

**Curly Horse Unity Survey**  
April 2013

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# 1 Introduction

**Why?** As time goes by, Curly Horse owners have been noticing that policy differences between the Curly Horse registries have become fewer and smaller. Many members wonder if a single unified registry might represent the Curly Horse more professionally than ever before. We wish to ask all Curly Horse owners if they are interested in seeing a merger of existing registries into one unified Curly Horse Registry.

**What?** In 2012, the ABCR members voted to allow straight and part bred stallions in what was formerly called the closed book and added two new books (BLM curly mustangs, outcrossed Curly Horses) to their registry. This change means both ICHO and ABCR now offer almost identical registration options for Curly Horses. With this recent development, members of both registries feel a unified registry would represent the Curly Horse in a more organized, economic, efficient and professional manner. Feeling that this might be a good time to discuss merging ABCR and ICHO into one worldwide registry, some interested individuals created this questionnaire. It leaves plenty of room for your thoughts about this topic!

**Where?** A unified Curly Horse registry and studbook would represent the Curly Horse in North America and worldwide. The location of this new entity would be in North America, and incorporate Curly Horse registries in other nations, creating a unified presence of the Curly Horse to the international horse industry. Please let us know your thoughts!

**Who? PROJECT UNITY.** This is a private initiative of a group of like-minded Curly Horse people, interested in finding out if there is substantial interest in a merger of ABCR and CSI and ICHO into one unified Curly Horse Registry. Neither ABCR, CSI nor ICHO nor any other registry [or organizations] are officially involved in this information-seeking project.

**Questionnaire information** The questionnaire was started in March 2013 and closed in April 2013. There were 122 participants, among them Curly Horse owners and breeders and many members of one or more registries, but also people without any membership. The complete questionnaire can be found in Annex 1. The results of the Questionnaire will also be published online for reference in the near future, the publication online will be announced through the various channels and via email.

FOR QUESTIONS, MORE INFORMATION, or to remain involved in the discussions during implementation, please contact one of us:

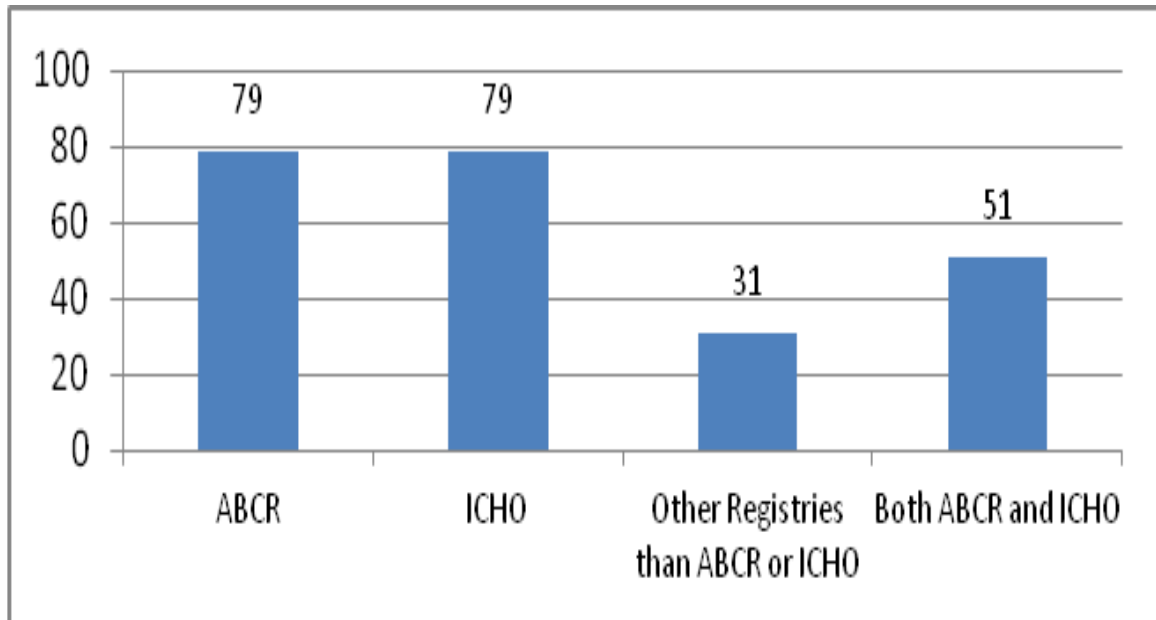
Marianne Bornemark,  
Angie Gaines,  
Caren Schumann,  
Donna Grace Vickery,  
Janice Voss-Crosby,  
Dr. Mitch Wilkinson,  
or Dr. Karen Zierler

-- or email all of us at: [curlyhorseworklist@gmail.com](mailto:curlyhorseworklist@gmail.com)

## 2 General Questionnaire Information

Total Number of participants: 122

Allocation of participant's registry membership



### 2.1 Instructions

1. Please answer the following survey questions and select the choices that most closely fit your opinion. Then you may clarify or add to your response in a commentary box below each part. We are keeping this survey very short and simple, to see if there is enough interest to pursue a merger proposal.

2. EVERYONE SHOULD PARTICIPATE IN THIS. Please help us contact ALL Curly Horse people, and help make sure everyone has an opportunity to share their feedback.

3. DEADLINE: APRIL 7, 2013. This survey and vote will be concluded in thirty days. If this survey and vote indicates that a merger proposal has enough support, we will put the project in motion. You may stay informed or involved by keeping in contact with one of us (see below).

4. ONLY ONE SURVEY & VOTE PER PERSON. Just as every Curly Horse person must be notified and allowed to participate, it is just as necessary that we receive only one final submission from each person. Therefore, we need your signature and registry affiliation below. Your privacy will be respected. We will NOT DISCLOSE any personal information of any kind to anyone. The combined responses and individual answers may be used anonymously only for the purposes of identifying issues and development of this merger project.

5. If you have any questions or concerns, we welcome your public or private correspondence with the sponsors of this project. Our names and contact information are above. We look forward to hearing from you.

6. \*= REQUIRED

## **2.2 Privacy Policy**

\*In order to participate in the survey, please confirm the following statement and add your name. I herewith declare that I agree with the analysis and publication of the results of this survey in an anonymized and aggregated way, which is not excluding the anonymized publication of single statements.

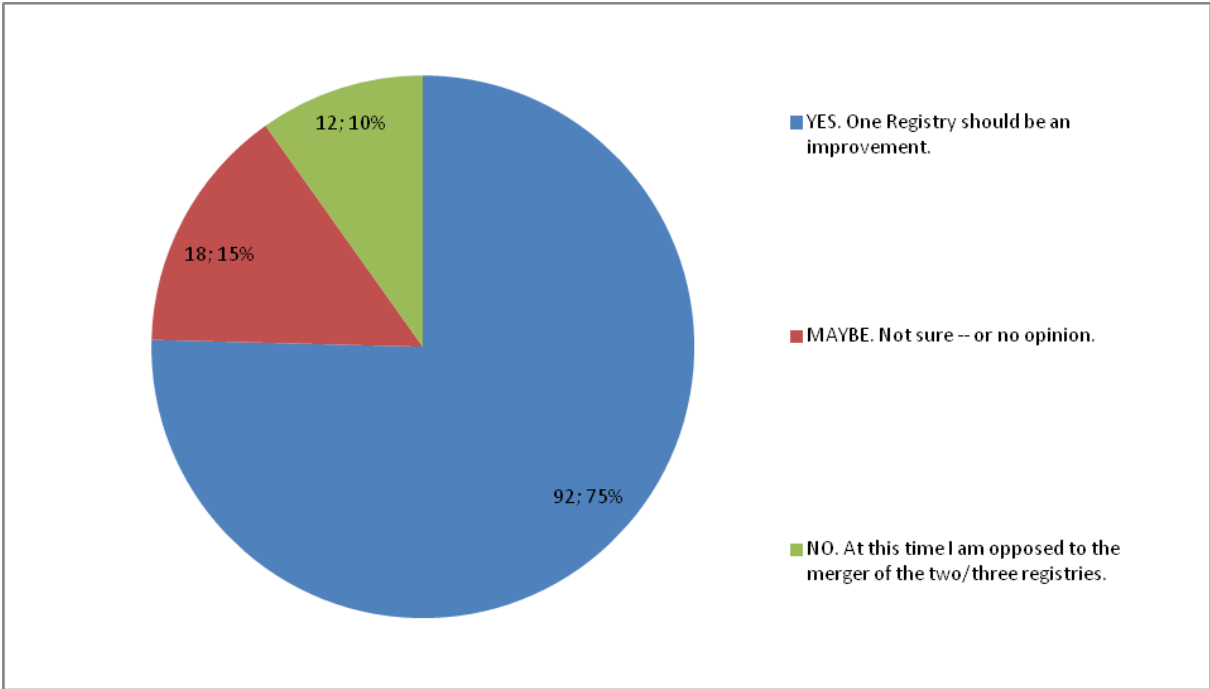
\*Please enter your full name here. Your name is only used for the verification that you filled in this survey only one time.

Please enter your email address here if we may contact you for further discussion of your commentary, Thank you!

### 3 Questions and Answer Analysis

#### 3.1 Would you vote yes to support one unified registry?

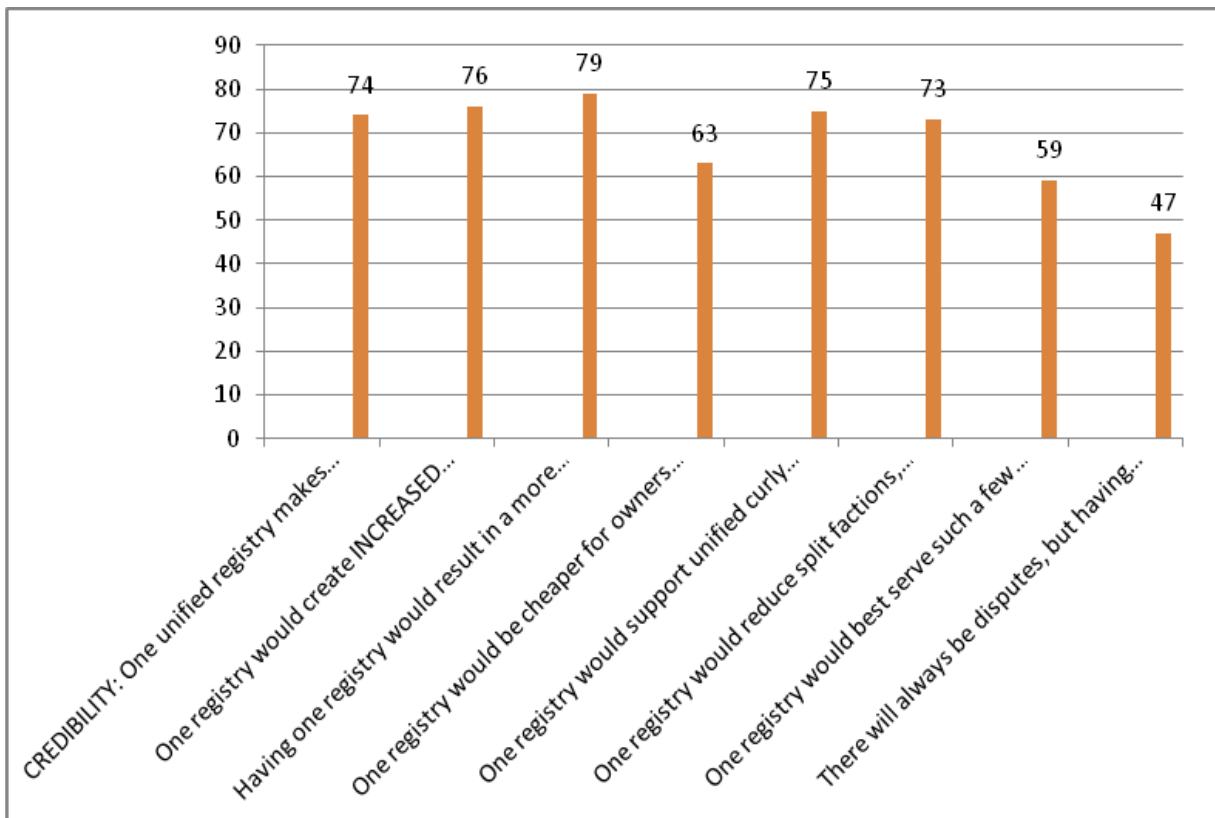
YES. One Registry should be an improvement.	92
MAYBE. Not sure -- or no opinion.	18
NO. At this time I am opposed to the merger of the two/three registries.	12



The overwhelming majority of the 122 participants of this survey felt that one registry should be an improvement, only 10 % were clearly opposing it.

**3.2 If you are in favor of one unified registry, please state one or more reasons below.**

CREDIBILITY: One unified registry makes the Curly Horse more credible	74
One registry would create INCREASED EFFICIENCY, and the end of unproductive registry competition	76
Having one registry would result in a more solid image of the Curly Horse	79
One registry would be cheaper for owners to register their horses	63
One registry would support unified Curly Horse breed standards, type descriptions, press releases, breed representation	75
One registry would reduce split factions, combine similar groups and goals, and end a lot of general confusion	73
One registry would best serve such a few number of horses	59
There will always be disputes, but having one registry should keep them to a minimum	47



The participants of this survey could chose from one or more multiple choice reasons why they are in favor of one unified registry. Most of them thought that having one registry would result in a more solid image of the Curly Horse, but also increased efficiency and an end of unproductive registry competition, in addition to the support of unified Curly Horse breed standards, type descriptions, press releases, breed representation are important reasons.

### 3.3 Are you interested in volunteering or serving on a Committee in a unified registry?

Topic	Result													
<b># of Answers</b>	Yes	36												
	Not sure or no opinion	46												
	No	40												
<b>Chart</b>	<p>A pie chart illustrating the distribution of responses to the question 'Are you interested in volunteering or serving on a Committee in a unified registry?'. The chart is divided into three segments: a blue segment representing 'Yes' (36 responses, 29%), a red segment representing 'Not sure or no opinion' (46 responses, 38%), and a green segment representing 'No' (40 responses, 33%). A legend to the right of the chart identifies the colors with their respective response categories.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>36</td> <td>29%</td> </tr> <tr> <td>Not sure or no opinion</td> <td>46</td> <td>38%</td> </tr> <tr> <td>No</td> <td>40</td> <td>33%</td> </tr> </tbody> </table>		Response	Count	Percentage	Yes	36	29%	Not sure or no opinion	46	38%	No	40	33%
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Not sure or no opinion	46	38%												
No	40	33%												
<b>Summarize opinion trend in one sentence</b>	Of the 122 responses 38% responded they are not sure or have no opinion about volunteering, 33% clearly responded they are not interested in volunteering in a Curly Horse registry and 29% replied yes they would be willing to volunteer to help a Curly Horse Registry.													
<b>Summary of opinions</b>	<p>Given the combined percentages of those not sure or have no opinion about volunteering or those not interested in volunteering is in total approximately 85% perhaps members do not feel inclined, have the time, or have not been asked to volunteer.</p> <p>Further discussions of opportunities to volunteer may be approached in the future, but according to the responses this issue appears to be a low priority or concern for the majority of survey participants.</p>													
<b>Specific trends among - ICHO and ABCR members? - US, Canada, Europe?</b>	Although this question did not have an input box for direct commentary, the hundreds of feedback responses for questions with input boxes indicated that communication breakdowns are a serious problem. This could very well be the factor for little interest in volunteering. It does seem the members or past members of ABCR complain about communication more often than those in ICHO. There does not appear to be a substantial difference in the location of members.													



<p><b>Proposal how to proceed in a new Registry (considering the opinion trend)</b></p>	<ul style="list-style-type: none"> <li>• Share in a written format the many opportunities to volunteer, clearly stating what is needed, and allow the members to choose if they are interested in helping.</li> <li>• Acknowledge and praise the efforts of members who do volunteer so they feel rewarded for their effort, time and energy.</li> <li>• Publish successful volunteer projects within the Curly World so that members see their peers are rewarded, so that perhaps others will be interested in sharing tasks in the future.</li> </ul>
<p><b>Additional Remarks</b></p>	<p>Volunteering is an important foundation for all successful organizations. If handled correctly it can be a source of positive progress and goodwill. Members who choose to volunteer should be acknowledged for their efforts. It is important to have a written expectation of the tasks that the volunteer has agreed to do so that there are no misunderstandings which can quickly turn a positive into a negative. The Board should have an individual who is in communication with the volunteers known as a “Volunteer Coordinator” who is supportive and communicates with the board and the members on a regular basis. This communication can be placed on the registry’ website for members to see.</p>

**3.4 If you are not sure or against one unified registry, please list your concerns and/or reasons why. Also, please include any specific conditions that would allow you to be in favor of one unified registry. Please write down your input.**

Topic	Result
<b>Summarize opinion trend in one sentence</b>	This section solicited written input from those who are currently undecided or against a merger of the registries. There are similar trends to the responses, concerning the practical mechanics of merging the existing registries into a single unified registry, the need to avoid the pitfalls experienced from the inter-breed conflicts and leadership, and resolving the fundamental philosophical differences of the current registries.
<b>Summary of opinions</b>	<p>The focus is on the participants concerns about merging the existing registries into a single unified registry.</p> <p>Those who are opposed to one unified Curly Horse registry at this time, cited several reasons.</p> <ul style="list-style-type: none"> <li>• The differences in the philosophy of the registries as the major roadblock to a successful merger, “Ideally, it would be great to have one registry but realistically do believe that the goals are far too different and opinions too strong”.</li> <li>• Also mentioned is that various registries make it easier to understand the different types of Curly Horses, “The registries are so different that I'm afraid that if they were combined they would lose the things that make them unique”, and “I believe this would destroy the unique qualities that set each registry apart”.</li> <li>• They also like having a choice of where to register their horses, “...personally I like the idea of having a choice”.</li> <li>• Another worry is that a single registry will allow one small group of individuals to control the breed, “I would hate to see a small group of people control the Curly World. And they will destroy it. The fighting and back stabbing will be worse”.</li> <li>• A final concern is that “One registry cannot serve all the needs of the different types of horses. To merge them would force the registry with the highest standards to lower those to match the other registries”.</li> </ul> <p>Some of the comments listed by those who are not sure about one unified registry, or have no opinion noted several trends.</p> <ul style="list-style-type: none"> <li>• One concern brought up by several respondents was that of ethics and working together within the registries, including “People with extreme views tend to be in control and dismiss the rest of us. There has to be room for everyone’s beliefs and goals while setting a respectable standard for the breed description. Both registries have lacked in agreeing on a standard for breeding, disciplining unethical breeders, and promotion to the public”, and “Only one registry means we potentially get stuck with whichever crooked souls run it”.</li> <li>• Another concern in the same area is how the united registry would handle merging</li> </ul>

the differing types of Curly Horses, “Concern that there not be too much disagreement to get a unified registry, and if the horses are divided into different categories, how will the merged registry insure that all horses have the same value.”, and “The two registries (ABCR and ICHO) have a history of promoting very different ideas about Curly Horses. What would the unified registry promote? Would it be based on myth or on science”.

- Concerns were also brought up about the practical running of a unified registry, including, “(The office) needs to be efficient, with registry paperwork handled properly and in a timely fashion”, and “May need some paying positions that reward hard work on the part of the leadership so that it is more competitive and doesn't get bogged down in 'stale' thinking and ideas. Innovative thinking, openness and seeking the ideas of the membership is what will keep any registry vital and alive”.
- Another respondent commented that “I know the lack of credibility and lack of unity is often problematic. ...That being said I have never registered my horse in part because of the division between registries and I think both registries could benefit from the others 'strengths.”
- Finally, many respondents were looking forward, and were on the fence about merging because of the lack of a plan in the survey, “Some of the splitting factors currently spinning through this breed and a lot of the personal emotional attachments might result in my being against one unified registry. It would also depend on what and how the registry was focused, how breeders went about continuing the breed through that registry, and just what sort of standards were reached and which horses would be eligible. Some education would need to be in order to stop uneducated breeding and promoting of horses who were not structurally sound, the different curly factors and history (i.e., they are Not BASHKIR related, etc). It would really just depend on how the registry was set up, operated and if those who were "in the office" were responsible and could effectively take this registry in a healthy direction.”

The respondents who are in favor of a merged registry also expressed some of their thoughts regarding unifying the registries, which mirrored some of the comments from those who answered NO or MAYBE to the same question.

Many of the YES respondents expressed their ideas and concerns about the philosophical differences that would have to be overcome in merging of the registries.

- “I think we really need to promote the Curly Horse and it is about time to come together for the good of the breed! And we could have different categories in that registry. But not lose the foundation of the horses!”
- “I believe that the registries could be combined BUT ONLY if the parties are willing to work together and compromise. My fear is that each registry will stand firm, prior

bad blood will resurface and we'll be right back where we were when ABC closed their books. My hope is that there are enough new people (who weren't caught up in all that) that we can move forward in a positive manner.”

- “To join in one Registry, I do see the need for similar philosophies and without unison in this regard--I cannot support this happening.”

Others mentioned the practical concerns about the mechanics of merging.

- “My biggest concern about the unified registry is that currently the ICHO will register horses of unknown origin or parentage as long as they exhibit a curly coat. I am not supportive of this as it dictates the registry as merely a coat registry.”
- “The only concern I have is the BASKIR name that needs to be dropped. And that the two clubs can get along for a smooth Merger.”
- “Tired of sending all the same info and paperwork out 2x and its getting more and more costly.. and with the research, we should all be sharing curly info not hoarding it etc...”
- “Use NACHR divisions to keep with scientific divisions, unify if ‘licensed breeder’ function is re-directed into something more meaningful, such as a productive reward system, or membership appreciation awards, earning more sponsorship etc.”

Several respondents address their vision of where merging the registry would take us.

- “...to get the Curly registries up to the same standard as the "Real World" which would bring immense credence to our breed, IS an important goal! Otherwise, a lot of Curly breeders look like "back yard hacks!"
- “The key for me would be leadership that is goal oriented and visionary and has the time and energy to lead this new group into the future with clear goals and the ways and means to achieve those goals. Strong leadership is key or the organization will flounder around ....again.”
- “I am a newcomer to Curlies, but not to the horse industry, and have been disgusted by some public conversations. Many and most act professional, but of course there are those that just don't give up or hear others views and opinions objectively, without personal attacks. Rules of conduct are necessary when dealing with many differing views.”
- “...unify if we can devise safeguards to reduce chances of registry hijacking. NO REGISTRY should EVER become one person's personal HOBBY, nor run by ONE PERSON's RULINGS or DECISIONS”
- “I would volunteer my time and make a commitment to a unified registry, if the visible and public personal agendas are under control, or written guidelines are established with consequences for unprofessional behavior and/or personal slander.”

Finally, there are very legitimate concerns about individuals' breeding programs and how unification would affect them.

- “The only reason why I would not support the unification is how would the half curlies be designated in the single registry.”
- “We have been cross breeding ICHO Curly Horses ... for 5 years now. We are just now starting to see the results [for our selective breeding] I would be distraught if there was any change to a registry that would restrict, in any way, the ongoing process of [our] breeding. Sometimes a 1/2 Curly has to be bred back to a regular horse in order to [achieve our goal] with each breeding. There could be a lot of years of effort destroyed if the wrong rules were imposed by a new unified registry.”

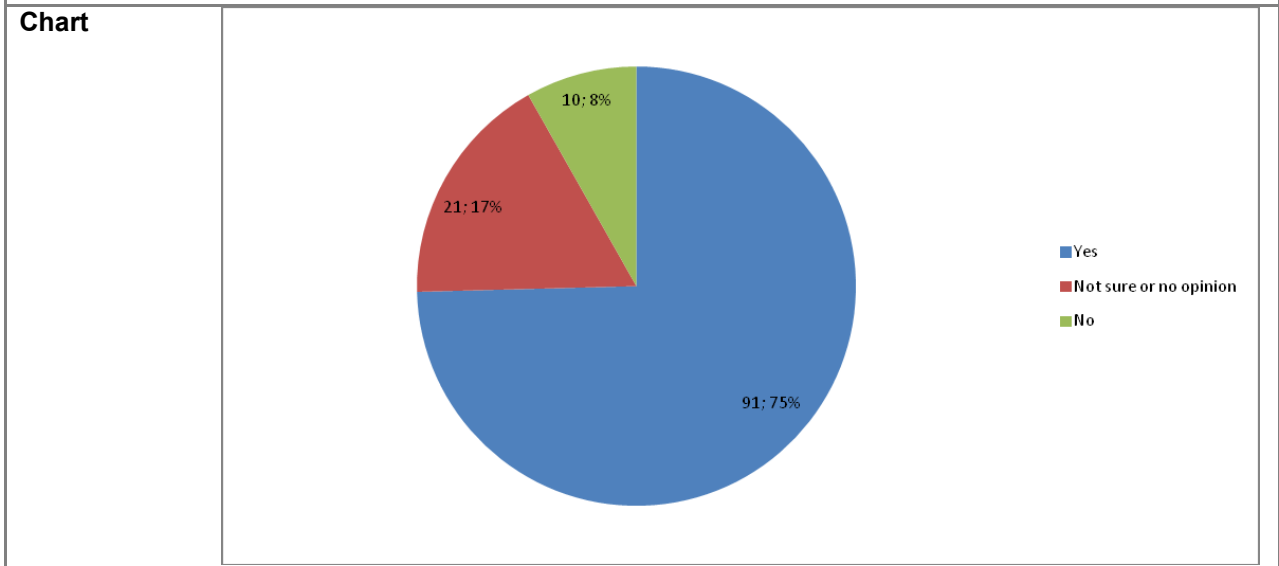
**Specific trends among - ICHO and ABCR members? - US, Canada, Europe?** There are no specific trends between participants in the various registries or by geographical location.

**Proposal how to proceed in a new Registry (considering the opinion trend)** The concerns of the Curly Horse owners must be gathered, studied and addressed in the blueprint of a registry merger, if it is decided to move forward with this project.

**Additional Remarks** We will have the ongoing need for feedback.

**3.5 As a Curly Horse owner I would like to reduce costs through a unified registry?**

Topic	Result	
# of Answers	Yes	91
	Not sure or no opinion	21
	No	<b>10</b>



**Summarize opinion trend in one sentence** Overall, the majority of the respondents feel that registering their horses in a single registry would be beneficial in reducing costs

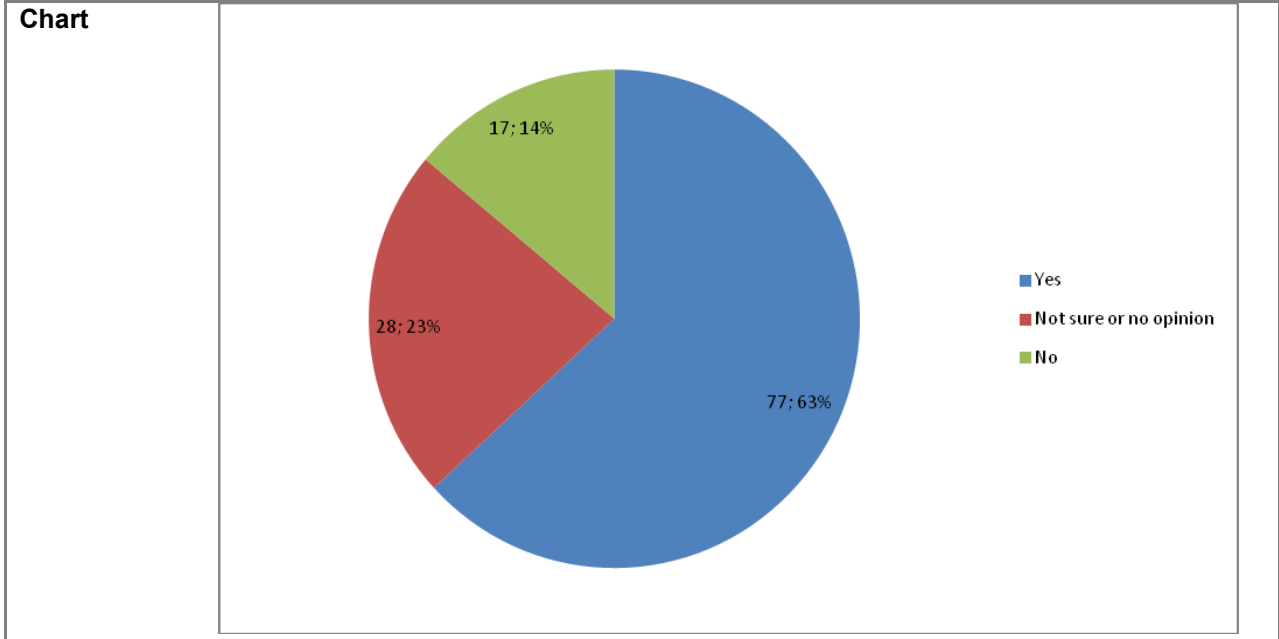
**Summary of opinions** In addition to the multiple choice, respondents could provide written feedback:

- A repeated theme in the responses is the additional cost of registering in multiple registries uses dollars that would be better spent elsewhere, “The costs are really those wasted through duplicate activities that could be better utilized to promote the breed. Have two registries just does not make sense due to the very small pool of breeders/ owners.”
- There is also concern among the respondents that the cost of registration does not increase, “It’s not just about reduced costs, and it’s about the curly image outside of the curly world”. Also, the transition to a single registry would be as seamless and cost free as possible to the owners.
- Another concern expressed by several respondents is that having more than one registry reflects unprofessionally on the Curly Horse, and discourages new interest in the breed, “A unified registry looks like a unified, cohesive registry. Having more than one Curly Horse registry for so few horses (around 5,000 worldwide) looks like a bunch of petulant children infighting.”
- Finally, European owners would like to simplify the registration process to reduce overall complexity and cost.

<p><b>Specific trends among - ICHO and ABCR members? - US, Canada, Europe?</b></p>	<p>No specific trends were seen between ICHO, ABCR, and CSI members. Simplification, reasonable fees, elimination of duplicate expenditures, and improvement of breed perception were the primary trends throughout the participants.</p>
<p><b>Proposal how to proceed in a new Registry (considering the opinion trend)</b></p>	<p>The overwhelming consensus is to keep registration and membership costs contained. The suggested procedure is for members to send in their existing registration papers, for the merged registry to put a stamp on the existing registration papers that will indicate the ABCR, ICHO, and CSI registered horses are now registered in the single merged registry, and to be mailed back to the current owners. Going forward, registration certificates will be issued from the merged registry for new registration applications. Eventually, over time, all registrations will transition to the merged registry. Registration applications would be available online, and through print to mail, to reduce office costs. It is suggested we have a paid office staff to increase efficiency and provide a professional and quick response to member requests. Membership fees and possibly lifetime memberships would transition to the merged registry.</p>
<p><b>Additional Remarks</b></p>	<p>Cost containment, professional customer service, efficient processes, and set standards will enable a merged registry to provide the level of service that the Curly Horse owners would like to see. The background work involved in reducing costs will be detailed and extensive to meet the needs of a growing breed. Comprehensive analysis will need to be preformed to design a new database that will meet the needs of a merged registry. Registration, pedigree, awards, programs, DNA tests, and any other indicators that are unique to each horse from the existing registries, and any new for the merged registry, must be identified and mapped for inclusion in a database unique to the Curly Horse breed.</p>

**3.6 Are you, as a member, interested in having your Curly Horse inspected by a judge?**

Topic	Result	
# of Answers	Yes	77
	Not sure or no opinion	28
	No	17



**Summarize opinion trend in one sentence** The majority of respondents think that inspections on the basis of standard rules are a good thing to improve the breed and its credibility, however, many fear that costs are too high, they do not want to travel long distances with their horses to a judge and some doubt that judges will be objective. Many stated that it should not be mandatory.

**Summary of opinions** In addition to the multiple choices, respondents could provide written feedback. Most of the participants think that inspections are a good way to build up credibility in the Curly Horse breed and improve the overall quality of the breed, that is, if the rules are well defined and reasonable. However, a lot of participants think that the cost is too high to have horses inspected and it is too time consuming/expensive to have the horses transported to a judge. It was proposed to have the horse judged by video or photos in order to avoid logistical problems. Another proposal was to have an "Inspection light" like a self judgment with objective criteria.

One common concern was that inspections might be too focused on conformation and not the gentle disposition many Curlies do have. It was also wondered if there exist enough trained and good quality judges to evaluate the Curly Horse correctly, especially in the US since the country is huge.

There were pros and cons mentioned for ICAMs and NACHIPs. Some respondents thought that they can use other organizations/registries if they need an inspection instead of a Curly program. Overall, the breeding standards should be very well worked



out and considering that the Curly breed has many different conformations such as Sport Horses or Western Horse type, this must be considered during inspections.

Anyway, it was stated multiple times that this should be optional, an idea was to reward those who having their horses inspected, maybe by reflecting this in the stud books.

<b>Specific trends among - ICHO and ABCR members? - US, Canada, Europe?</b>	<p>It seems that especially in Europe, people think inspections are necessary. It was reported that there will a Curly Horse judge in France this year.</p> <p>Some wondered what kind of judges should be used in Europe, American judges or specially trained European judges.</p>
<b>Proposal how to proceed in a new Registry (considering the opinion trend)</b>	<p>Take the inspection programs that are already there, make them optional, and develop creative methods to make inspections less costly and time consuming. Think about creative methods to reward people that have their horses inspected.</p> <p>Taking care to provide for high quality objective judges that know about the specific confirmation and disposition characteristics of the Curly Horse is of up most importance.</p>
<b>Additional Remarks</b>	- None -

**3.7 “Credibility in the Horse Industry: One registry would solidify marketing resources, present a common breed description, provide effective press releases and representation, and eliminate wasted energy.” Do you support the idea of a single unified Curly Horse registry to meet the goals in the above description? Any additional thoughts?**

Topic	Result													
<b># of Answers</b>	Yes	97												
	Not sure or no opinion	15												
	No	<b>10</b>												
<b>Chart</b>	<p>A pie chart illustrating the distribution of responses to the question about supporting a single unified Curly Horse registry. The chart is divided into three segments: a large blue segment representing 'Yes' (97 responses, 80%), a smaller red segment representing 'Not sure or no opinion' (15 responses, 12%), and a small green segment representing 'No' (10 responses, 8%). A legend to the right of the chart identifies the colors: blue for 'Yes', red for 'Not sure or no opinion', and green for 'No'.</p> <table border="1"> <caption>Chart Data</caption> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>97</td> <td>80%</td> </tr> <tr> <td>Not sure or no opinion</td> <td>15</td> <td>12%</td> </tr> <tr> <td>No</td> <td>10</td> <td>8%</td> </tr> </tbody> </table>		Response	Count	Percentage	Yes	97	80%	Not sure or no opinion	15	12%	No	10	8%
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Not sure or no opinion	15	12%												
No	10	8%												
<b>Summarize opinion trend in one sentence</b>	<p>The Top 3 of the things requested in the written statements are:</p> <ol style="list-style-type: none"> <li>1. Allow the breed to have different standards, ONE standard for all the Curly Horses will not do</li> <li>2. Marketing strategy is important, needs to be unified and follow a defined strategy, and needs to reflect the Curly Horse in its variety</li> <li>3. Depends on the registry to come – plan is missing</li> </ol>													
<b>Summary of opinions</b>	<p>In addition to the multiple choice, respondents could provide written feedback: Many respondents feel that a standardization of the breed and the unification of the ABCR and ICHO philosophy will be an issue. Again marketing and marketing material is a major topic for some of the respondents. A few mentioned personal problems and saw issues to overcome them.</p> <p>Other opinions included the need for considering a special registration section in France, and that for some it was a good thing to have a choice among registries, that the present registries are missing quality and credibility, that more than one registry will end in misinformation and misinterpretation, or one registry will ensure that some Curly</p>													

Horse owners will have preferential treatment over others, since many are ICHO AND ABCR members, a unified registry will stop waste of money and effort, and there is a need to build legitimacy of the Curly Horse breed.

Overall, very mixed opinions were offered, and no other clear trend was detected. What is interesting is that with regard to the breed standardization and marketing, people request the same thing but with different reasons, e.g. Marketing (some want more generalization and standardization, while others want more specialty marketing).

It also astonishing that overall, there was very little feedback offered for this question.

**Specific trends among - ICHO and ABCR members? - US, Canada, Europe?**

No, no clear trend of ABCR and ICHO members agreed and did not agree.

One European answered in Finnish (I guess!!) so I could not translate it!

As far as I could see, no specific country trend, except that a need for a specific studbook section in France was expressed.

**Proposal how to proceed in a new Registry (considering the opinion trend)**

Before the marketing issue can be fixed, there seems to be a major need for both registries to talk to each other **BEFORE** asking the membership what the **common philosophy, vision, mission, strategy, and tactics could be**. Everything else. like marketing, promotion etc. needs to follow after this.

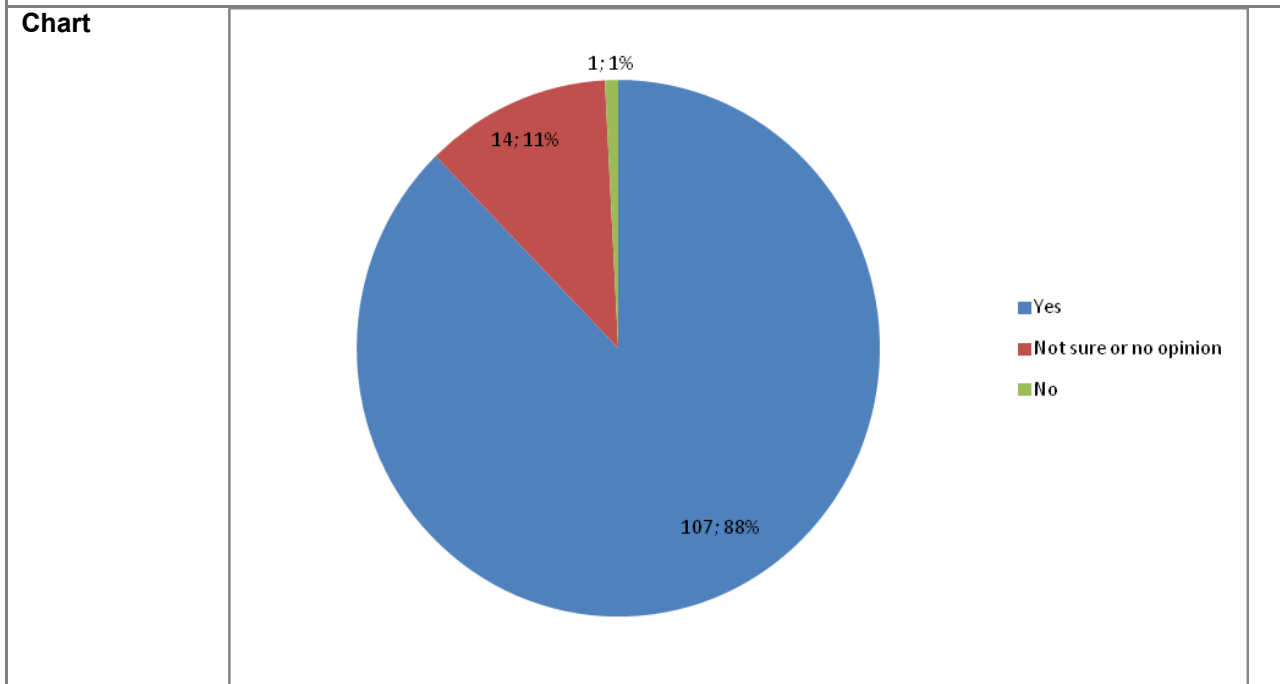
In addition, there seems to be a strong lack of professional marketing/promotion efforts by the current registries. An overall marketing /promotion scheme should be created and implemented to fix that, but again, only **AFTER** the common goals have been defined.

**Additional Remarks**

- None -

3.8 *“Code of Conduct, Ethics: Professionalism, courteous behaviour, limitations of power through a signed agreement that defines both a Code of Conduct and a Code of Ethics.\*PROPER REPRESENTATION, policy making with the approval or agreement of Curly Horse owners.\*PROFESSIONALISM, courteous behavior in public which adds credibility to the Curly Horse industry.\*PROMOTION, properly conformed, well-bred Curly Horses displayed in public representing the breed.\*PARTICIPATION, members involved in tasks that are essential for a professional and performing breed registry/organization. \*PRUDENCE, through efficient use of Curly Horse owners’ and breeders’ resources by only having to pay for one membership and register horses in one place.”Do you feel the above positive ethics are important to the Curly Horse breed?*

Topic	Result	
# of Answers	Yes	107
	Not sure or no opinion	14
	No	1



**Summarize opinion trend in one sentence** The majority of the respondents support the code of conduct (Professionalism, Proper Representation, Promotion, Participation, Prudence) as described in the survey, but a few had doubts that these ethics can be enforced because they are subject to who is interpreting them.

**Summary of opinions** In addition to the multiple choice, respondents could provide written feedback: The respondents agree that ethics are important in a registry. There are questions about how the individual interpretation of ethics will fit within the stated code of conduct, and if or how the stated ethics can be enforced. The rarity of the Curly Horse and small number of owners seem to magnify issues that would go un-noticed in other breeds and registries. It was suggested that educational programs would aid in sharing the ‘collective wisdom’ of the Curly Horse community. Generally, the trend is in favor of a

	code of conduct," a code of ethics is important! a code of conduct and ethics for the people in the registry to comply with as regards their professionalism...", with the awareness that there are limits to what a registry can request of its members.
<b>Specific trends among - ICHO and ABCR members? - US, Canada, Europe?</b>	There are no specific trends between participants in the various registries or by geographical location.
<b>Proposal how to proceed in a new Registry (considering the opinion trend)</b>	<ul style="list-style-type: none"> <li>• Suggest devising safeguards to help avoid burnout &amp; apathy in officers. Perhaps offer an online sign-up section on the website, where members can volunteer or express interest in volunteering in committees or projects. Yearly public nomination and elections for all registry volunteer positions.</li> <li>• Create position of liaison person to facilitate successful communication, interaction &amp; smooth functioning of all positions within the registry.</li> <li>• Recommend a code of ethics or conduct including job descriptions and oaths to fulfill all duties in timely manner, for all future officers and administrators, with safeguards to avoid registry hijacking. Aspects of professionalism should be strictly defined, online etiquette taught, and adhered to. "Public" vs "Private" venues should be defined and set forth for reference.</li> <li>• Implement a membership oath of public discourse, with lenient &amp; moderate enforcement, that is available to fall back on in the most extreme cases and to be used as a polite warning for those who create drama and don't realize it, or for educating those who don't realize they are acting unprofessionally or inappropriately in public. The registry may not expressly forbid criticism of itself - that is counterproductive and inappropriate - even sinister, but members may be asked to follow guidelines for how to handle issues in public. Public commentary should be productive, and inappropriate complainers might be inducted into committees to bring solutions to the table.</li> </ul>
<b>Additional Remarks</b>	Mandatory parental DNA testing and verification of every registered horse should be implemented to ensure the integrity of the registry.

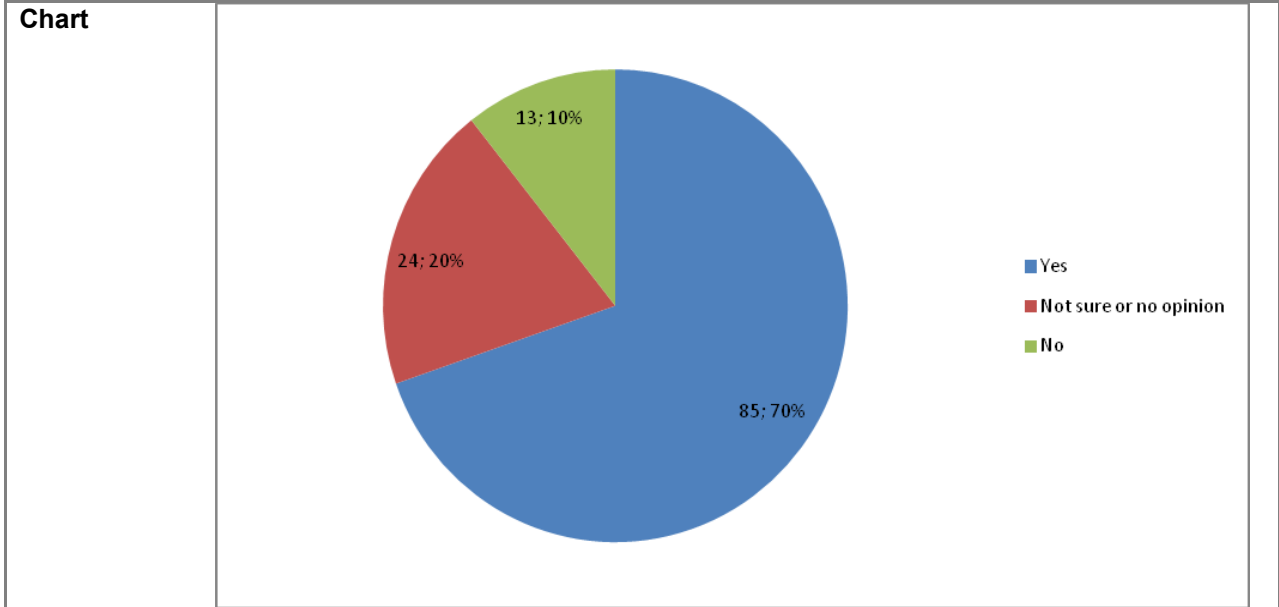
### 3.9 Are you in favor of registry driven, intensive marketing and promotion?

Topic	Result						
<b># of Answers</b>	<table> <tr> <td>Yes</td> <td>97</td> </tr> <tr> <td>Not sure or no opinion</td> <td>15</td> </tr> <tr> <td>No</td> <td>10</td> </tr> </table>	Yes	97	Not sure or no opinion	15	No	10
Yes	97						
Not sure or no opinion	15						
No	10						
<b>Chart</b>	<p>A pie chart illustrating the distribution of responses to the question 'Are you in favor of registry driven, intensive marketing and promotion?'. The chart is divided into three segments: a large blue segment representing 'Yes' (97 responses, 80%), a smaller red segment representing 'Not sure or no opinion' (15 responses, 12%), and a small green segment representing 'No' (10 responses, 8%). A legend to the right of the chart identifies the colors: blue for 'Yes', red for 'Not sure or no opinion', and green for 'No'.</p> <table> <tr> <td>Yes</td> <td>97; 80%</td> </tr> <tr> <td>Not sure or no opinion</td> <td>15; 12%</td> </tr> <tr> <td>No</td> <td>10; 8%</td> </tr> </table>	Yes	97; 80%	Not sure or no opinion	15; 12%	No	10; 8%
Yes	97; 80%						
Not sure or no opinion	15; 12%						
No	10; 8%						
<b>Summarize opinion trend in one sentence</b>	<p>This question by far produced the most positive response from members and Curly Horse folks in our Curly community. The majority with an overwhelming response feels we should have more marketing and promotion of our Curly Horses. The following statement shares the 80% of responders sentiments;</p> <p>“The registry is the number one promotion of the breed and without a professional and combined effort it is difficult to promote Curlies.”</p>						
<b>Summary of opinions</b>	<p>In addition to the multiple choice, respondents could provide written feedback:</p> <p>Several respondents’ opinions expressed openness to new marketing ideas. A very small number of responders recall past, negative, marketing plans especially within a small area of Curly Horses and their disciplines; i.e. Dressage. It is clear there is a desire to have Curly Horses from all disciplines and abilities be included from gaited, trail, western/ranch, and miniature. This area will overlap into the need for breed standards and how to serve each area of the Curly Horse World.</p>						
<b>Specific trends among - ICHO and ABCR members? - US, Canada, Europe?</b>	<p>Members of both registries clearly felt it was the registries’ place to help with marketing and promoting Curly Horses. Several members commented that there is a need for marketing both historical and factual information about Curlies not myths. This leads to the need for more research of our Curly Horses and their genetic properties.</p> <p>Additionally, several survey responses stated that Curly Horse marketing should be targeting the horse world of which new owners and riders will benefit. As it was stated; “You want to be marketing to the rest of the world, not just to other Curly owners!! WE know how good they are!!”</p>						

<p><b>Proposol how to proceed in a new Registry (considering the opinion trend)</b></p>	<ul style="list-style-type: none"> <li>• Implement a Marketing Committee which is comprised of members of the varying areas Curly standards and regional areas of the Curly Horse world.</li> <li>• The Marketing Committee should then be responsible for hiring professional marketing assistance via a firm/company that can provide professional and proper marketing concepts for the registry.</li> <li>• Ask this committee to research in more detail what marketing trends will benefit the members and their respective Curly Horse by using tools such as surveys, past positive/negative responses to advertising and the number of web generated hits for websites of all registries. Compiling a five year assessment of marketing and promotion to see where monies spent were most beneficial.</li> <li>• Review the Marketing and Promotion Budget to allow for more advertising and in the areas that are found to be beneficial.</li> <li>• Additionally, provide Curly members of the registry with funds to share their Curly Horses with others in the Horse World. The members who do shows are weighted under a financial burden.</li> <li>• Ask the Marketing and Promotion Committee to submit a plan of work for the next year's shows and try to target all areas of the World. For example, implement a network system to concentrate on each of the regions and help those members show their Curlies in that region. Move to a different region each year providing support.</li> <li>• Ask the Marketing Committee to find a speaker who is clear and communicates with others in the horse world about Curlies. This individual needs to be educated on all standards of Curlies and current on what activities are going on in the Curly World. This position could be known as the Curly Horse Spokesperson. It could be determined if there is an individual in our Curly Horse community who could be great for this position or if the need is great to budget for an outside professional.</li> <li>• Promote contests for Curly members to become interested in sharing their Curly Horses' success with the horse world.</li> <li>• Promote the above successes to the Curly Horse World and other media outlets.</li> </ul>
<p><b>Additional Remarks</b></p>	<p>Suggestions and comments from survey responders;</p> <ol style="list-style-type: none"> <li>1. Install a Rewards system, or set minimum member (Gold, Premium, Silver, whatever Member designations for meeting certain criteria) level to qualify for Registry support, or minimum quality or horse inspection scores for sponsored public presentations, approved representation - (photos &amp; wording) in brochures or handouts, etc</li> <li>2. Invite Curly Horse Marketing Co-op to join as marketing program within registry.</li> <li>3. Official participation in big events like the Equitana and so on.</li> <li>4. I've shown my Curly Horses two times a year at big horses fares for over 10 years.... now it's getting to expensive....</li> </ol>

**3.10 Do you feel there is a need for more registry sponsored shows and events?**

Topic	Result	
# of Answers	Yes	85
	Not sure or no opinion	24
	No	13



**Summarize opinion trend in one sentence** The general consensus is that the respondents would like to see Curly Horse shows, and other collaborative registry sponsored events, such as trail rides, endurance rides, competition in open shows, and registry sponsorship of classes to promote the Curly Horse to the public..

**Summary of opinions** In addition to the multiple choice, respondents could provide written feedback: There are several observations, ideas, and suggestions repeated by the participating respondents.

- The respondents would like to see more Curly Horses at the open shows, where they will be competing against other breeds. As one respondent noted, ‘Curlies need to prove they are more than just an oddity or a curiosity and have talent, which must be done in open venues’.
- The respondents would like to see registry sponsorship through advertising and sponsoring classes at open shows, and supporting members who show at the open shows through incentives.
- There is a general concern that the rarity of the Curly Horses will be a problem in exclusively Curly Horse shows. Several respondents suggested regional shows, and there was support for exclusive Curly Horse shows.
- In addition to the Curly Horses at shows, a large number of respondents would like to see curly events, including an annual meeting, organized trail and endurance rides, and yearly contests similar to the RAC put on by Curly Horse Country.
- The European respondents would also like to see the same programs.



<p><b>Specific trends among - ICHO and ABCR members? - US, Canada, Europe?</b></p>	<p>There are no specific trends between participants in the various registries or by geographical location.</p>
<p><b>Proposal how to proceed in a new Registry (considering the opinion trend)</b></p>	<p>Curly Horses need to be positively exposed to the equine industry. A thorough discussion of the events and shows, along with the challenges of distance and costs need to be analyzed, and a determination must be made of what is practical at this time, and what direction the membership wants to see participation events take. Other events, such as expos, demonstrations, and fairs should be encouraged with financial assistance and participation awards. The new registry needs to explore the options that will encourage and reward members for working hard with their horses, and getting them out before the public in a positive and professional manner.</p>
<p><b>Additional Remarks</b></p>	<p>At this time, it's not always financially practical for many members to travel to shows or events. We need to look outside of the box for a variety of solutions that will work for our diverse membership.</p>

**3.11 Are you interested in a unified location for current research and historical data to be combined, and accessible to members?**

Topic	Result						
<b># of Answers</b>	<table> <tr> <td>I agree</td> <td>104</td> </tr> <tr> <td>Not sure or no opinion</td> <td>15</td> </tr> <tr> <td>I do not agree</td> <td>3</td> </tr> </table>	I agree	104	Not sure or no opinion	15	I do not agree	3
I agree	104						
Not sure or no opinion	15						
I do not agree	3						
<b>Chart</b>	<p>A pie chart illustrating the distribution of responses to the question. The largest slice, representing 'I agree', is blue and accounts for 104 responses (85%). The next largest slice, 'Not sure or no opinion', is red and represents 15 responses (12%). The smallest slice, 'I do not agree', is green and represents 3 responses (3%). A legend on the right side of the chart identifies the colors with their respective response categories.</p> <table> <tr> <td>I agree</td> <td>104; 85%</td> </tr> <tr> <td>Not sure or no opinion</td> <td>15; 12%</td> </tr> <tr> <td>I do not agree</td> <td>3; 3%</td> </tr> </table>	I agree	104; 85%	Not sure or no opinion	15; 12%	I do not agree	3; 3%
I agree	104; 85%						
Not sure or no opinion	15; 12%						
I do not agree	3; 3%						
<b>Summarize opinion trend in one sentence</b>	Overall, most respondents think it is a very good and important idea to have historical data and materials centralized and accessible for members and that this approach should be supported by modern tools like internet, electronic archiving etc.						
<b>Summary of opinions</b>	In addition to the multiple choice, respondents could provide written feedback: There are concerns regarding the budget needed for such an approach. Some of the respondents have a deep distrust giving all the data to an exclusive circle of people; they fear this can be misused and it would not be available for free, but only for members. Some already sent in material and were disappointed that it was not shared. Others would like to send in the material they have to a good place. The current Curly Horse Database available in the internet is described as good model, easy to use. There was some concern that the contents were only available for registry members. Some thought it would be hard to have all of this merged since the beliefs of the ABCR and ICHO are so different.						
<b>Specific trends among - ICHO and ABCR members?</b>	No, equal part of ABCR and ICHO members agreed and did not agree. No trend visible between the continents either.						

- US,  
Canada,  
Europe?

<b>Proposal</b>	First message: Do it! Use modern tools for it. Try to build a group of trustworthy and well accepted people to run it. Set up rules to run it and make them public, control if these rules are observed.
<b>how to proceed in a new Registry (considering the opinion trend)</b>	Centralizing would stop the loss of historical materials in private hands, that are sometimes tossed out when a person moves, passes away, or loses interest in the breed. Make as much public to the members as possible. Do also share with non-members, but it should cost a bit (e.g. like the AQHA does with pedigrees).
<b>Additional Remarks</b>	Not sure if the Curly Horse Database is owned by ICHO? If it can be used, it should be filled with approved Registry material only (read only for public/membership). There will be a HUGE amount of work for this group bringing ICHO and ABCR material together, set it into a neutral context, evaluate information etc.

**3.12 As a registered Curly breeder what do you feel your membership should provide? What areas in the registry would you, as a member, like to see improvement or more information provided by your registry? Please write down your input.**

Topic	Result												
<b># of Answers</b>	- None -												
<b>Chart</b>	<table border="1"> <caption>Chart Data</caption> <thead> <tr> <th>Category</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>More Marketing/Promotion/Information</td> <td>35</td> </tr> <tr> <td>(Electronic) Access to Registry Information, e.g....</td> <td>20</td> </tr> <tr> <td>More Communication and explanation/education</td> <td>18</td> </tr> <tr> <td>Professional/ accurate Registration process and...</td> <td>15</td> </tr> <tr> <td>Less arrogance/more kindness</td> <td>10</td> </tr> </tbody> </table>	Category	Count	More Marketing/Promotion/Information	35	(Electronic) Access to Registry Information, e.g....	20	More Communication and explanation/education	18	Professional/ accurate Registration process and...	15	Less arrogance/more kindness	10
Category	Count												
More Marketing/Promotion/Information	35												
(Electronic) Access to Registry Information, e.g....	20												
More Communication and explanation/education	18												
Professional/ accurate Registration process and...	15												
Less arrogance/more kindness	10												
<b>Summarize opinion trend in one sentence</b>	<p>The Top 3 of the things requested are</p> <ol style="list-style-type: none"> <li>1. More Marketing/Promotion/Information regarding the Curly Horse,</li> <li>2. (Electronic) Access to Registry Information, e.g. database with pedigrees etc. and</li> <li>3) More Communication and explanation/education towards the membership</li> </ol> <p>With over 65% of the surveyors responding to this question with concerns proves the survey is timely and important to the future of the Curly breed.</p>												
<b>Summary of opinions</b>	<p>In addition to the multiple choice, respondents could provide written feedback:</p> <p>An overwhelming number of respondents feel too little is done regarding professional promotion and marketing of the Curly Horse. One respondent even felt embarrassed towards potential buyers to point at sites on the internet. A large majority felt there is a lack of access to registry information such as pedigrees, studbooks, registrations, number of horses living, horse populations, etc. Also, many claimed that the communication of the registry should be much better and more helpful, especially regarding explanations on how to do what, the education of members and breeders, and newsletters.</p> <p>Another important topic is the need for a professional/accurate registration process and</p>												

pedigrees. They should be both, of top quality, and provided faster. Some respondents also claimed that they wish that the staff in the registry as well as the members, themselves, would act more friendly and helpful when they are asking for assistance.

Topics mentioned by at least 4 people were: more research on the Curly gene, breed standards, award programs and discount models for registration. At least 2 people thought that quality standards regarding the confirmation of the Curly Horse, inspections and professional staff are missing.

<b>Specific trends among - ICHO and ABCR members? - US, Canada, Europe?</b>	<p>Members of ICHO and ABCR in both the US and internationally were equally concerned with the same areas of improvement and felt both registries could be doing a better job. It was noted that ICHO needs to improve with this comment; "I think that ICHO creates too much paperwork for itself, so much that it is constantly bogged down and back logged. It should not take 3 months to get a registration certificate. This is my opinion which no one ever wants to hear."</p> <p>Also, the disappointment of ABCR dropping their Curly Cues was expressed many times in comments like this; „Communication. Curly Cues was the life line of ABCR. The one page in the Equine Journal just doesn't cut it. I know they are providing info on the website but not everyone has a computer."</p> <p>The need for marketing and education was expressed in responses such as;"I would like to see promotion done of the curly breed. There are still so many people out there that don't know anything about these horses."</p> <p>And, largely the irritation and concern about professionalism in comments such as;"The other thing is that bullies are given free rein. I for one, and I know other people, have given up on posting anything on the chat list. I'm not allowed to offer a differing opinion or suggest different ways of doing things and personal stuff that I post is used against me by the bullies on the list.' Additional responses shared frustration such as; „Less "save your own ass" attitude...more education to the members and breeders." And , others with suggestions for improvement as with this response; „Transparent leadership, clearly written goals of the registry with a strong mission statement, a free public pedigree site with pictures (like curlyhorses.info, but expanded to include awards and inspections - lets try to lead in the equine industry), a comprehensive definition of what the Curly Horses is, and is not, based on science, and the goals (direction) of the registry. The registry needs to have a 'can-do', not an exclusionary attitude as an organization. Clearly written rules and regulations. We need to deal with what we have now, and not focus on 'when we find out', and this needs to be stated - specifically the breed vs. curly gene(s) argument that has split the breed. „</p> <p>There was less discord with CSI and it was expressed that this group was not interested in change.</p> <p>One European claimed that there should be more regional focused centers of the</p>
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registries.

**Proposal** There seems to be a big lack of marketing/promotion efforts of the current registries. An overall marketing /promotion should be created and implemented to fix that.

**how to proceed in a new Registry (considering the opinion trend)** Next thing is to assure that all registry information is freely available for the membership both on the internet and in paper versions as well (still some claimed that not everybody is actually using the internet).

Fix the lack of communication with the membership with regular newsletters, and up to date membership information. Ensure that complete FAQ's on registries' processes and enough standard material for education are available.

Better internal organization of the registries seems to be a must. Ensure that things are done accurately and in a timely manner by using cook books and user described processes.

**Additional Remarks** As far as possible, try to fix the main issues where more than 3 respondents claimed that there is potential for optimization.

The well thought out comment given above in the "Specific Trends" section, submitted by a respondent asking to establish better leadership, define what our Curly Horse is, and have a positive attitude was awesome. This is the kind of visionary thinking that will lead to a well-recognized and respected registry. Given the vast range of concerns we will need to address, the easy ones should be addressed first and long term action taken to improve the others. Professionalism is highly valued by members and others in the horse community and is the result of the way in which issues are handled. We should be clear in adhering to our By-Laws and swift to act when they are infringed. Handling members concerns promptly and fairly without allowing a few members to monopolize our energies is being professional and other members appreciate this action. Improving efficiency to better serve the members and new members with questions and solutions must be a skill that all leaders have mastered. If the tasks require paid office personnel then those dollars can be returned bountiful in our future presence in the Horse World with new members. Members are asking for education, gene research and help in promotion. These items can be addressed with forward thinking members who are given the tools to coordinate, implement and secure funding for their success. Change is an overused word in our society today but there is a time and a need for change and reviewing the comments from members there is a desire for change

## 4 Annex 1

### Information Gathering Survey: Merger of Curly Registries

#### Why?

As time goes by, Curly Horse owners have been noticing that policy differences between the Curly Horse registries have become fewer and smaller. Many members wonder if a single unified registry might represent the Curly Horse more professionally than ever before. We wish to ask all Curly Horse owners if they are interested in seeing a merger of existing registries into one unified Curly Horse Registry.

#### What?

In 2012, the ABCR members voted to allow straight and part bred stallions in what was formerly called the closed book and added two new books (BLM curly mustangs, outcrossed Curly Horses) to their registry. This change means both ICHO and ABCR now offer almost identical registration options for Curly Horses. With this recent development, members of both registries feel a unified registry would represent the Curly Horse in a more organized, economic, efficient and professional manner. Feeling that this might be a good time to discuss merging ABCR and ICHO into one worldwide registry, some interested individuals created this questionnaire. It leaves plenty of room for your thoughts about this topic!

#### Where?

A unified Curly Horse registry and studbook would represent the Curly Horse in North America and World wide. The location of this new entity would be in North America, and incorporate Curly Horse registries in other nations, creating a unified presentation of the Curly Horse to the international horse industry. Please let us know your thoughts!

#### Contact Information

DEADLINE: 4-7-2013 FOR QUESTIONS, MORE INFORMATION, or to remain involved in the discussions during implementation, please contact one of us:

#### Who?

This is a private initiative of Curly Horse owners/breeders, being or having been part of one or more Curly Horse registries, to find out if there is substantial interest in seeing a merger of ABCR and ICHO into one unified Curly Horse Registry. Neither ABCR nor ICHO nor any other registry as organizations are officially involved into this private project.

Marianne Bornemark

Angie Gaines

Caren Schumann

Donna Grace Vickery

Janice Voss-Crosby

Dr. Mitch Wilkinson  
Karen Zierler

eMail: curlyhorseworklist@gmail.com

You can also print the survey out and send it to:

Janice Voss-Crosby, 14595 147th St., Waseca, MN 56093, USA

\* Required

Instructions

1. Please answer the following survey questions and select the choices that most closely fit your opinion. Then you may clarify or add to your response in a commentary box below each part. We are keeping this survey very short and simple, to see if there is enough interest to pursue a merger proposal.
2. EVERYONE SHOULD PARTICIPATE IN THIS. It is very important that we give everyone the opportunity to participate in this, and send in their vote. Please help us contact ALL the Curly Horse people you know, and make sure everyone sees this. Anyone who is not online can be mailed a survey. You may print this and distribute it freely.
3. DEADLINE: APRIL 7, 2013. This survey and vote will be concluded in thirty days. If this survey and vote indicates that a merger proposal has enough support, we will put the project in motion. You may stay informed or involved by keeping in contact with one of us (see below).
4. ONLY ONE SURVEY & VOTE PER PERSON. Just as every Curly Horse person must be notified and allowed to participate, it is just as necessary that we receive only one final submission from each person. Therefore, we need your signature and registry affiliation below. Your privacy will be respected. We will NOT DISCLOSE any personal information of any kind to anyone. The combined responses and individual answers may be used anonymously only for the purposes of identifying issues and development of this merger project.
5. If you have any questions or concerns, we welcome your public or private correspondence with the sponsors of this project. Our names and contact information are at the top of this form. We look forward to hearing from you.

Please confirm

In order to participate, please confirm the following statement and add your name

In order to participate at the survey, please confirm the following \*



I herewith declare that I agree with the analysis and publication of the results of this survey in an anonymized and aggregated way, which is not excluding the anonymized publication of single statements.

Please enter your full name here \*

Your name is only used for the verification that you filled in this survey only one time.

Please enter your eMail address here.

If we might need to contact you for further discussion of your commentary, include your email address.  
Thank you!

Registry you are or have been involved with

This is for registry affiliation only, and does not suggest registry involvement with this survey. Please chose one or more

ABCR

ICHO/NACHR INTERNATIONAL

CSI

Other:

## **SURVEY PART ONE – WHAT IS YOUR OPINION RIGHT NOW?**

**Would you vote yes to support one unified registry? \***

Please choose an answer below.

YES. One Registry should be an improvement.

MAYBE. Not sure -- or no opinion.

NO. At this time I am opposed to the merger of the two/three registries.

**If you are in favor of one unified registry, please state one or more reasons below.**

**Please choose one or more answers below.**

CREDIBILITY: One unified registry makes the Curly Horse more credible.

One registry would create INCREASED EFFICIENCY, and the end of unproductive registry competition

Having one registry would result in a more solid image of the Curly Horse

One registry would be cheaper for owners to register their horses

One registry would support unified Curly Horse breed standards, type descriptions, press releases, breed representation

One registry would reduce split factions, combine similar groups and goals, and end a lot of general confusion

One registry would best serve such a few number of horses

There will always be disputes, but having one registry should keep them to a minimum

Other:

**Are you interested in volunteering or serving on a Committee in a unified registry? \***

Please choose an answer below.

Yes

No

Not sure or no opinion

**If you are not sure or against one unified registry, please list your concerns and/or reasons why. Also, please include any specific conditions that would allow you to be in favor of one unified registry.**

Please write down your input.

**SURVEY PART TWO - ISSUES TO CONSIDER**

We have taken the liberty of listing several issues (below) – such as advantages or areas of concern – that registry unification might involve which need feedback. These are just initial ideas at this point. We invite you to read through these, and welcome your input – each issue will have a comment box below it.

**Registry and Studbook (Logistics)**

Many Curly Horse owners and breeders chose to register their horses in more than one registry in order to cover their customers' needs. Unifying means one membership, one registration for your horse papers, papers from other registries would be recognized.

**As a Curly Horse owner I would like to reduce costs through a unified registry? \***

Please choose an answer below.

Yes

No

Not sure or no opinion

Any additional thoughts?

Please write down your input

### Quality control (Inspections, Europe, North America, Other Countries, Sport Horses)

Countries around the world implement evaluations and quality improvement programs as standard, the European Union has made inspections mandatory for breed registries. The ICHO developed an inspection program (voluntary for North America) and database, (NACHIP and ICAMS). The purpose is for the Curly Horse to be recognized by the horse industry as a quality breed.

### **Are you, as a member, interested in having your Curly horse inspected by a judge? \***

Please choose an answer below.

Yes

No

Not sure or no opinion

Any additional thoughts?

Please write down your input.

### Credibility within the Horse Industry

One registry would solidify marketing resources, present a common breed description, provide effective press releases and representation, and eliminate wasted energy.

### **Do you support the idea of a single unified Curly Horse registry to meet the goals in the above description? \***

Please choose an answer below.

Yes

No

Not sure or no opinion

Any additional thoughts?

Please write down your input.

### Code of Conduct, Ethics

Professionalism, courteous behaviour, limitations of power through a signed agreement that defines both a Code of Conduct and a Code of Ethics.

\*PROPER REPRESENTATION, policy making with the approval or agreement of Curly Horse owners.

\*PROFESSIONALISM, courteous behavior in public which adds credibility to the Curly Horse industry.

\*PROMOTION, properly conformed, well-bred Curly Horses displayed in public representing the breed.

\*PARTICIPATION, members involved in tasks that are essential for a professional and performing breed registry/organization.

\*PRUDENCE, through efficient use of Curly Horse owners' and breeders' resources by only having to pay for one membership and register horses in one place.

**Do you feel the above positive ethics are important to the Curly Horse breed? \***

Please choose an answer below.

Yes

No

Not sure or no opinion

Any additional thoughts?

Please write down your input.

**Marketing & Promotion (includes presentations, competitions, advertising, etc.)**

Unifying the registries allows Curly Owners and Breeders to pool their financial resources, leaving past differences behind to focus on positive, promotional events, shows, competitions and advertising.

**Are you in favor of registry driven, intensive marketing and promotion? \***

Please choose an answer below.

Yes

No

Not sure or no opinion

Any additional thoughts?

Please write down your input.

**Do you feel there is a need for more registry sponsored shows and events? \***

Please choose an answer below.

Yes

No

Not sure or no opinion

Any additional thoughts?

Please write down your input.

## Historical archives, Research, Data Archives and Education

Many documents have been lost due to private persons keeping records. Research has been duplicated, and often not shared between factions. By unifying, a combined historical and research record for the use of members can be achieved.

**Are you interested in a unified location for current research and historical data to be combined, and accessible to members? \***

Please choose an answer below.

I agree

I do not agree

Not sure or no opinion

Any additional thoughts?

Please write down your input.

## Other Registry Services

**As a registered Curly breeder what do you feel your membership should provide?**

Please write down your input.

**What areas in the registry would you, as a member, like to see improvement or more information provided by your registry?**

Please write down your input.

## **MORE PROVISIONS?**

Please write down your input.