

# Ernie Beutenmiller Jr.

The primary reason I am interested in serving as an officer of the NCHA is because I am prepared. I feel I have been prepared by the members who have elected me as a Director, Standing Committee Chairman, and Executive Committee member.

The opportunity for me to become an Executive Committee member was created by the group that revised the system of Executive Committee members to represent all regions in June 1998. I believe that their vision then, is the same as mine is now. I would like to see a greater balance of representation from across the country in all segments of our organization.

I think that we (as an organization) need to be aware of the changing demographics of our membership. Due to this, we need to consider some options in order to keep our aging membership active.

NCHA could also benefit from expanding the format of our Regional Grass Roots program. In some regions, that is a rare opportunity to get the membership together, and to meet the NCHA leadership first hand. From the new member, to the directors, the young cutter to the trainers, that program has something for everyone.

We would also be well served by introducing new programs that could stimulate participation in weekend events, while at the same time, studying more ideas that could increase funding of our Triple Crown Events.

I would like to see the World Series program continue. That program gives us the opportunity to expose the NCHA to some of the most diverse equine audiences in North America. This program will entice more sponsorship, broaden our membership base, and create entertainment value through television coverage.

Right now, there are a lot of conditions within our industry that spell a repeat of the 1980s, when participation



in virtually all horse activities declined. This time, with that history behind us, we should be better prepared.

I think the National Cutting Horse Association President needs to be an active voice of the people. I commend our recent Presidents for their availability (both in and out of the arena) at many of our major events. And that is exactly where I intend to be, listening to the people.

Over the years, I have had the opportunity to work with eleven of our past Presidents, either on a Standing Committee, or on the Executive Committee. From each one, I have learned something of value. Their leadership has guided the NCHA down a positive path.

The past five years on the Executive Committee have been a great experience. Those years have taught me where the NCHA has been, where we are at, and, hopefully with the voice of the membership, where we are going.

I use the word "opportunity" often here. Webster defines "opportunity" as a combination of circumstances favorable for the purpose. That is what this election is about.

Opportunity: Don't miss yours, and I won't miss mine. ★

Ballots for the NCHA Vice President election will be mailed to all members on or before April 30, 2010, and the results will be counted and verified June 8 under the supervision of the accounting firm Whitley Penn. The new Vice President will take office during the 2010 NCHA Convention, June 18-20 in Grapevine, Texas. The Vice President will become President-Elect the following year, and will become NCHA President in 2012. ★