

**NCHA EXECUTIVE COMMITTEE MEETING MINUTES
JUNE 22-24, 2021
WILL ROGERS – FORT WORTH, TX**

A meeting of the Executive Committee of the National Cutting Horse Association was held Tuesday through Thursday, June 22-24, 2021 beginning 8:00AM central time daily.

Executive Committee members present: President Ora Diehl, President-Elect Ted Sokol, Vice President Toddy Pitard, Kristen York, Rock Hedlund, Kirby Smith, Byron Green, Sharon Overstreet, Tommy Williams, Skip Jones, Ernie Beutenmiller and Tatum Rice. Member excused was Matt Miller. NCHA Executive Director Jay Winborn, Director of Shows Shianne Megel, NCHA Comptroller Nanci Gates, Manager of Shows Joshua Valdez, Manager of Marketing and Communications Callie McCarthy-Boevers and Cathy Marie Aleff were also in attendance for this meeting.

TUESDAY – JUNE 22, 2021

The Executive Committee meeting was called to order at 8:00AM and roll call was taken.

President Ora Diehl welcomed the members attending and all members viewing by opening the meeting with a moment of silence for all those that are no longer with us before leading the Executive Committee in reciting the Lord's Prayer.

At Large Director Ernie Beutenmiller addressed the members of the Executive Committee by reciting the NCHA mission statement.

Mission Statement

The National Cutting Horse Association promotes and celebrates the cutting horse, whose origin on Western ranches allows us to support ranching and its Western heritage. By establishing rules for the conduct of cutting horse shows, NCHA strives to give cutters a level playing field and a progressive class structure which accommodates everyone from the beginner to the advanced competitor. NCHA draws on the diverse talents and background of its members and encourages their participation in helping it achieve these goals.

APPROVAL OF MINUTES

A **MOTION** was made by Skip Jones and **SECONDED** by Rock Hedlund to approve the minutes from the June 2, 2021 Executive Committee conference call. **MOTION CARRIED.**

PRESIDENT REPORT – ORA DIEHL

President Ora Diehl addressed the members of the Executive Committee and all members viewing the recording with a warm welcome to our meeting. Ora expressed great honor to stand before you as President. She is pleased to work alongside this outstanding group of EC members that share the same passion for the sport of cutting and have the associations' best interest of at heart while preserving its legacy. The building at 260 Bailey Avenue is our NCHA home, it is filled with hard work, dedication, planning, saving, loyalty and many memories. But let's not forget the worry and the ups and downs that strengthened our walls.

From the year 1946 to 2021 is a milestone for this association, the 75 year old tradition that keeps us strong. Over the years, we have learned that coming together is a beginning, keeping together is progress and working together is success we are now achieving.

Our western lifestyle is spread over 50 states, 20 countries, 103 Affiliates, Open, Non Pro, Amateurs and Youth competitors, Sponsors, Stallion Owners, Breeders, Show Producers and Vendors are held together by a common thread, our love for the cutting horse. Growth since 1946 to current has varied for numerous reasons. However, the heart and soul of the NCHA are our affiliates. Relationships are born, nourished and long lasting. Generations are born, take their first steps and cultivate the environment that showcases the western lifestyle at the grass root level.

Our forefathers, designed our association 75 years ago with just 13 cowboys and ranchers who wanted to promote competition, and establish some rules to preserve the cutting horses' western heritage. Today, we are gifted with our National Cutting Horse Association. As we move forward our responsibilities are the same which is to serve the members and the elite equine athletes who we all know is a gift from God for us to enjoy.

All year long, we have a once in a lifetime chance to make history with our 75th Anniversary, so get ready and let the celebrations begin.

Our leadership in our Executive Director Jay Winborn along with the Executive Committee that has knowledge, history, business orientation, eagerness to succeed and the dedication is what allows us to align and function as a well-oiled machine.

As we all stop being afraid of what could go wrong and start being excited about what could go right, the future is in our hands.

President Ora Diehl looks forward to 2021 and closed with this, "Excellence is the result of caring more than others think is wise, risking more than others think is safe, dreaming more than others think is practical, expecting more than others think is possible."

PRESIDENT-ELECT REPORT – TED SOKOL

President-Elect Ted Sokol addressed the members of the Executive Committee sharing the experience that he had as Vice President and becoming familiar with all the workings with the NCHA office. Jay Winborn, our Executive Director and all of the EC members have been great and welcomed me with open arms, helping along the way. And now I am ready to move forward to help this association with every individual involved from the members talking to their Directors and the Directors talking to their EC Representatives to help this association move forward full speed ahead.

VICE PRESIDENT REPORT – TODDY PITARD

Vice President Toddy Pitard addressed the members of the Executive Committee honored to have been elected to this position. Toddy ran his platform on communication, transparency,

and hospitality. He is confident that the EC is strong and along with our Executive Director if we do these things, we will be able to move this ship in the right direction. We have great members and a great brand and Toddy expressed how excited he is to be a part of the EC and to serve as our Vice President. Our membership is hungry for change, and we have the leadership to move in that direction. If we listen to our membership, they will steer us the right way. This leadership will be instrumental in helping to make some radical changes and make NCHA the best it can be.

EXECUTIVE DIRECTOR REPORT – JAY WINBORN

Executive Director Jay Winborn addressed the Executive Committee and all the members that are viewing the meeting by welcoming our new President Ora Diehl. Jay has had the opportunity to work with Ora over the past year and looking forward to her tenure as President of our association. Ora and Jay have a shared vision of maximizing this association's potential and with the help of this Executive Committee's assistance, he feels that great things are in store for the NCHA. He also wanted to acknowledge the service of outgoing President Steve Norris with appreciation of being by his side over the past year. Steve's level headed demeanor and guidance helped all of us during one of the most challenging years for NCHA. Jay is proud of what we have been able to accomplish this past 12 months and we would not be where we are today without your help. Also like to welcome President-Elect Ted Sokol, and Vice President Toddy Pitard respectively along with our new representative from Region VI, Tommy Williams. Jay looks forward to working with all the officers as well as the NCHA Executive Committee as we move the association forward this year and Jay thanks all for their dedication and efforts in making the NCHA the best it possibly can be.

Before Jay shares some of the exciting things that are in store for this year, he wants to highlight what we have been able to accomplish this past year, he specifically remembers hearing about all the shutdowns as he returned from the 2020 Eastern Nationals in Jackson and listening to news reports of a global pandemic, he as well as everyone else had no idea how it would all pan out. His first impression was that it would be a temporary set back and we would be ok but as it started to ramp up and in concern for our members as the industry began to grow. All Jay could think about was will our show be cancelled, will we have to lay off our staff, would our trainers lose clients and many more. This weighed heavy on all of us and his first priority was to hold together the Kit Kat Super Stakes so it didn't send shockwaves through our membership if we had to cancel. Unfortunately, that was not possible and that was the beginning of a sweeping of shows being cancelled across the nation. The future did not look good at that time. After questioning what he had gotten himself in to, he immediately started strategizing with those around him to formulate a plan for survival. The officers and Jay spoke on a frequent basis, almost daily. He worked closely with the EC and outside contractors to develop a plan to successfully execute the remainder of the Triple Crown events. Even though it was different from years past, it meant that we would still be able to hold our shows and do what we love. Soon shows around the country started coming back and this past year, approved shows had record numbers. This all proved one thing, we need to focus on providing our members the opportunity to participate in a fair and balanced way for them to show their horses. We need to concentrate on making it enjoyable, competitive, and convenient.

We are in an association based around a horse. This magnificent creature has brought us all

together. We have made life-long connections because of this, we have met our friends, and for some our spouses. Horses have raised our children, for some put food on our table and been therapeutic in both good times and bad. Our horses helped us through this pandemic.

This past year's Futurity was epic in many ways. We had record setting purses, horse sales and entries. The trade show provided our sponsors and vendors much needed traffic after many months of slow sales due to the pandemic. Yes, the mask and the distancing were inconvenient, but we did it in a successful way.

As mentioned earlier we saw a huge increase in our shows around the country, we also rolled out the National Circuit Program in record time and looking forward to holding the first set of Circuit Finals this fall. Jay would also like to add for the first time in over a decade we have increased our membership.

Despite all the adversities we dealt with last year, NCHA persevered, and we did it well.

On the administration side, we have our house in order. Our staff is knowledgeable, eager and committed to success. We operate at a level of responsibility and transparency never before seen by this association and collectively we are all excited about the future of the NCHA.

There are exciting things ahead for the future of the NCHA. Our participation is up, our membership has increased, and horse sales are climbing too. Now how do we capitalize on that? Later in the meeting, Jay will introduce Phase One of the largest marketing campaign this association has ever undertaken. The marketing campaign is not entirely ready for public consumption yet but for those listening, you will hear about it soon. Our marketing and communications team has spent the last four months in developing this and we will be rolling out the first of three initiatives shortly. Jay will also share some exciting sponsorship news later in the meeting that will have across the board benefits to our shows and association. Cultivation of new partners for NCHA is a renewed priority as well as better servicing our existing partners. Department heads will be sharing updates to the EC later in this meeting. Jay finally feels confident that the office is fully aligned and working on a common goal. Notably our accounting department will be sharing our current state and Jay is proud to say that through the help of our Finance Committee and assistance of all those involved that he is proud of the progress we have made of financial reporting.

Much of the discussion at this meeting will revolve around future plans and initiatives and the pursuit of the betterment for the NCHA. The question has been posed, what would our forefathers think of the NCHA today? What do we plan to do to ensure the success of this association for the next 75 years? Earlier this week, I had the privilege of spending time with Mr. Sam Wilson. For those of you who are not familiar, Sam served on the NCHA Executive Committee from 1973-1990 and was President of our Association from 1979-1981. Sam's experience during his tenure offered a lot of what it takes to run this association, above all what Jay took away from that conversation was to do what was right for this association as a whole and set aside personal interests.

Lastly and in closing, to our EC Members, our Board of Directors, our Members, Sponsors and Staff, Jay thanks you for your commitment to this association. Jay would like to ask a favor that we continue to work together to make NCHA the best it can be. We need to focus on the

possibilities, set aside the agendas, and let's get behind something we all believe in and drive it forward and be what we are meant to be. We owe it to ourselves, the member and supporters and our equine partners in the pursuit of making this association the finest in the world.

REGIONAL REPORTS

President Ora Diehl addressed the members of the Executive Committee that we will hear from each of the Regions and the At Large Directors with updates.

Region 1 – Kristen York reported that her region has recently suffered great loss in members Gil Porter, Harland Radomske and Dr. Haywood Bartlett. For more information on these individuals, please visit our website to read their obituaries. There is also information on a Celebration for life on Harland Radomske that will be held in Fort Worth, July 25th during the Summer Spectacular. Kristen was excited to share great news about the Circuit Finals, Region 1 being one of the largest regions. There are five Circuit Finals that encompass a portion of the Region, Aurora Circuit Finals will be held Oct. 9-10 in Canada, Redwood held Nov. 10-14 in Washington, Big Sky Oct. 1-3 in Wyoming, the Cactus Nov. 10-14 in Arizona and the Heartland Circuit Oct. 28-31 in Nebraska. For any questions regarding the National Circuit Program don't hesitate to contact the office.

Region 2 – Rock Hedlund reported that cutting on the West Coast have been very strong. There was a weekend cutting first week of June, where we had over 450 stalls rented and we cut each day until late at night. Just finished the PCCHA Derby in Las Vegas which was a large turnout. PCCHA Board of Directors met prior to the show and realized the show was going to be big so opted to pre-settle the cattle, by doing this they were able to run of the average about 10 sets and 140 horses a day. Halfway through the show they switched from heifers to steers for a difference of about 10 minutes off the settle times. They were able to run 12 sets in about 12.5 hours with the steers. There are some upcoming weekend shows with promising numbers so all and all cutting on the Pacific Coast is strong.

Region 3 – Kirby Smith reported that Ernie Beutenmiller will provide updates from the Eastern side but in the North Plains, cutting is rejuvenated. Region 3 has started having shows in places where there has been no activity in years like Garden City, Broken Bow and McClave, CO. Cutting is good and there is a lot of support for the Circuit system. There are reports that members are chasing points in Minnesota and elsewhere.

Region 4 – Byron Green reported that he has been involved in cutting since the 60s and proud to see how his region has grown over the years. Cutting is good in our region with much participation. If you have any questions with regards to Region 4, feel free to contact Byron Green.

Region 5 – Sharon Overstreet reported that she has been in cutting since the early 80s and cannot imagine not being involved. On the East Coast, they are thriving and growing. Region 5 is thankful to have so many Affiliates that work together to not schedule on top of each other. Some Affiliates have reported record breaking numbers so far for 2021. There is a large show coming up on Pierre, GA that had to add a day due to entries. There will be two youth scholarship programs during that show. Wateree CHA will also have a scholarship program and

will also be hosting the Circuit Finals in November. There has been a lot of enthusiasm about the circuits program. Most encouraging is that several of our shows in Region 5 are having over 20 entries in the youth and \$2K rider which is where our growth comes from. Overall, we are strong and in good shape.

Region 6 – Tommy Williams reported that they have had shows disappear throughout the years and starting to get some new ones back for the cutters in our region this fall. We have to work on retaining that movement. Region 6 stands to have a good chance of improving in the future and Tommy will do his best to serve that Region.

Region 7 – Skip Jones reported that Region 7 is strong, give cutters a place to go and they will show up to compete. Shows have been solid in the area and are showing growth thanks to Jay Winborn and some of his initiatives. Skip would like to welcome Burt Bull and Steve Smith as newly appointed Directors in our Region. Skip appreciates the opportunity to serve his Region and welcomed anyone with questions to please call himself or other Directors in the Region.

Region 8 – Matt Miller had nothing to report out of Region 8 at this time.

At Large – Ernie Beutenmiller reported that he has reached out to affiliates across the country and in those conversations, they are reporting that the circuit program has been a big help in increases the number of entries at their shows. Those areas of growth have been in the youth and non-money added classes. Ernie feels as though this national circuit program is positive for the future of our association and he applauds Josh Valdez for all the work that he has done. Communications to our trainers is well received and they are enjoying one of the strongest horse markets that they have ever seen. He appreciates the actions of our Executive Director in moving us forward. If you have any questions, Ernie's number is posted, and he welcomes your call. Ernie will do everything he can to help and promote this organization.

At Large – Tatum Rice reported that he has learned a lot while serving the past 6 years as an At Large Director on the EC, he has met some great people. Tatum shared a recent conversation he had with a gentlemen that was concerned because he couldn't get anyone to come to his bull riding, he claimed to have high quality bulls and \$6K added money. He was asking Tatum why no one would enter and come. Tatum said that people probably aren't looking for a high quality bull to win \$6K, he should probably get lower quality bulls or add more \$ to the purse. Tatum compares that to where we are today, he is proud of NCHA, of our elected officials and the hired employees. He acknowledged that it is time to change the business model. When Buster Welch said that we should only show one horse at the Futurity instead of two, he didn't mean that we should do that forever. Buster meant that we need to make sure this is fair for everyone. Several people this morning have mentioned our forefathers and the 75 years that we have been cutting. It is humbling to think that all this started in a pasture and look where we are today. Our forefathers would be proud, but will they remain proud if we are still in the same place in the next 75 years. Our past is important and I am proud of it, but we can't keep doing it. Again, we are in a great spot moving forward but let's think about positive change.

FINANCIAL REPORT – DENISE SEIZ

Vice Chairman of the Finance and Audit Committee Denise Seiz addressed the Executive Committee with our current state of financials for the association. NCHA Comptroller Nanci Gates was also present to assist with this presentation.

Since our last report to the Executive Committee on March 18th, the Finance Committee has met on April 22nd, May 6th and June 7th.

At each Finance Committee meeting, we have reviewed the monthly financial statements the statement of position and the statement of activities.

In addition, we have reviewed our investment portfolio and liquidity/cashflow analysis. Today, I am going to present the Statement of Position as of April 30, 2021 and the corresponding YTD Statement of Activities.

Total Assets for the Association as of April 30, 2021 was \$17 .9 million which consisted of

- \$5.0 million in cash
- \$9 .1 million in investments
- \$2.1 million in accounts receivable
- \$1.5 million in property, plant & equipment
- \$160,000 in prepaid assets

The significant cash position of \$5.0 million was due to the fact that we were in the process of paying out premium checks for the just completed Kit Kat Sugar Superstakes show.

The \$9.1 million investment portfolio is comprised of the two separate investment accounts: The Long Term Investment portfolio which has a balance of \$6.4 million and The Superstakes Investment portfolio which as a balance of \$2.7 million. The YTD return on the total investment portfolio is 5.04%.

As you know, the Finance Committee's Investment subcommittee meets with the Frost Bank Advisors on a quarterly basis. At those meetings, we review the investment portfolios performance and discuss if we need to make any changes to our investment policy or strategies given the economic forecast by the Frost Bank Advisors.

The accounts receivable balance of \$2.1 million is primarily the MERP receivable of \$1.9 million. The 2020 Summer Show MERP is \$531k, the 2020 Futurity Show MERP is \$993k and 2021 Superstakes is \$514k. Just this past week, we were notified that the reimbursement checks should be received by the end of this month.

Property Plant and Equipment of \$1.4 million represents the net basis in our building & FF&E.

The Prepaid assets of \$160,000 represents items that have been prepaids for future shows.

Total Liabilities for the Association as of April 30, 2021 was \$8.1 million which consisted of

- \$3.9 million in accounts payable & accrued expenses

- \$2.8 million in Deferred revenue Stallion Foal
- \$1.1 million in Deferred revenue for event & sponsorship def erred revenue
- \$285,000 in Deferred membership revenue
- \$91,000 in PAC Fund

The significant balance of \$3.9 million in accounts payable was primarily related to the payout checks for the Kit Kat Sugar Superstakes.

The \$2.8 million in the Deferred Revenue for Stallion Foal Program represents the monies collected in foal nominations and stallion subscriptions for future Superstakes shows.

The \$1.1 million in Deferred Revenue for Event & Sponsorship represents the monies collected from entry payments and sponsors for the Futurity.

The \$285,000 in Deferred Revenue for Memberships is the monies received for life membership which must be amortized into income.

The \$91,000 in PAC Fund represents the monies collected during the 2021 Kit Kat Sugar Superstakes. These monies were transferred to the PAC checking account.

Now we will move on to the YTD Statement of Activities.

The Association has posted profit of \$1.8 million for FY 2021. The budget anticipated a net profit of \$2.0 million through April 30th and, as such, we are \$200k or 10% lower than our budget.

From a show perspective, for FY 2021 through April 30th, the Association has produced the three shows, the Futurity, Eastern Nationals and the Superstakes. The budget anticipated profits of \$3.0 million for those three shows; however, our actual results were \$2.9 million. While the Association enjoyed record commission sales from the Western Bloodstock horse sale at the Futurity, there were additional show expenses, primarily due to COVID protocol that offset those profits.

In addition to the shortfall on produced shows, the most significant line item that has contributed to this shortfall in budget is legal expense. YTD, we have an unfavorable variance of \$142k.

On a positive note the Association has seen higher than budgeted approved show revenue and membership revenue as weekend shows and limited aged events across the country have been very well attended and our membership numbers are increasing. In total, we are up \$100k.

FOUNDATION REPORT – JULIA BUSWOLD

NCHA Foundation Director Julia Buswold addressed the Executive Committee with a report from the Foundation.

Youth Scholarships

The online portal launched last May has allowed the Foundation to streamline the tracking and payouts of all youth scholarships. Youth can view balances, make payment request, and apply for scholarships all online. Portal is accessible via the NCHA website.

<https://platform.zenginehq.com/workspaces/29700/data/114689?group=2948>

In addition to management of the NCHA earned scholarships, the NCHA Foundation has proudly committed over **\$153,000.00** to Youth & Scholarships this year.

- NCHA Foundation Merit-Scholarship - \$50,000.00
- Eastern Nationals - \$12,000.00
- Western Nationals - postponed
- Summer Spectacular Scholarship Cutting - \$30,000.00
- NYCHA World Finals - \$20,000.00
- NYCHA Youth Week "Out of Arena" Programs - \$6,000.00
- Youth Week Sponsorship - \$30,000.00

Historical Preservation

- The Buster Welch statue is in place
- Transferred via Deed of Gift and is now part of the City of Fort Worth Public Art archive
- City to maintain the statue
- Located at Gate 42 of the Will Rogers Complex

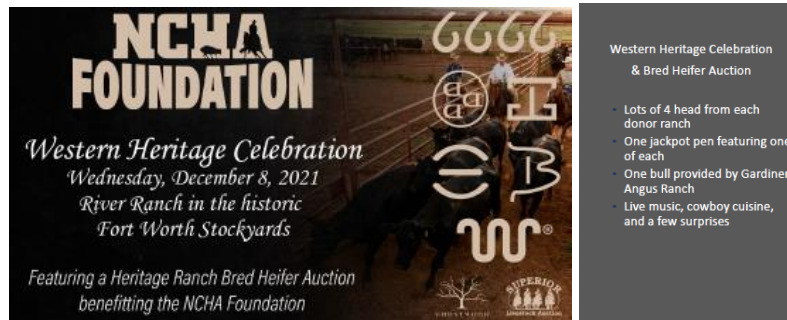
"Operation Safe and Sound"

- The scanner has arrived and is in action daily.
- It was set-up and used for live scanning of documents at the Futurity and will also be on location during the Summer Cutting Spectacular
- We have started with photos and items on location at 260 Bailey
- Pieces and Artwork Archive

Animal Welfare

- Currently assessing potential projects for the coming year
- The NCHA Foundation was able to commit \$20,000.00 to The Foundation for the Horse to aid in relief efforts for the West coast wildfires and flooding in the southeast. We also committed \$2,500.00 to the Equine Disease Communication Center (EDCC) which provides real-time alerts to the equine community to help prevent and mitigate the spread of equine infectious diseases.

Events and Promotion



World Premier – December 5th & 6th

- [TheCut WesternHorseman ExclusivePreview -YouTube](#)

Current Projects

- Western Heritage Celebration
- Archives
- *The Cut*
- Members Hall of Fame Pin
- NCHA Foundation 40th Anniversary
- How can the Foundation support the Circuit Program?

NCHA President Ora Diehl presented the Foundation with a donation of two prints from Paula and Michael Gaughan at South Point which was purchased at a recent PCCHA auction. The print contains past recipients of the of "Dave McGregor Award".

SHOW DEPARTMENT UPDATES – SHIANNE MEGEL

Director of Shows Shianne Megel addressed the Executive Committee with updates from the show department.

Super Stakes Wrap Up

Shianne was proud to report that we made \$80K more in the practice pen that the last Super Stakes, she contributes that success to the two ladies that ran the pen and couldn't praise them more for work that they put in, it ran very efficiently. In addition, we saved close to 3% in labor for that line item. Show Department is diligently looking to save more and increase revenue in as much as they can all while producing a quality show. Savings just under \$10K were found in the footing, but when you look at the cost of an additional tractor driver and the Watt Arena...those savings were absorbed. Will Rogers is now requiring us to have off duty Fort Worth Police officers on security 24/7 at the Triple Crown events which is a costly expense. An additional expense is due to ties, not only the awards and payouts but the cost of medication tests and processing. We continue daily to manage this production and find savings

when possible.

Summer Entry Numbers

Shianne provide an update on entries for the 2021 Summer Spectacular. Entries are up and this will be one of the largest Summer Spectaculars that we have produced. Amateur Division benefits from most of those increased entries, but all Divisions are up across the board. The schedule that corresponds to these increased entries was shared and we will enjoy seven 9 set days with the addition of the August 2nd Annual Meetings. The USCHA will be back with us for a co-sanctioned event again at this show for 3 days, July 16th-18th. A digital exhibitor packet will be supplied again with all the necessary information for the show and nearby resources, online check in will be available for a more efficient process. Shianne also encourages all competitors to check out the website for the qualified entries and slot sale list. The draw will be held on Monday, June 28th. Those draws will be posted on Tuesday, June 29th.

Futurity Entries and Schedule

As of the 3rd payment for the Futurity entries, we are currently at 623 in the Open Division. Goal is to retain the entries that we have to date with the hopes of gaining more as the event gets closer.

Standing Committee Conversations

Shianne would like to highlight an item that is forthcoming from recommendations out of the Limited Age Events committee to put the judges in the stands 30 minutes after the cattle come in effective immediately with the hopes of this being implemented for the Summer Spectacular. Shianne also reported that this recommendation was vetted with the Cattle Committee and the Cattle Committee was unanimously NOT in favor of this concept.

Approved LAE/Weekend Reports

Shianne updated the members of the Executive Committee with an improvement on pulling the data for these reports and how the process is being streamlined with assistance from our IT department. This new process reduces a two hour window that it was taking the show department to manually input this data. This is just another example of a huge improvement that IT has been able to implement.

A question was raised by Vice President Toddy Pitard on how these Triple Crown show dates are scheduled, Shianne addressed the question updating the committee members that it is contracted and preset with the facilities years in advance.

SPONSORSHIP DEPARTMENT UPDATES – CARLEY MONTEMURO

Manager of Business Relations Carley Montemuro addressed the members of the Executive Committee with sponsorship updates for the association. She opened by sharing a brief summary of her resume and highlighted that her goal is to nourish new partnerships all with retaining the existing. We want our partners and sponsors to feel how important they are to

our association.

These updates reflect all changes that have taken place since Carley's start date and taking over management of these partnerships.

Current Recent Business - \$327,500 cash \$165,819 trade

Extended Existing partnerships

The following are existing Partners who have extended their contracts, totaling in **over \$220,000 cash**

- Brazos Valley Stallion Station
- McAlister Assets
- Rocking P Ranch
- Holy Cow Performance Horses

The following are existing partners who have extended their partnerships with NCHA totaling in **over \$161,000 in trade**

- Priefert (no formal agreement ever existed)
- Kiser
- Tioga Territory

o We are also set up to receive commission from sales of NCHA products, they are updating their website and are bringing in new products as requested from our social media surveys

New Partnerships

The following are new partnerships I have brokered totaling in over **\$107,500 in cash and \$4,819 in trade**

- Smooth as a Cat
- Wolf Livestock
- Triple C Performance Horses
- 2M Media
- Cattlemen's Coffee

o We are also set up to receive commission from sales made through NCHA promotion

o We are utilizing this new partner and the sales data we will receive as a "case study" to appeal to other sponsorship categories outside of the western/performance horse industry

- John 3:16 Saddle Pads

Current Initiatives

The following companies have proposals they are reviewing internally

- Love's
- Glycoguard
- Adequan
- Equilume

- Trefethen
- Pulsevet
- Brumbaugh's
- Leddy's

The following companies are currently being actively pursued by NCHA

- NRS
- Cavender's
- Yellowstone/Paramount
- Frank Kent Cadillac
- Western Hauler
- Twisted X
- Justin's Casual Shoes
- Mars Equestrian
- Purina Mills
- Body Armor
- Liquid IV
- Teskey's
- Case knives
- Gerber knives
- Apex Coolers
- Realtors

The following categories are being actively pursued by NCHA for partnerships

- Tack
- Casual Shoes (non-cowboy boot)
- Food & Beverage-including but not limited to
 - o Sports drinks
 - o Alcoholic beverages
 - o Tea
 - o Restaurants/restaurant groups
- Outdoor Lifestyle- including but not limited to
 - o Knives
 - o Coolers
 - o Sunglasses
- Vehicle (dealership or brand)
- Feed (not cattle feed)
- Marketing/Media companies
- Builders

The following companies that have been recently pursued to no avail

- Schneiders
- Rod's (for a re-worked deal)
- The Emergency Room
- Horseware

Other exciting updates:

- All current sponsorship information has been gathered into one streamlined document

to make sure we are holding ourselves and sponsors accountable.

- LNC partnership is growing, and we are looking at substantial amount of financial gain
- We revamped our internship program (with the sponsorship by Coyote Rock Ranch) and will welcome 2 interns this summer.

YOUTH DEPARTMENT UPDATES – MIKE SIMMONS

Director of Youth Mike Simmons addressed the Executive Committee with updates from the youth department. Mike is happy to report that the BraveHearts event is exciting and will take place during Youth week during the Summer Spectacular.

1. Update on the 2021 Youth Convention Week
 - a. BraveHearts
 - i. Dinner, Talent Show and Dance
 - b. Regional Finals
 - c. Scholarship Cutting
 - d. World Finals
 - e. General Meeting
 - f. Election
 - i. EC Mentoring Program
 - g. Educational Committee
 - i. NCHA Professional Men's and Women's Forum
 - h. Award Banquet
 - i. Dinner and Dance
2. NYCHA Youth Developmental Program Procedure
 - a. This document is in the process of being developed.
 - b. This document will outline the entire youth program as a policy and procedure on day-to-day operation. It will include all aspects of the NYCHA.
 - c. This document once complete and approved by the NCHA Executive Committee will provide guidance to the Youth Director, Youth Committee and Youth Program. It will also prevent this program from ever being stagnant or preventing further growth.
3. Update on LEAP Program and Hall of Fame
 - a. Working on restructuring the LEAP Program
4. NYCHA Horse Hall of Fame

President Ora Diehl thanked Mike for his dedication and how he has played such an instrumental part in the success of this Youth program. Ora stated that the Youth activity has flourished in the Florida area.

2021 ANNUAL BUSINESS MEETING UPDATES

President Ora Diehl updated the members of the Executive Committee with some additions to the agenda for this meeting on August 2nd. Ora would like to honor all Past Presidents and Judges that have worked 75 or more shows for the NCHA to help celebrate our 75th Anniversary.

ADJOURNMENT

The first day of the meeting was adjourned by President Ora Diehl and is scheduled to reconvene Wednesday, June 23rd at 8:00AM central time.

WEDNESDAY – JUNE 23, 2021

The Executive Committee meeting reconvened and was called to order at 8:02AM by President Ora Diehl.

QUALIFICATIONS FOR EASTERN/WESTERN – ZEKE ENTZ

2020-2021 Chairman of the Weekend Show Committee Zeke Entz addressed the members of the Executive Committee by teleconference to report on a directive issued to the Weekend Show Committee by the Executive Committee to evaluate and consider qualifications for the Eastern/Western Nationals.

Zeke reported that his committee was in favor of reinstating a qualification rule for qualifying at the Eastern/Wester Nationals. All committee members were in favor with the exception of two members. Zeke mentioned Director of Shows Shianne Megel presented a concept of a class within a class concept. These shows have turned into a little show for the big guy instead of how is was meant to be a big show for the little guy for the weekend cutter, and we owe it to our grass roots to investigate.

After much discussion and consideration of the report provided by an evaluation from the Weekend Show Committee, a **MOTION** was made by Skip Jones and **SECONDED** by Ernie Beutenmiller to return to qualifying for the Eastern/Western Nationals for the 2021 point year, held in 2022 with the original weekend show rules modified to accommodate the new competition structure, effective immediately qualifying stipulations will be the Top 10 from Affiliates standings and the Top 30 from the Circuit standings. **MOTION CARRIED by majority with two (2) opposed.**

In addition, a **MOTION** was made by Kristen York and **SECONDED** by Sharon Overstreet to send a directive to the Weekend Show Committee to evaluate and report findings on a class within a class structure for these qualifications. **MOTION CARRIED.**

NCHA CIRCUIT PROGRAM UDPATES – JOSHUA VALDEZ

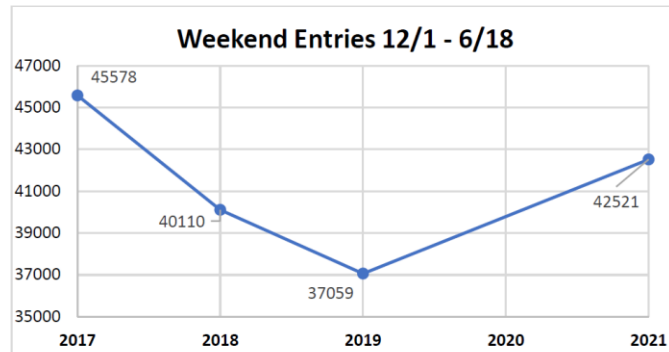
Manager of Shows Joshua Valdez addressed the members of the Executive Committee with updates to the National Circuit Program.

NATIONAL CIRCUIT PROGRAM UPDATE

1. Weekend Show Data

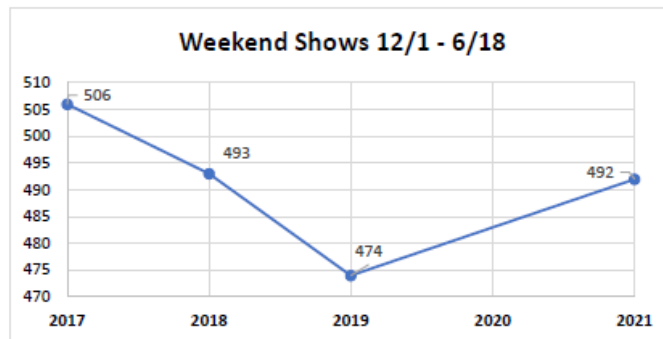
Data on Show entries ¹

A.



2017	45578
2018	40110
2019	37059
2021	42521
2020	23800

B.



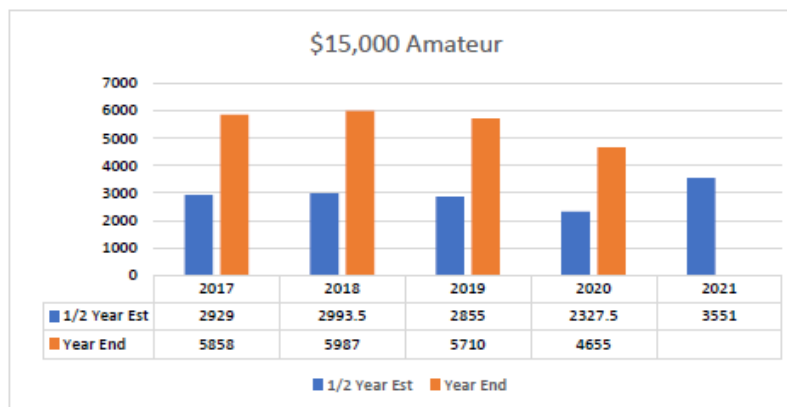
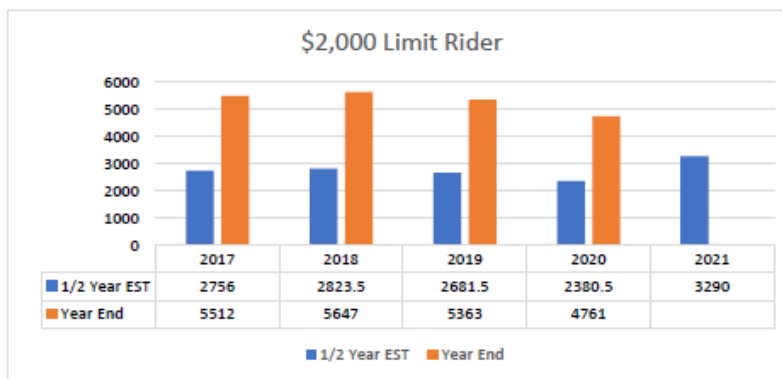
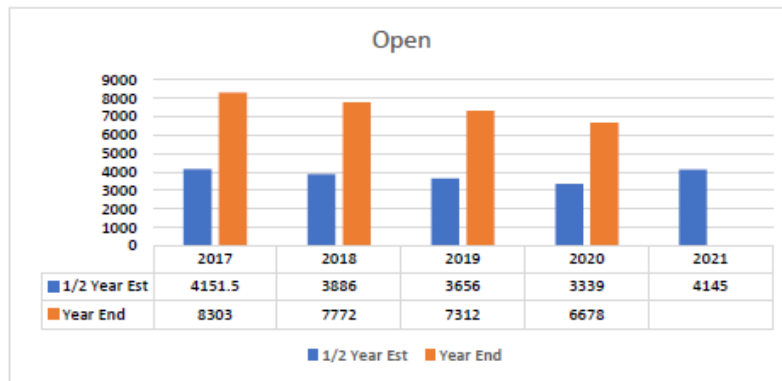
2017	506
2018	493
2019	474
2021	492
2020	264

C.

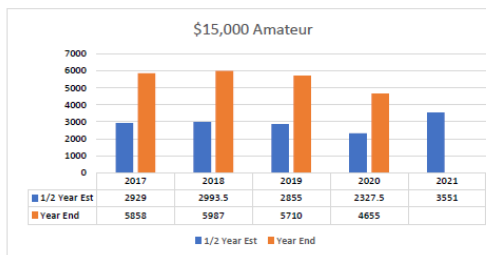
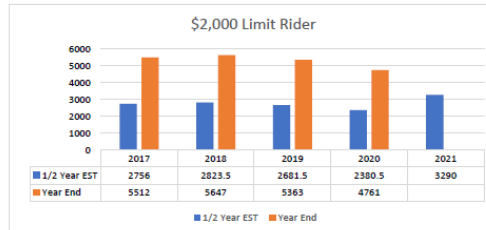
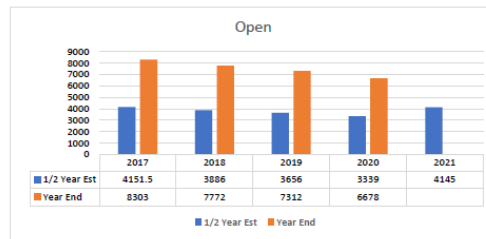
Cactus	8
Redwood	5
Great Lakes	2
Cotton	1

Cactus	696
Redwood	252
Great Lakes	68
Cotton	22

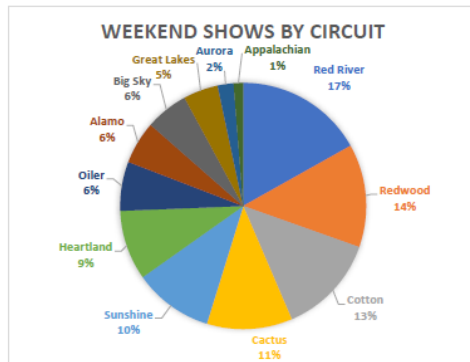
D. Entries by Class 2017-2021



D. Entries by Class 2017-2021

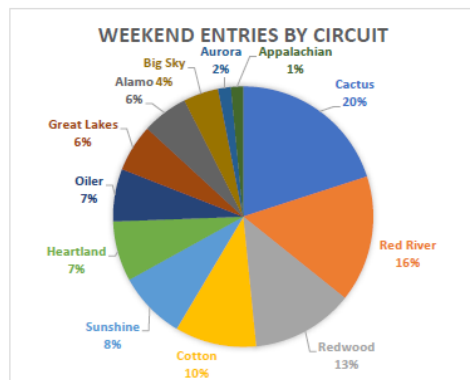


E.



Weekend Shows	
Red River	81
Redwood	65
Cotton	63
Cactus	54
Sunshine	50
Heartland	44
Oiler	31
Alamo	27
Big Sky	27
Great Lakes	22
Aurora	10
Appalachian	6

F.



Weekend Entries	
Cactus	8118
Red River	6370
Redwood	5139
Cotton	4113
Sunshine	3410
Heartland	3023
Oiler	2645
Great Lakes	2385
Alamo	2315
Big Sky	1770
Aurora	643
Appalachian	612

² Data by HUB Report per range of December 1st to June 18th. 2021 data includes circuit shows.
³ Data by HUB Report per range of December 1st to June 18th. 2021 data includes circuit shows.

2. Circuit Finals Update
 - Show Producers
 - Agreements
 - Conditions
 - Awards
3. National Circuit Finals
 - Request For Proposal
 - Dates
4. Circuit Finals
 - Agreement
 - Conditions
 - Awards
5. National Circuit Finals
 - Request For Proposal

A suggestion was made by some members of the committee to issue invitational cards in the mail to all qualifying competitors for the Circuit Finals.

Joshua Valdez also added that a plan is in place to set a circuit point year for the Youth competitors which will run from June 1st to May 31st to allow them to compete in the fall.

A proposal was suggested to produce the National Circuit Finals Championship for 2023 (qualified in 2022) to be held in Tulsa at the end of April to early May.

The Executive Committee issued a directive to Josh Valdez to develop a business model to rediscuss the date and location for National Circuit Finals Championship in 2023.

ENTRY DEADLINE MAIL DELAYS – TOMMY WILLIAMS

Region 6 Executive Committee Member Tommy Williams addressed the other members of the committee with his concern with the office receiving entries by the deadlines due to delays with the US mail system.

Executive Director Jay Winborn acknowledged Tommy's concern and offered some resolution. The IT Department is diligently working on a new payment process so that all entries can be submitted electronically as a work around for the current mail delay problems. Hopefully this new process and procedure will appease the members and it will become the new standard for entry submissions. This new payment process is scheduled to roll out in the months to come.

Director of Data Jimmy Vecera and Kelley Hartranft of our IT Department joined the meeting to provide the latest update with this new process and explain to the EC just how user friendly it will be to utilize.

SMALL FUTURITY ASSISTANCE PROGRAM – SKIP JONES

Region 7 Executive Committee Member Skip Jones addressed the other members of the

committee with a qualifier concept to help assist the small Futurity show throughout the nation.

The basic of the concept was developed from an idea that outgoing President Steve Norris mentioned to set of qualifiers for the NCHA futurity and drilled it down a little.

Some thoughts would be to invite the top 10 (?) 3 year old horses from each of the fall futurities that have a minimum of \$75,000 (?) total added money to come to Ft Worth and compete. That dollar amount allows all of the West Coast shows to be eligible. Put up \$50,000.00 (?) added in that event. Have at least 1 go and a finals. The added money needs to be enough to get them to come but not so much that they pull a Ft Worth horse to take to the smaller events. Find a sponsor for the class. Try to run it in the Coliseum after the 2nd go. Open horses only, no Non Pro and no levelling. Every part of this is adjustable to meet what works best. It might add another level of excitement to the event and allow us to build on the concept.

After a round table discussion, a **MOTION** was made by Rock Hedlund and **SECONDED** by Skip Jones to request a task force committee be assigned by President Ora Diehl to evaluate this concept for 2022 and report back to the EC at the October 19-20, 2021 meeting. **MOTION CARRIED.**

As a result of the previous motion, President Ora Diehl appointed Rock Hedlund, Skip Jones, Tatum Rice, Matt Miller and Rock Hedlund will reside as Chair of this task force committee to evaluate and report on the concept of qualifiers for Futurity.

As the Executive Committee continued discussions about shows and qualifications, they moved into discussions about the amount of horses we advance to the semi-finals and finals at our Triple Crown events.

A **MOTION** was made by Ernie Beutenmiller and **SECONDED** by Rock Hedlund to raise the amount of semi-finalists from 60-75 and the amount of finalists to 25 plus ties. This motion was discussed and **TABLED** for further discussion and consideration on Thursday, June 24th which is the final day of the meetings.

AMATEUR FUTURITY PROPOSAL – ROCK HEDLUND

Region 2 Executive Committee Member Rock Hedlund addressed the other members of the Executive Committee with a 3 year old Amateur Futurity concept to consider.

Open the Amateur Futurity to horses that have been shown in any 3YO Futurities only, prior to showing in the NCHA Amateur Futurity.

This would only be in the Amateur Futurity. It wouldn't change the Open or the Non Pro.

PROS:

Make the Amateur Futurity better

Increase entries at the small Futurities

Increase entries at the NCHA Amateur Futurity

Make a market for the small Futurity horses

CONS:

Hurt entries in the Open
 Have less catch riders

The Executive Committee decided that this concept also should be evaluated by the task force committee appointed above by President Ora Diehl.

SHOW CHANGE RULES – ROCK HEDLUND/BYRON GREEN

Region 2 Executive Committee Member Rock Hedlund addressed the other members of the Executive Committee with a concept to consider for Weekend Show Rules to provide a fair playing field. Region 4 Executive Committee Member Byron Green had similar situations in his region on this issue.

When the approval form is sent in for a NCHA Weekend Cutting, it must state the day and start time for the cutting. It must also list the order of classes and the classes must run in the order listed in the chatter and on the website.

Any change to this rule can only be done by the NCHA Show Department and must be done 14 days before the starting date of the show.

This needs to go to the Weekend Show, Approved LAE/Show Producers and the Affiliate Officers/Secretaries Committees for further review and comment.

A **MOTION** was made by Rock Hedlund and **SECONDED** by Ernie Beutenmiller to send this Weekend cutting issue for review and comment to the Competition Committee and ask feedback to be returned to the EC by the October 19-20, 2021 meeting. **MOTION CARRIED.**

CONFIDENTIALITY AGREEMENTS – ORA DIEHL

President Ora Diehl led the Executive Committee with instructions on executing the amended 2021 Confidentiality/Non-Disclosure Agreements for the Executive Committee members. Copies were signed and provided during the meeting to be kept on record.

STANDING COMMITTEE CHAIR/VICE CHAIR UPDATE

Affiliate Officers/Secretaries	Chair – Pam Scott Vice Chair – Ashley Thomas
Amateur	Chair – Barnwell Ramsey Vice Chair – Paul K Smith
Approved LAE/Show Producers	Chair – Coleta Rosson Vice Chair – Phil Benadum
Finance and Audit	Chair – Mark Senn Vice Chair – Denise Seiz

Governance	Chair – Dan Agnew Vice Chair – Buddy Westphal
Growth and Development	Chair – Casey Connally Vice Chair – Shawn Ogni
Judges Rules	Chair – Tim Smith Vice Chair – Seth Kirchner
Limited Age Events	Chair – Cullen Chartier Vice Chair – Lloyd Cox
Cattle (sub to LAE)	Chair – Steve Oehlhof Vice Chair – Kody Porterfield
Non-Professional	Chair – Cody Hedlund Vice Chair – Bill Cowan
Professional Trainers	Chair – Brett Davis Vice Chair – Cara Brewer
Stallion Owners and Breeders	Chair – Suzy Rodoni Silverberg Vice Chair – Michelle Cowan
Weekend Show	Chair – Nate Miller Vice Chair – Bradey Davis
Youth	Chair – Mitch Farris Vice Chair – Amy Lippincott

STANDING COMMITTEE RECOMMENDATIONS

Affiliate Officers/Secretaries

1. Suggestion from Member:

- Upsell packages to NCHA sponsors to roll their exposure out deeper into the membership.
- Use upsell income to subsidize fees that Affiliates/Show Producers pay to NCHA.
- NCHA provides the Affiliates/Show Producers with sponsor marketing packages (banners, flyers, talking points, etc.) and in return the Affiliates/Show Producers agree to distribute, display, and announce at all relevant events.
- Local Directors and Affiliates Officers are held responsible to ensure Affiliates/Show Producers obligations are met in return for subsidizations.

After much discussion, the Committee recognizes that NCHA is not well represented at the grass roots and affiliate levels. The NCHA logo is highly respected, and it was noted that all members love to be associated with it along with having it on personal items.

1. It is suggested that the Affiliate Membership Renewals offer 2 levels:
 - a. The normal \$25 renewal
 - b. Renewal of \$75 (?) that would include a banner that would have the NCHA logo along with the Affiliates logo stating, "Proud Affiliate of the NCHA." We would like to recommend that NCHA do a "share cost" with the Affiliate for the cost of the banner.
 - c. We would like to work with Marketing on this.
2. NCHA Store for Affiliates

- a. An online store for Affiliates to order “official” NCHA, and/or NCHA/Affiliate SWAG that can be used as giveaways, prizes, etc. at the local show level. Items can be anything from window stickers to hats, etc.
 - b. The Affiliate store would be offered at a “cost” basis to the Affiliate.
 - c. The store could also have a secondary price schedule for just members.
 - d. We would like to work with Marketing on this.
3. Promotion of Secretaries
- a. There is a now growing deficit of certified secretaries
 - b. We would like to work on the following:
 - i. Recruitment of new talent
 - ii. Virtual education for new and ongoing secretaries
 - c. A link on the NCHA website that would lead to secured secretary page with the above.
 - d. We would like to work with Marketing on this.
4. New Members – make it easier for new members to navigate shows, entering, etc.
- a. Suggested “fast/quick” videos for education and posting on FB, social media, etc.
 - b. We would like to work with Marketing on this.

Motion Ashley Second Pam all in favor to send these recommendations to the EC.

Amateur

Recommend to the Executive Committee to remove the \$50,000 numeric reference for the Amateur as it does not truly represent the cap, leave all rules in place as is and make efforts to educate amateurs on the different caps. Removal of the numeric reference will push members to the rule book for positive clarification on the earning requirements rather than being hung up on the exact number. Additionally, Chairman Barnwell Ramsey appointed a sub-committee (Lica Pinkston, Jan Gandy and Katherine Van Boekel) to develop a questionnaire to request feedback from show producers across the country to assist the Amateur Committee in determining the major issues with the Amateur. Once formulated the office will assist in distributing it to the show producers. The Amateur Committee will discuss at their next meeting after the sub-committee reviews the results.

Current Eligibility – amateur criteria plus

Amateur to age 59:	\$100,000 cap with a \$50,000 Wknd/\$50,000 LAE split
Amateur 60-69	\$400,000 cap with a \$200,000 Wknd/\$200,000 LAE split
Amateur 70+	No Cap

The Executive Committee is issuing a directive to send this concept being recommended by the Amateur Committee to the Non Pro, Affiliate Officers/Secretaries and Approved LAE/Show Producers for review and to bring feedback to the EC for the August 9-11, 2021 meeting.

Approved LAE/Show Producers

1. Approve requested 2022 January-June Major/Premier show dates.

Motion Raymond & Second Kathy all in favor to recommend to the EC Committee.
With note for 2022 Abilene Spectacular schedule problem and in 2023 will be back to the 365 calendar.

2. Item to discuss from Judges Committee they recommend a 1-2 ½ minute clock at all Monitored NCHA Events. This may help the shows run more efficiently.

After discussion motion Kathy second Della to endorse the Judges Committee recommendation and in addition add 20 to 30 minute clock should be used as a tool for time reference for the herd settler. All in favor

Finance and Audit

1. Recommends to the EC that the Finance Committee review the production and efficiencies of our NCHA produced shows.

The Executive Committee has requested Cattle Manager Bronc Willoughby and Cattle Committee Chair Steve Oehlhof to join the Executive Committee meeting Thursday, June 24th at 8:30am for further discussions with regards to pre-settling at Will Rogers.

Governance

1. Monitor EC, directors, and members feedback to the tabled bylaw change regarding quorums and provide input for any changes to the proposal. **Re-evaluate the amended language to Article III, Section Two to be brought to convention in 2022.**
2. Now that the job descriptions have been approved by the EC, initiate a training plan for all those affected and implement as soon as possible. **Maybe hold training at convention?**
3. Review the EC to Director to Membership communication stream and recommend improvements. Maybe this is part of the training.
4. Study the benefits and/or disadvantages of discontinuing the At Large Directors positions with the GC to review and make our recommendation. **Keep positions but limit area served to East, West and Central for a balance of representation?**
5. Review the VP nomination and election process and make recommendations.

The Executive Committee would like to give a directive to the Governance Committee to take further action and provide detailed feedback to all items above with the addition to the process of being a current Director and serving as President with that seat as Director being unable to hold a vote for their District. Director seat might need to be reassigned. Feedback is requested at the EC Meeting in October 19-20, 2021.

Growth and Development

- The G&D recommends the Executive Committee ask for the Competition Committee task force be restarted to assist in the evaluation of the current penalty structure and deadlines for the 2021 NCHA Futurity and future LAE events. The committee would like to see a more transparent entry fee structure and penalties.
- The G&D committee recommends evaluating the current policy of transferring and selling of Open Division slots at Triple Crown Events. In addition to making the Limited Open a stand alone class.
- The G&D committee recommends, moving forward, the Super Stakes follow a more competitor friendly schedule by having fewer days in-between the grounds within each division.
- The G&D committee recommends the Executive Committee develop a task force to evaluate the current structure of the Convention and consider the transition to an event that would focus on the sport's promotion, industry knowledge, instead of just the committee meetings.

Judges Rules

1. Recommend a 1- 2 ½ minute clock at all Monitored NCHA events.
 - This may help the shows run more efficiently timewise. (Also being brought to LAE/Show Producers, Weekend Shows and Professional Trainers Committees)
2. Judging Rule 18 and 19: Clarifying (Disturbance in the Herd) and changing the arrangement of the examples in the rulebook.
3. Amending Judges Rule 10. Example 2 and 4: Note, page 134-135.
 - Clarify wording for "separation of cattle" for a better understanding of these rules.
4. Clarify wording on Standing rule 27.f.1 Page 114: Protest on a Judge.
 - Clarity needed of when the show is considered closed. The weekend? The day of the class protested? Confusion on when the actual close of the show is. (Daily? Sunday night? Show number?)

Currently reads as:

- *Said statement must be filed (postmarked, faxed, emailed or hand delivered) within 7 days of the close of the show.*
Change to (underlined):
- *Said statement must be filed (postmarked, faxed, emailed or hand delivered) within 7 days of the incident.*

Limited Age Events

Agenda Item 1 - Shianne Megel, NCHA Director of Shows report on 2021 Summer Spectacular and 2021 Futurity Shianne was unable to present due to poor phone service. Joshua Valdez noted that the members should review the material and contact Shianne with any questions that they may have.

Agenda Item 2 – NCHA Member Recommendation to LAE Committee - Settling Times at the NCHA Triple Crown

Sent: Tuesday, April 27, 2021 5:29 PM

To: convention <convention@nchacutting.com>

Subject: Length of time allowed to settle cattle.

Taking an hour to and hour and 30 minutes to settle cattle is ruining the cutting experience for everyone. spectators and contestants.

Please consider this.

Sincerely,

.....

Committee Chair Cullen Chartier introduced the member recommendation to the LAE Committee.

Discussion ensued on the length of settling times at NCHA Triple Crown shows. It was noted that pre-settling cattle is effective in shortening settling times at Pacific Coast Cutting Horse Association shows. Discussion occurred on the previous practice of pre-settling at NCHA Triple crown shows.

Further discussion was had on calling the judges back to the stand after a set amount of time from when the gate closes. Committee members came to a consensus that the settling times at NCHA Triple Crown shows are too long and needs further review. The committee recommends to the NCHA Executive Committee to implement a show policy where Judges are placed back into their stands 30 minutes after settling begins effective immediately.

Cattle Committee (sub under LAE)

Review of Triple Crown Settlers List

Discussion occurred about revising the settlers list. There was a consensus amongst the committee members to move R.L. Chartier & TJ Good to the Open list, move Phil Rapp to the Non-Pro & Amateur list, add Tarin Rice & Grant Setnica to the Non-Pro & Amateur list and remove Todd Gann and Roy Carter from the settlers list.

Scholarship Cutting Cattle

Discussion occurred regarding the option of using steers in the scholarship cutting held during the Summer Spectacular. The committee agreed that steers may be used for the scholarship cutting.

Additional Cattle at Triple Crown Events

Current Structure		Proposal
Open Go Rounds	3.5	3.75
Non Pro Go Rounds	3.5	3.75
Amateur Go Rounds	3.5	No change
Open/Non Pro 2 nd Go	3.75	No change
Amateur Semi Finals All Ltd/Int Finals	3.75	No change
Open/Non Pro Semi Finals	4.5	No change
Open/Non Pro Finals	5	No change

Non- Professional

The Non-Professional Committee does not have any recommendations to come before the Executive Committee.

Professional Trainers

1. Recommendation for all NCHA Trainers to receive a Professional Trainers Mission Statement and Code of Ethics.
2. Recommend a 1- 2 ½ minute clock at all Monitored NCHA events.
 - *This may help the shows run more efficiently timewise and not overwork the judges. (Also presented to LAE/Show Producers, Weekend Shows and Judges Rules Committees)*

Stallion Owners & Breeders

The committee recommends a task force be created to review Stallion and Foal Award payouts.

Weekend Show

1. Standing Rule 5

All approved shows must appear **online** ~~in at least one Cutting Horse Chatter~~. Early receipt of an approval application will give the show more publicity ~~in the Cutting Horse Chatter~~.

Suggest:

All approved shows must appear online. Early receipt of an approval application will give the show more publicity.

Motion Chris Howell Second Richard Hicks all in favor to approve the suggestion.

2. Standing Rule 14.a - 3 horse rule \$300 or more added (in part)

"In three-horse classes with \$300 added or more the payout will be made from the added money only. The 8% fee will be remitted to NCHA from the entry fees collected.

The show will retain the remaining portion of the entry fees. This stipulation applies to all weekend and weekend LAE shows.”

Motion Chris Howell Second Richard Hicks to leave this rule in place all in favor.

Comments from Members and few Secretaries attached.

3. Request from Member - When listing the shows on the NCHA website, posting the working order would decrease phone calls/texts to show personnel, have one location with show information to help new cutters, and create standardization when entering the information on the NCHA schedule.

Discussed and the Committee felt leave up to Show Management – No Action

Youth

1. Regional Scholarships

Page 27 (online rulebook)

17. Youth Regional Scholarship Cutting: Each region is eligible to receive \$2,000 in scholarship cutting funds from the NYCHA if the region provides at least \$8,000 in regional scholarship monies for a minimum of a \$10,000 Youth Scholarship Cutting. A maximum of two awards per year. The region must support the scholarship cutting and there must be consensus among the region as to the location. It must be advertised to all youth members in the region and every effort must be made to include youth participation from the entire region. The Scholarship Cutting must be announced in the Cutting Horse Chatter magazine at least 50 days prior to the event. If the Scholarship Cutting is not held in conjunction with an approved show, the show management must obtain approval from the Executive Director to hold the event.

After the cutting, the region must submit at least \$8,000 plus a list of scholarship recipients for the total (including the \$2,000 NYCHA funds) to the NCHA office to the attention of the NYCHA.
The listing must include name, address, phone, NYCHA member number and social security number of each scholarship recipient.

- a. The NYCHA is responsible for the payments for the \$4,000 a year to affiliates that apply. This rule needs to be removed or update to address more of the regions, how money is distributed and time of application.
 - i. The recommendation is that we remove this from the rule book temporarily until we can farther explore our options.
The reason for removal is that since the calendar year falls from June 1st to May 31st, we have the potential of paying out \$8,000, which requires the NYCHA to locate additional funding.
With the NYCHA also being responsible for the Rookie of the Year Scholarships we have a potential output of \$10,000. In 2020 3

Rookie of the Years from were awarded \$1,000 causing the NYCHA youth program to fund \$13,000 in 2020/2021.

- b. There is no quick or easy solution and will take some time to come up with a fair and equitable solution.

- 2. Hall of Fame
 - a. Addition to the Hall of Fame
 - i. Serve as NYCHA Officer/Director at least 3 years

Youth Senior Board of Directors Recommendations

- 1. NYCHA Horse Hall of Fame

ADJOURNMENT

The second day of the meeting was adjourned by President Ora Diehl and is scheduled to reconvene Thursday, June 24th at 8:00AM central time.

THURSDAY – JUNE 24, 2021

The Executive Committee meeting reconvened and was called to order at 8:01AM by President Ora Diehl. President Ora Diehl addressed the members of the committee to confirm adding an old business and new business section to the agenda for today as it was inadvertently omitted. The Executive Committee agreed to the action of adding a section for old and new business.

STANDING COMMITTEE RECOMMENDATIONS RECAP

The Executive Committee had no further questions and/or discussions with regards to the recommendations submitted from the standing committees.

EC MEETING RECOMMENDATIONS – TODDY PITARD

Vice President Toddy Pitard addressed the other members of the Executive Committee with his concerns and some suggested changes to how EC minutes are recorded.

Toddy recommended that the agenda go out to our Board of Directors so that they have time to contact their regional EC member and provide feedback to agenda items. Agenda should go out 10 days prior to all scheduled meetings with the necessary backup to be reviewed.

An additional recommendation was to include names on roll call votes and to add new and old business to all agendas. Once an agenda is set, no new items unless urgent for the association will be considered for review and approval.

This topic led into a round table discussion to determine the best course of action for

transparency with our members.

As determined by the Executive Committee, these recommendations were taken into consideration and the following decisions were made:

- A plan to work towards a hard release of all agendas and back up 10 days prior to EC meetings. President Ora Diehl, the officers and the NCHA staff are committed and will do their best to meet this expectation.
- At this time, the Executive Committee declined to take any action on the recommendation of adding names to roll call votes.
- New and Old Business will be a part of all agendas moving forward for this committee.

CATTLE COMMITTEE JOINED DISCUSSION WITH EC

Cattle Manager Bronc Willoughby and Cattle Committee Chair Steve Oehlhof as requested joined the Executive Committee meeting Thursday, June 24th at 8:30am for further discussions with regards to pre-settling the cattle between sets during our Triple Crown events. They provided a perspective as to why the Cattle Committee does not support his recommendation.

An update was provided regarding the LNC relationship and the benefits of that program for the association.

REGIONAL DIRECTOR AT LARGE CAMPAIGN CALLS

The following is a schedule approved by the Executive Committee to be compliant with our current Constitution and Bylaws with regards to this At Large election process and the Open position on the EC.

- August 2nd – amended bylaw change up for vote by the BOD at annual meeting
- (Pending) August 3-6 – Regional Director At Large Campaign Calls (2 Region per evening allowing both candidates an opportunity to highlight their campaigns and address questions from the Directors in each region.)
- (Pending) August 7-12th – Election period opens for BOD to cast their votes online or by phone
- (Pending) August 13th – Election results announced

MARKETING DEPARTMENT UPDATES – CALLIE McCARTHY-BOEVERS

Manager of Marketing and Communications Callie McCarthy-Boevers addressed the members of the Executive Committee with updates from the Marketing Department.

Marketing Transition

- Branding
- Lifestyle/Image
- Member Resources

Marketing Updates

- Social Media Numbers/Engagement
- Website Traffic

NCHA Website	Social Media
<ul style="list-style-type: none"> • 24.1K total users • 19.7K NEW users • 10.3% compared to Q1 • 65.7K total sessions • 21.3% compared to Q1 	<ul style="list-style-type: none"> • Facebook <ul style="list-style-type: none"> • 120.8K Total Likes • 227.5K people reached • 372 new followers • Instagram <ul style="list-style-type: none"> • 24.5K Total Followers • 82.5K Reached • 254 new followers

Chatter 2022

- Revised Distribution
 - Quarterly Publication
 - 2 Special Issues
 - 5 programs for NCHA-produced Events
- Redesign
 - Size, Quality, etc.
- Rulebook References

Additional Projects

- Membership Testimonials
- NCHA Professionals Program

In closing, Manager of Marketing and Communications Callie McCarthy-Boevers is searching for cutting stories to highlight in the publication and will be taking testimonials at the upcoming Summer Spectacular. If you have a recommendation to submit, please contact Callie at the NCHA office.

NCHA 2022 CONVENTION – ORA DIEHL

After discussions took place with expectations for the 2022 NCHA Annual Convention, the Executive Committee determined since we are getting back into a normal convention structure, the location for the 2022 event should take place in Fort Worth and close to the office. As for the years following, it is being recommended to travel from the West to the East and circulate Texas in that trio moving forward. At this time, the tentative dates for the 2022 NCHA Convention will be June 3-5, 2022. Location and details are still being considered.

OLD BUSINESS

A **MOTION** was made by Ernie Beutenmiller and **SECONDED** by Rock Hedlund to take 75 to the semi-finals and 25 plus ties to the finals during the Open Division at the 2021 Futurity. **MOTION CARRIED UNANIMOUSLY.** Communications will be distributed from the NCHA office.

A **MOTION** was made by Rock Hedlund and **SECONDED** by Byron Green to direct Jay Winborn to send a directive to the Competition Committee to reinstate the late payment penalty sub task force committee and have them bring their proposal back to the Executive Committee by the August 9-11, 2021 EC meeting. **MOTION PASSED UNANIMOUSLY.**

2022 Western

NCHA is to develop a RFP and accept bids for new locations to be considered and host the 2022 Western Nationals. Reno, NV and Ogden, UT and all interested parties will be considered. NCHA is prepared to accept bids from affiliates, city municipalities, and producers just to name a few. The Executive Committee are also entertaining changes to the dates for the end of April to early May.

2022 Eastern

The NCHA will entertain bids from all interested parties with regards to the Eastern Nationals changing venue locations. Alternate sites being considered are Tunica, Murphysboro, Memphis, and Perry.

In closing old business, dates were secured for the upcoming August EC Meeting where the standing committee chairs present their committees recommendations. The August EC meeting will be held at the NCHA office August 9-11, 2021.

NEW BUSINESS

Recommendation was made by some members of the Executive Committee to get a report of the 294 members that did not enter for the Futurity this year and who participated in 2020. This data is recommended to be sorted by regions for review.

ADJOURNMENT

There being no further business to come before the committee, a **MOTION** was made by Ernie Beutenmiller and **SECONDED** by Skip Jones to adjourn the meeting. **MOTION PASSED UNANIMOUSLY.**