at a nice facility.

If you don't have suitable facilities for the type of horse you are selling, you may consider consigning the horse to an appropriate sale barn, or boarding that horse at a nice facility for a few months.

There is nothing wrong with selling horses from your own farm, though there are some aspects that should be considered for marketability as well as the safety and comfort of the prospective buyers.

Avoid the appearance of a feed lot by freshly bedding your stalls and putting the individual "sale horses" inside. This will make your place look "emptier" and larger as well as allow the buyers to focus on specific horses.

If it has been a wet time of year, scrape away as much mud as you can. Create a walkway between paddocks, or use temporary fencing to segregate horses so that buyers don't have to carry their children through herds of interested horses. The safest method of showing off your horses while at liberty is to keep the buyer on one side of the fence and the horses on the other.

Put your best conditioned horses up front, whether or not they are for sale. If you have horses that are not in prime condition, don't even consider trying to sell them until they are in good shape.

If you have a rescue horse that is in the beginning stages of "coming back" or the old family mare that may not make it to next winter, you might consider making a big deal out of showing off these decrepit horses and telling their story. Some buyers, catching a glimpse of a bony, wormy horse with long toes, might feel it is appropriate to call the authorities if they feel you are hiding something.

Buyers like **local "fair market value"**. Basing a horse's price on their age, training level, discipline, and what comparable horses in the area are selling for lets the buyer feel like it's an even exchange.

Whether or not a horse is **registered or has a "pedigree to die for"** depends on the buyer and the horse's intended use. A breeder will be more interested in a pedigree and the family history than a family looking for a good weekend trail horse, and a good, safe trail horse of questionable heritage often commands a much higher price than an unbroke papered horse.

Salability of a horse has little to do with the market or breed. Sales are made primarily in the presentation. Excuses are made in lieu of presentation.

Added Notes by Sharon: Under the overall condition of the horse, it may be good to add 5-Panel test results, whether or not the horse is registered. In some cases, for horses that will be used for breeding, color and/or pattern test results might be good to have for those horses with colors or patterns that draw sales or to prove the color possibilities of the foal. In the case of Appaloosas, especially fewspots or others that may be questionable, it may also be good to have negative results for gray.

The following is a theoretical sales ad:

FOR SALE: 5-year-old, 15.2 hand leopard mare show prospect! Bombproof, sound, goes E/W, jumps 4-ft clean. \$5,000 to right home.

Which facility or farm would you choose to pay that kind of money for this horse?

This?



Or This?



While it can be expensive to have the facilities and fencing on the right, some things are free or nearly free other than your time and sweat. Start assessing in the spring what you can do, such as clean up the clutter. Maybe give the old barn a coat of paint and make minor repairs. If you have old, ratty fencing and can't afford new, the wide strips of electric tape are much more affordable, attractive, and can be solar powered if there is nowhere to plug it in. At least try to make the front of the property attractive to the prospective buyer. First impressions; you know that old saying.

As an ICAA member you'll get reduced registration fees, reduced transfer fees, reduced testing fees, and other **fees at reduced rates**. You can file your ICAA **Stallion Reports for free** if filed by Dec 31st of the breeding year. You can enroll your Appaloosa or Youth in the **Open Show Point Program, The ICAA Distance Program, and/or enroll in the Trial Logging Program**, and you can receive **Production Achievement Awards** for your mares producing 5 (five) colored ICAA registered foals or for your stallions producing 15 (fifteen) colored ICAA registered foals. You can **advertise** your ICAA registered stallions **for free** in the **Stallion Showcase**, as well as **advertise** your ICAA registered horses for sale in the **Sale File**, also **for free**.



Annual Membership Form

*Clip and mail with fees to:
ICAA, 4610 New Mexico 206, Milnesand, NM 88125
or pay online and email this form*

Membership runs from January 1st to December 31st

I am a NEW Adult Member (\$15)

I am a NEW Youth Member (\$15)

I want to RENEW my Adult membership (\$15)

I want to RENEW my Youth Membership (\$15)

Payment for year(s) _____

ICAA Membership (if renewing) # _____

Birth Date (if Youth) _____

PLEASE PRINT

Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone Number: _____

Email Address: _____

Web Site URL: _____

Revised 2018

You do not need to own an Appaloosa to be a member and support ICAA.

Memberships can now be paid for and submitted online!

Registrations and other work can also be paid for and submitted online

if paperwork is quality scanned and emailed!

As always, thank you for supporting the best breed and remaining true to the Appaloosa!

All letters to the editor, materials submitted for publication, and advertisements should be sent to
icaa@icaainc.com.

Contact Information:

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Milnesand, NM 88125

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Website: www.icaainc.com