

Return On Investment





Return On Investment

States what we're all about

- Platform to discuss how we're doing – address progress we're making
- 2007 was excellent year for NCHA
- Numerous milestones attained where you want to see solid performance
- Storylines tied to participation/involvement/commitment:
 - Membership
 - Purses
 - Entries
 - Different horses in the money
 - Horses bought and sold
 - Sponsorship
- Trend continuing – momentum further increasing in 2008





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Delivery System Growing Stronger

- View NCHA as a “business”
- Attracting and keeping “customers” requires strong, healthy, progressive delivery system:
 - Breeders
 - Trainers
 - Veterinarians
 - Clinicians
 - Affiliates
 - Show producers
 - Judges
 - Cattle suppliers
 - Horse Brokers/Sales
 - Manufacturers





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Weaving Key Threads into HQ Culture

- Strong commitment to continued growth and improvement in every aspect of Association
- Actions that position organization for more efficient and effective member service each year
- Alert and open to opportunities for change to ensure NCHA evolves with times and keeps our sport growing stronger and increasingly interesting, appealing and rewarding
- Accountability for achievement/progress
- Make a plan and work your plan





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Progress Direct Result of Effective Planning & Execution

- 2005: Executive Board and management team completed comprehensive three-year strategic planning process for 2006-2008
- Disciplined, practical, business-like approach with faithful execution against plan
- Goal driven: specific targets by department/by year with action plans to achieve goals
- 43 key indicators contained on one page document drive everything
- Detailed road map for achieving all objectives through 2008
- Constant monitoring of milestones and measures by managers
- Fluid process encourages ongoing refinement/adjustment to maximize progress in all areas
- Met/exceeded 26 of 43 key 2008 goals in 2007
- Planning process to be repeated again in 2008 for 2009-2011





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Six Primary Focus Areas

- Very solid progress in all areas:
 - Technology
 - Records Project
 - Outreach/Grassroots Cutter Development
 - Purses and Class Structure
 - Revenue Opportunities
 - Sponsorships





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What drives us in service to our members and the industry

- Seeing true fruits of our labor
- Improving in areas that needed attention
- Blazing new trails to make sport better and better
- True innovation in revenue generation to build purses and reward members for their investment
- Touching more and more people with new products and services
- Attracting new “investors” in NCHA and our sport
- Making progressive changes based on careful study and analysis and evaluation of facts
- Evolving while preserving traditions

