



## National Reined Cow Horse Association

Board of Directors Meeting Agenda

9 am January 27, 2011

Spur Arena, San Angelo, Texas

### I. Call to Order by President Kathy Gould at 9:45 am

Present were:

Howard Erenberg, Vice President

Carol Rose, Secretary

Paul Bailey

John Ward

Sam Rose

Darren Miller

Dan Roeser

Lyn Anderson

Sandy Collier

Marilyn Peters

Jon Roeser (Proxy to Dan Roeser)

Jay McLaughlin (Proxy to Sam Rose)

Cheryl Magoteaux, Guest

### II. Approval of Minutes from November 3 and November 24 meetings

**Motion:** Motion to approve the November 3 minutes by Paul Bailey, seconded by Marilyn Peters.

**Passed.**

**Motion:** Per November 24 Minutes: Take off Lyn as being on the conference call, Motion to approve November 24 minutes with the above change of taking off Lyn's name by Paul Bailey, seconded by Marilyn Peters.

**Passed.**

### III. Committee Reports

a. Election Committee Report – Marilyn Peters reported the official Voting Results from Johnson & Johnson CPA Firm. Elected were John Ward, Dan Roeser, Jon Roeser, Sandy Collier, Kathy Gould.

#### 2. Election of President

Kathy Gould was nominated for President by Carol Rose and that nomination was seconded by Lyn Anderson.

**Motion:** There was a motion by Marilyn Peters to elect Kathy Gould as NRCHA President by acclamation, seconded by Carol Rose.

**Passed**

**Motions:** Lyn Anderson made a motion to nominate Howard Erenberg for Vice President, Carol Rose for Secretary and Paul Bailey for Treasurer. Seconded by Marilyn who then moved to elect all by acclamation and was seconded by Lyn Anderson.

**Passed**

Kathy Gould said she would like to appoint to the Board the following: Carol Rose, Kevin Stallings, Ramona Koch.

**Motion:** Motion was made to approve appointment of Carol Rose, Kevin Stallings and Ramona Koch by Lyn Anderson. Seconded by Marilyn Peters.

**Passed**

4. Committee Chair appointments were made by Kathy Gould as follows:

Executive Committee – Howard Erenberg

Show Committee – Jon Roeser

Rules Committee – Darren Miller

Ethics Committee – Howard Erenberg

Non Pro Committee – Paul Bailey

Judges Committee – Sam Rose

Affiliate Committee – Marilyn Peters

Sale Committee – Sandy Collier

Youth Committee – Paul Bailey

Owners Committee - Newt White

Professionals Committee - Todd Crawford

Sponsor Committee - Carol Rose

Hall of Fame Committee – Smoky Pritchett

Long Range Planning Committee and Marketing Committee chairs will be announced later

Darren Miller will be appointed to Executive Committee.

**Motion:** Motion was made to approve committee heads and appointments by Carol Rose and seconded by Lyn Anderson.

**Passed.**

- b. Executive Committee Report - Howard Erenberg reviewed the budget for 2011 and the budget vs actual for 2010.
- c. Sponsor Committee Report - Carol Rose noted that MD Barns, which has been a Corporate Partner for nine years, had some financial hits and the company sold. Now that they've sold the new owners bought the assets but not the debt but they are settling with NRCHA for past due sponsorship amounts. They asked could they come on in 2012; will do no sponsorships in 2011 but will be at futurity as booth and want to come back in for 2012. She's also visited with Don Noble (Noble Panels) which might be a replacement for MD Barns.  
Pfizer has come on as a Corporate Partner and hopefully will grow more later. Dechra is coming on board as a Sponsor of the Celebration of Champions/World show, including the sponsorship of the Open Bridle saddle. Kevin and Sydney Knight (Smart Boons) and Circle Y Ranch are new breeder sponsors. Cinch is the new naming sponsor of the Snaffle Bit Futurity for next five year and that will be announced soon.
- d. Non Pro Committee - Paul Bailey

**Motion:** Motion by Lyn Anderson for Non Pro Committee recommendation regarding eligibility of Michelle Johnson to stand. Seconded by John Ward.

**Passed.** Paul Bailey to notify Michelle Johnson.

1. Newt White's Youth Program/Money. Paul Bailey explained that NRCHA Member Newt White had donated \$5000 toward paying for stall expenses for youth at the NRCHA World Championship Show.

Carol said needed to add that Dave Archer/Target Construction sponsored the National Champion Jackets.

2. Jerry Alvord appeared before the board to discuss his Non Pro concerns. Jerry said he doesn't have a dog in the fight and doesn't want to be pitted against board. But through casual conversations with Paul Bailey, he ended up writing a letter. He didn't want to be the whiner. He said, "The costs of doing what we do are very high. Dollar for dollar what we're doing and how we're deriving our enjoyment – translated to mid-range non pro – seems to have decayed. They don't really have a place to feel competitive or have a level where they can compete with like competitors." There was much discussion with Jerry and Board.

January 12, 2011

NRCHA BOARD OF DIRECTORS, c/o Paul Bailey

To Whom It May Concern:

I wrote the first letter and tried to be politically correct, but did not really get to the meat of things. So I am giving it another try. My intent is not to whine or complain, because no matter what becomes of this, I will be fine since I have options. But I am passionate about the cow horse and hate that it has come to this. The Non Pro has never been or never seemed to be an equal concern to the NRCHA, that's OK. I have always felt that if you don't like it, then change the damn channel. And that's where I am. I think that's where a lot of us are. I am not one to get up on a soap box, but here I am. In this letter, I'm trying to be a better consumer and let you know why I, like so many others, are questioning the wisdom of "purchasing your product". From a business point of view, your product costs too much and does not taste good. Please let me explain.

I have been blessed. I have been to the Snaffle Bit Futurity 3 times and brought home a check each time. However, I have always found it insulting that once you make the finals= you get a "finals fee"! Open guys can pass on that cost. Not the Non Pro, it's an added expense. So I tell myself, "OK, that's the rules get over it." But it sure takes away from the good feeling of accomplishment of making the finals at a premier event like the Snaffle Bit Futurity! We have always bought a slot so that we feel we had an option. Now there is a "convenience fee", and if we choose to use this convenience, then there is a "transfer fee" = more insults & more expenses. OK, that's the rules get over it! I am middle class and my resources are limited, as are my horses and probably my abilities as well, but I still like to play.

I have now fallen back to the Limited, but am forced to pay up in the Non Pro (which is 91% of the cost of an Open slot, but going for 80% less added money.) I cannot afford brand name horses =that's my problem, not a problem of the association. I do the best that I can. But due to the lack of a level playing field, I may as well enter the Open. There's more added money, more entries and some of the Non Pros are Open finalists. It is becoming more common for the finals at major aged events to be dominated by a few riders with multiple horses each! That's awesome; I am proud of and happy for all of these people. But it does not give others with a limited background an incentive to jump in or a place to feel competitive. I believe that you know what I am speaking of because of the newly implemented limited level 1 open class you've created to help the Open.

It will cost me approximately \$8000 when I leave my house and drive to Reno to pay my entries, pay to stay and get home. These are mostly hard costs that are not your problem, but they are real to me. My costs are the same as the open guys, but they come out of my pocket vs. the open trainers whose expenses are paid by Non Pros and/or Owners. It paid approximately \$17,780 to win the Non Pro this year. As in past years, it has evolved to a situation where to place in the Top 3 in the Non Pro you have to have a run that can make the Open finals. This makes us stop and think "Is this the best way to use our money?" So it seems that would be a bad decision on my part. I did not mention any of my costs preparing for the 2 yrs prior to compete there. For the Non Pro, the gamble as it stands has higher stakes and it might give many of them pause to reconsider how, against whom and where they choose to gamble their discretionary income.

As a Non Pro, showing horses is my hobby of choice and I work hard for my money to be able to pay for my hobby. In the past, my wife & I have had to plan financially 2 yrs in advance and sacrifice to be able to go to Reno or Idaho or Paso Robles. I am admittedly not the sharpest guy that you will ever meet, but I have never looked at this sport as a money maker every time I leave our ranch to compete. But I do need to consider how many dollars I'm putting in vs. how many dollars are potentially returned.

This is a passion, and a hobby, that's why I am taking this time to chicken peck this out in the hopes that it will bring some awareness of what's happening to me and many like me who can no longer make sense of this.

I have always needed this sport/hobby to pay me back in at least one of 4 ways.

#1 **Money**, as I have stated above. It's probably going to be easier to get blood out of a turnip!

#2 **A sense of satisfaction** by creating a quality horse that can be marketed and sold.

#3 **A sense of accomplishment** by making the finals at a premier event like snaffle bit used to be.

#4 **Enjoyment of the horse sport.**

As an NRCHA Non Pro, none of these appear to be giving back anymore.

**#1 There won't be any money made.**

This is not new, but it has been made much harder to swallow with all the insulting fees and without a level playing field. The lack of a level playing field is not new either, but times are changing. I have plenty of horse shows I can go to in my immediate area, if that's how I want to experience my hobby. I don't need to spend the extra time & money to go across the county for "just another horse show" type of experience. Other organizations are offering places for competitors of all levels a place to compete with like people (yea I know, that's not the way it was in the good 'ol days, but thank God we don't have to drive International pickups anymore either).

**#2 A sense of satisfaction.**

We can still make the product, but as a rule the Non Pros were the ones buying the older horses. But without an affordable & enjoyable place to play, the cow horse market is gone! Yes, of course I realize that the economy is playing a part. Most Non Pros are small business owners or are of the professional world in some fashion, so we are well aware of the current state and its impact. But because the NP is being discouraged, they are taking their now scrutinized discretionary income and looking at it much harder, if not going to different disciplines or quitting. This not only kills the sale of a lot of cow horses, but hurts the trainers too! Trainers have fewer horses in the barn, fewer horses to haul to the show, trainers buy and sell less and there is a decline in money spent to breed. The

economy will be what it will be, but the industry can combat a lot of the decline if they choose to address it.

**#3 A sense of accomplishment by making the finals at a premier event like Reno.**

I have family that comes from California, Alabama, Kansas, Utah and Oregon to watch if I make the finals. We have seen the quality of the show decline to the point that I told them not to bother coming because my description to them of the Reno finals that I remember no longer fits. This year, 7 am start time and hurry up cause we need to start the sale at eleven. Oh and by the way we are going to preview 2 yr olds while you show! And your awards will be over there by the tractor when you are done! At this rate, in two years they will say "Congratulations, you made the finals. Now give us the finals fee, then go out by the dumpster and flip for it and let us know how it turns out, we will be at the sale!" It does not feel like anything more than just another horse show except the bill.

**#4 Enjoyment of the sport.**

There really is not much left to enjoy, my cow horse friends are going to cutting, some to reining, some to roping, some to hunter/jumpers. So I will probably make a change as well, at least for now. I really cannot lobby for anyone to stay with the lack of value put on the Non Pro.

I did not write this to complain or whine, rather to hopefully give some insight. It's been said that the NRCHA tried to do things for the Non Pro before and they did not appreciate it. Well, I am sure that it will be impossible to please everyone, but the option of doing nothing seems to have worn itself out. Something must be done. I've waited patiently for several years to see this change. Unfortunately, it hasn't and due to this Non Pros like myself are looking to other associations that offer these opportunities on a more equitable basis, better potential return on investment and more level playing field.

With times being as tough as they are, people's discretionary incomes are being looked at harder than ever. That AND the feeling of being devalued as a Non Pro AND the premier events being nothing more than another horse show AND the waters that I am forced to play in are infested with sharks. Guess what I have..... the same hard costs as everyone else, but I can control them by staying closer to home and playing in a different pond to satisfy my enjoyment needs.

I have heard it said, "This is the way it's always been. If the Non Pros don't like it, tough." The difference is, the Non Pros have options, they can go elsewhere to work their hobby. I have also heard it said that the Non Pros always complain and have gripes, but never have solutions. I have chosen not to include any potential solutions or fixes. Rather, I felt that best left to the ultimate wisdom of the board.

Sincerely,

Jerry Alvord

William and Michelle Cowan  
P.O. Box 2492  
Ardmore, OK 73402

To the NRCHA Board of Directors:

We are writing this letter in response to a request from Paul Bailey to explain our reasons for not returning to the Snaffle Bit Futurity or possibly any other NRCHA events. We were very disappointed and disheartened by the way the SBF was run and managed in regards to the treatment non pro futurity competitors. When I say non pro competitor I am including amateurs as well.

Michelle and I started showing at the SBF in 2002 we have seen a general downward trend in the importance, quality and prestige of the non pro futurity.

While walking our horses around during the non pro finals, trying to let them catch their air after the reining before we had to go down the fence, we realized we were weren't the only finalists that felt like we were being "hustled through because we got a horse sale". We heard complaints from first to last in placings in the finals, so you can rest assured it wasn't how the finals were placed. These are finalists! Most of the complaints were of the schedule, but the general gripe was the non pros are a necessary evil to rush through.

All finalists at the AQHA World Show are showcased in a brief meaningful presentation of the finalists at the end of the class. Group pictures are taken afterward. This year at the SBF, as most of you are unaware, there was a forklift packed with horse sale paraphernalia parked in the alleyway just prior to the awards presentation which we had to negotiate our horses around. We received our awards at the opposite end of the arena as pictures are optional. The sale preview was scheduled over the top of the non pro finals. I am aware of at least one non pro who had a horse to demonstrate in the preview. Michelle and I in the past have purchased some of the 2yr olds from this sale. We aren't able to participate in that part of it and do justice to our finalists. A horse sale that happens to occur at a premiere event such as the NRCHA Snaffle Bit Futurity should neither dictate the schedule of the Futurity or impede on the recognition of the competitors, breeders, and horses who are shown to a finals performance. Sometimes we lose sight of the fact that know matter who wins, each of the those entrants had 3-4 years of planning and training to get to that point.

It costs Michelle and I approximately 10-12k\$ of overhead fixed costs in entries, fuel, stalls, misc. fees, meals, lodging. This can fluctuate some with the number of entries we have. Additionally we have a minimum 2 week commitment in time. It isn't as easy now as when we first started, having started a family during that time. This is not a complaint of mine, merely a reference to state that there are a lot of non professionals in the horse business who are not able to do come up with the time or the money to play the game. You have to understand most of these people are industry professionals in the there own fields and this is there hard earned recreational dollar at work. They had better get something out of it. How is it we have the highest entry fee of any western cow horse event and are playing for the fewest dollars? We now have fees for using things that already have fees. Then we make the finals and we pony up up more fees. What are all these fees covering? Are we basically inflating the payout by taxing are competitors and owners?

I am aware as a cow horse owner and competitor that sales of competitive reined cow horses to other reined cow horse competitors has slowed dramatically. Prospects for aged prospects are another matter. I am sure we all would like to have a market for our trained horses. I believe if you build the non pro base you can grow the sport. I am not speaking of the top 15 non pros. The only way we can give those competitors more competition is to build the base of competitors so one day they can confidently enter the non pro and justify the increased entry fee. It doesn't seem logical to have to enter a higher level class than you are ready for in order to pay an additional fee to enter the class you would like. In taking a minimum of 15 to the non pro finals you will be advancing +/-50% to the finals. That is not a prestigious accomplishment. The finalists will still be the top 15 who will all be running at less money and we still haven't done anything for the lower level competitor.

I don't believe you can level the playing field but we could create other divisions or classes to get new competitors in, keep them, teach them, value them. We will find a way to improve, but we don't send our 1st graders playing flag football to high school full tackle games, because we want to create a confident individual. I believe divisions are important to have. It looks like this has a been made a priority in the open, great idea! Unless we create some divisions where competitors can enter and feel the energy and excitement of the show and are valued for being there as a competitor I think they will find another venue to get involved in. Very few of us, open or non pro, will ever win enough to offset expenses.

However there is something about the horse, comradery, competition, and recognition of a job well done that drives us. I don't think money won has to be the ultimate driver. I remember winning a knife at a horse show in California for winning a class, but I can't tell you how much I won.

I will tell you a story about what attracted me to the Snaffle Bit Futurity back in 2001. Michelle and I attended to see what the show was about. The parts I remember were a team roper friend of mine, who I hadn't seen in a number of years, winning the amateur. Wow, if he can do it maybe I could.

Then I remember watching the non pro finals. They paraded the past non pro champs in, then they brought in the rest of the finalists. It was an instant goal of mine to be in the finals with a group like this. These people to this day are still competitors I hold in high regard. In conclusion I left that year with a 2 yr old I put in training and so began my aged event career. It was really that simple. It was a grand horse show.

I have heard non pros didn't have these options in the old days. Well I'm getting older and it doesn't seem anything as it was in the old days. Thank goodness! The associations that have seen explosive growth have done some really innovative things to draw competitors. Recently Michelle and I had an opportunity to trade our 3 yr olds for the coming 2011 SBF for some young cutting prospects. It was not an easy decision to make, but it felt like the smart one. We have invested a lot in the reined cow horse sport and have had our share of the winnings. We still have a few older horses we will continue to show.

Sincerely, William and Michelle Cowan

Jerry Alvord continued, and discussed options of making the Non Pro divisions more user friendly and more attractive to competitors and he will work on how to make a proposal of new divisions to more level the playing field and bring that back to the Board.

- e. Affiliate Committee - Marilyn Peters
  - 1. Ontario Reined Cow Horse Association has had a request to be in Northeast instead of Canadian region. Discussion on this and how they might be advantaged or disadvantaged. Marilyn Peters is go over those advantages and disadvantages with them and ask them for a proposal of what they would prefer.
  - 2. Affiliate of the Year award – Marilyn said we had six applications for Affiliate of the Year and the Affiliate Committee will meet and select the winner at the Celebration of Champions.
- f. Rules Committee – Lyn Anderson said that now that we have four divisions in the open, should we consider having a fall-back rule like the Intermediate in 2012 and beyond? Discussion of how this might work. Also some discussion on whether to allow Million Dollar Riders to fall back. Consensus that Rules Committee is to come up with some wording on this and bring a recommendation back to board.

Also, there was discussion on criteria for affiliates giving out the NRCHA Morrison trophy. Currently policy is that class has to have added money of \$1000 to give out a trophy; we are not adhering to this in our own NRCHA classes.

**Motion:** Dan Roeser made a motion to make it policy that any NRCHA class is eligible to award out Morrison trophy for award. Seconded by Lyn Anderson.

Nine for

One against.

**Passed**

Letter from National Stock Horse Association:

January 26, 2011

NRCHA Board of Directors

First, I appreciate your time to consider our request. We at the NSHA understand the reasoning for trying to set a standard for patterns throughout the cow horse industry and in particular, the NRCHA approved shows. We also appreciate the fact that you have adopted the lope to center option to some of your patterns. We feel this has the potential of improving some of the performances, especially in the finals, at some of our premier NRCHA events. In doing so, though, the patterns that have been used for the past 5 years at the NSHA's Worlds Richest and the NSHA Stock Horse Classic Bridle Sweepstakes are no longer allowed.

We understand that it was not intentional and was done in good faith. In fact, we have already changed the patterns at the NSHA Stock Horse Classic, the NSHA Futurity and at the new NSHA Derby to be held in conjunction with our Futurity, to your new criteria. But, we feel that it is essential that we still use our original World's Richest Pattern and adjust our NSHA Stock Horse Classic Bridle Sweepstakes pattern by adding the "Lope to Center" option to the NRCHA pattern 12, which was suggested by an NRCHA Board Member. We feel these two patterns help us in 2 major areas:

1) Being able to run a performance that is spectator oriented and

2) The safety and humane treatment of our bridle horses. The NSHA Worlds Richest is one of the largest gate earning events in the cow horse industry. For the past 5 years, we have experimented, altered and tweaked different aspects of this event to make it the most exciting performance for spectators as possible and still maintain high quality show standards for the contestants. The pattern is essential for our presentation because the lope to center pattern into a figure eight allows us the time to present a Biography of the Rider and the Horse to the audience. We feel this draws the spectators closer to the contestants and the great horses they are showing. We use it to advertise or promote what this horse can actually earn in competition and essentially promote our industry to new people that may not truly understand the potential of our sport. As the bio draws to an end and the rundowns and stops begin, we begin to play upbeat music that enhances the excitement of the event and as the run progresses, so does the energizing music; it basically is leading up to a climax, the fence work. By doing this, we begin the fence work with greater audience participation and concludes most of the time with the high energy fence work. We are trying to produce a show that people want to pay to come and watch, which promotes our industry. Controlling the thrill and energy of the audience is our goal, and therefore, we feel we need to continue using the same pattern at the World's Richest that we have been for the past 5 years and a similar pattern at the NSHA Stock Horse Classic. The contestants have always complimented us on the way we produce and run the event. The second reason for using this pattern is for the safety and well being of our horses. These bridle horses have just completed a herd work and now come right back and do a reined and cow work, back to back. In Paso Robles in particular, the size of the outdoor arena that we use is the main reason for our concern. It is definitely the largest arena used in the cow horse industry on the west coast and for a horse to have to run the four extra large fast circles is just too strenuous right before calling for your cow. We would definitely run the risk of exhausting and crippling a horse if we did. We know that humane treatment of our horses has become a top priority.

These are a couple reasons why we would like to continue running the World's Richest pattern in Paso Robles and then modify your NRCHA pattern 12 by adding the Lope to Center option for our Cow Horse Classic Bridle Sweepstakes.

We would like to suggest a policy change for this particular situation that would benefit the NRCHA and the NSHA:

1) Since we have used the World's Richest Pattern for the past 5 years with great success, we would submit a written request for the NRCHA approval, (Special Event, Cat. 2) and permission to continue using this particular pattern based on the reasons given above.

2) At our the NSHA Stock Horse Classic Bridle Sweepstakes, we have NRCHA approval (Special

Event, Cat.2) and request permission to modify NRCHA Pattern 12 by adding your “Lope to Center” option. This pattern only has 2 large fasts and 2 small slows and the arena is smaller. We feel this would make it effective for a performance and safe for the bridle horses. We understand that the NRCHA Board is raising the standards of patterns used in the cow horse industry, and would like to continue playing a part in trying new and innovative ideas, that may help build and promote the cow horse world. Thank you again for your time.  
 Jake Gorrell

NRCHA Board feels it is necessary to go by the letter of the rulebook but would encourage them to submit their pattern to include it in 2012 as approved pattern. Kathy Gould will contact Jake Gorrell and let him know.

- g. Judges Committee – Sam Rose said everyone on Judges Committee has worked to narrow down to a list of 11 to 12 people who they would feel would be good as Derby and Snaffle Bit Judges.

He also noted we have some new score sheets the committee is going test drive to try to improve the judging.

Discussion was initiated by Howard Erenberg of how many shows a judge can judge per year of NRCHA events. Sam said the judging committee thought that some of World Show judges could judge another event because it is a completely different set of horses.

Howard wanted to know if there were any AA judges that were in this group. Sam said no.

- h. Sale Committee – Sandy Collier outlined the following recommendations

**\*\*Schedule 3 days of sales (see schedule thur/fri/sat) so we don't try to sell 150 horses at 1 sale also separates select sale more from classic so is more prestigious**

**\*\*Get past consignor list. Committee will contact on individual basis to try to get their business back**

- change buy backs to equal consignment fee (except Classic \$400)
- Ted, Pete, Robert Chown and Mark Matsen to do commentary. Cost probably \$500/day
- No Announcing 'no sales' kills the momentum and excitement especially if there are several early in the sale. Just post them right after sale instead
- Continue with sale agent helping consignors with buy backs
- Entry deadline should be as late as we can make it (this will make entering other sales more difficult and so easier for us to retain them for Classic sale) 7/15
- Sift around 8/1
- Sift will give get by subscribed stallions and NRCHA \$\$ winners preference
- Have Mike get AQHA'S Volume Record on each candidate before the sift
- To help retain horses that get sifted, someone from the committee with a personal relationship to the buyer will call and talk to the consignor
- Go back to painting hip numbers on, for better visibility and also connects consignor with sale people (gives sale personnel a chance to see all horses first hand). Justin Wright will donate paint numbers if PAC doesn't have them

- someone needs to be at sale counter that knows the players. hiring Kristen Cushing? Nelly Murphy? for that (Mikes budget). She can also be in charge of who gets a free catalog and be a smiling face who knows the players (Kathy will contact her)
- Paint was the preference!
- Solum Bros will do pedigrees for \$65 each vs the \$72 we presently pay (that includes stall cards and we presently pay \$3.10)
- Ideas for promotion:
- Get local radio folks out for pr (might be able to give some free tickets to finals weekend since we have no adv budget to speak of ) (Holly Gregory's on it)
- -QHN/AQHA sponsor a party (appetizers) out at sale stall area right before select sale (check with Merial to see who did the one by Joe Carters or combine with them)
- Some suggestions for Mike:
- -more personal contact (really get to know the players)
  - Start beating the bushes NOW.
  - clean up misunderstandings on video fees (ie it's free to download a link to youtube through PAS, but for editing and viewing at futurity etc \$59 through Mitzi) /\*\*\* More will be done to be very clear about videos being posted to the sale preview at no extra cost. Most sellers understood and utilized the availability, however, there were enough people confused that we know it must be made easier to understand. There should be clear info on what videos will be posted and when. It should be clear to consignor that if they don't send an updated video, sift video will be posted on a specific date. ( A number of those we put up and then were asked to immediately take down.) All of these particulars could be presented on a separate page so sellers won't have to hunt for the info.
- Videos need to be up way earlier and promoted
- -set up earlier if possible or at least use signs to direct early arrivals for info that they need. Need to have someone there and/or have signage with directions, stall charts (up before show even starts!)and contact info at the sale booth. Some basic set up can be done at the booth from the start of the show.
- -get catalogs in office earlier along with signs telling who to go to or Mikes cell #if there are problem before PAS gets there. Can be same person selling NRCHA programs? Catalogs need to arrive before the show actually starts. .
- Promote vendors adv in sale catalog with coupons for products?
- Did last years stall cards have a place for trainers name & phone #, and a place to put when that horse will be worked during the week?
- Starting 2/15, PAC needs to send out email blasts monthly and postcards monthly but staggered (emails first of month and cards mid month) advertising
- \*\*\*\*later consignment deadline\*\*\*\*\*and\*\*\*\*buyback reductions\*\*\*\*\*and any other important info
- Also PAC should give Howard, Cheryl M and Sandy a written timeline on adv dates,when videos will be posted etc
- We should use Savannah at our office for media and press releases, as another means to getting the word out

Note: Schedule for Snaffle Bit Futurity was discussed here because of impact on sale. One proposed schedule was to cut down from 14 to 13 days and another was for 14 days. There was much discussion on the merits of both schedules – Board to review and then decide on a final schedule.

- i. Ethics Committee – Howard Erenberg  
Regarding Casey Branquino, Ronnie Richards had written a letter saying that Casey was being punished too harshly for an instance of unsportsmanlike conduct because Dan Roeser and Ted Robinson with similar occurrences were not punished as harshly. Bill Enk thought Casey’s staring was more intense than Ted’s. Another issue – Dan noted – Casey was offered the opportunity to come to the board meeting and opted not to.

Howard said following the receipt of letter from Ronnie Richards and reconsideration of issue, the Ethics Committee had two members which voted to not fine him and just put him on probation and 2 voted to leave as it was.

Much discussion of this among the board. No action.

Carol Rose said to put on an upcoming board meeting agenda an analysis of the offense vs the amount of fine and punishment.

- j. Youth Committee – Paul Bailey noted that NRCHYA Youth will have a big area like last year plus also doing the Wild Bunch again at the Celebration of Champions.

#### IV. New Business

##### a. Celebration of Champions Update /Entry Comparison

Class	Stephenville					San Angelo			
	2004	2005	2006	2007	2008	2009	2010	2011	
Open Bridle	16	27	28	30	15	18	24	27	3
Ltd Open Bridle	13	25	25	25	24	21	18	22	4
Open Hackamore	16	27	28	27	30	24	33	25	-8
Ltd Open Hackamore	4	18	22	26	16	18	23	21	-2
Non Pro Bridle	19	33	22	23	19	19	27	28	1
Nov Non Pro Bridle	21	37	19	23	31	22	30	26	-4
Non Pro Hackamore	9	20	12	13	15	11	11	19	8
Open Two Rein	10	16	21	30	20	22	18	13	-5
Non Pro Two Rein	n/a	n/a	n/a	n/a	n/a	7	12	n/a	
Youth Bridle	3	13	9	18	14	7	9	12	3
Youth Limited	9	25	21	19	15	13	10	13	3
\$5K Non Pro Limited	18	31	17	28	30	33	34	37	3
Non Pro Limited								27	
	138	272	224	262	229	215	249	270	21
Open Derby	41	59	80	69	76	70	53	47	-6
Int Open Derby	n/a	36	41	38	36	36	26	27	1
Ltd Open Derby	21	15	15	18	28	34	19	28	9
Non Pro Derby	5	24	19	12	16	15	13	18	5
Int Non Pro Derby	n/a	18	11	7	11	15	9	15	6

Amt Derby	7	14	10	9	9	10	9	14	5
Novice Horse	n/a	n/a	n/a	22	22	27	15	27	12
	74	166	176	175	198	207	144	176	32
	212	438	400	437	427	422	393	446	53
WGH	30	35	39	28	33	31	26	26	0
	242	473	439	465	460	453	419	472	53

as of  
1/19/11

Sam Rose wanted to know who picks patterns for our shows. Cheryl Magoteaux noted that it was Jon Roeser as Chair of that Committee. Sam said should we suggest to Show Committee having a 3 circles on each side in an NRCHA produced one-go event. Pattern here is Pattern 11 on Circle Y Derby.

b. Stakes Tentative Schedule

Some discussion regarding Calf Branding at stakes. Lyn feels like there's not cross-back between NRCHA and people who participate the calf branding. In other words, they only are there for the branding and do not attend the horse show part.

Board approved Stakes Schedule.

d. Show scheduling. There was some discussion of doing a schedule where the rein work went first. It was discussed that this schedule for the Hackamore Classic would result in two pretty late days. (Note: October futurity at SRCHA they ran rein work first and it worked well. We just need to find an event it works for.)

It was decided to go with the Stakes schedule w/ herd work first

e. Derby Schedule – potential time frame – Kathy Gould said Sunday was a 12 hour day. Do we want to look at maybe having Non Pro Finals on Saturday night or afternoon then do the Bridle Spectacular that night? It was discussed that this needed to be looked at.

f. Drug Testing at Celebration of Champions update – Sam Rose, Cheryl Magoteaux said that everything was in place and passed out copies of the forms that would be used at the show. Dr. Mike Martin will be the tester.

g. Discussion of Int. Open eligibility. No action taken.

h. Listing of suspensions and probations on website - Probation listing was originally discussed as far as Magazines – felt it would be hard to do as far as deadlines on magazines. Board felt we should list probations on web site.

i. Trust Fund statutes – Cheryl explained that although there has been some negative publicity, we are part of a consortium to tell the real story and hopeful that the trust fund for Texas will continue for Celebration of Champions.

As a cost comparison, Darren looked into facilities in Pueblo, Colorado regarding a place for an NRCHA event. It was decided to discuss this at a subsequent meeting.

## V. Old Business

### a. Stakes Move to Queen Creek, Arizona

Motion by Paul Bailey for NRCHA Representative to contact them and ask them to increase the sponsorship by 20% and have a contract that is one year with option for two additional years providing conditions were acceptable. Seconded by Carol Rose.

9 in favor

2 opposed

1 abstain

Passed

Derby analysis for Idaho; Dan Roeser called them and said could they get a fixed fee and they will call him back within an hour.

### b. Snaffle Bit Futurity Schedule - Cheryl is to send to board three of them then have board vote on them. One 13 day and two 14 day schedules.

### c. NRCHF Proposed projects – Kathy Gould said she talked to John Hyde, Foundation President, re promotional funding, cow horse camp funding and he was not in favor of spending funds to support these activities now.

Regarding the Cow Horse camp it was discussed to go forward with that in spite of that and to try to make them fund themselves. Marilyn Peters and Cheryl Magoteaux to get together on this.

### d. Long Range Planning proposals – Kathy said she had asked Dave Archer to continue on this. He's unable to do so based on his business.

There was some talk about the long range planning and Cheryl noted that we are in the process of an audience survey and a member survey.

### e. *Stock Horse News* Schedule will be tweaked and brought back to board.

Next meeting will be March 21 in Nampa, Idaho.

## VI. **Motion:** Motion to adjourn was made by John Ward and seconded by Paul Bailey. **Adjourned.**