

Return On Investment



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 that will 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





Return on Investment

Analysis of key measures: 2000 vs. 2009

Measure	2000	2009	% Increase
Members	13,357	20,309	52%
Life Members	810	1,550	91%
Affiliates	118	135	14%
Weekend Shows	1,314	1,436	9%
Weekend Show Entries	125,538	117,647	-6%
Weekend Show Purses	\$9,475,382	\$12,384,684	31%
NCHA Approved LAE Shows	140	910	550%
NCHA LAE Approved Show Entries	11,655	35,724	27%
NCHA LAE Approved Show Purses	\$8,613,968	\$15,350,979	78%
Different Horses Earning \$ in NCHA Approved Show	6,338	8,209	30%
Eastern National Championship Entries	928	1,128	22%
Eastern National Championship Purse	\$274,635	\$454,448	65%
Western National Championship Entries	595	925	55%
Western National Championship Purse	\$205,834	\$414,002	101%
NCHA Produced Shows Entries	3,802	5,554	46%
NCHA Produced Shows Purses	\$5,846,004	\$9,419,170	61%
Total Weekend, Approved LAE & NCHA "TCC" Purses	\$24,672,222	\$37,154,833	51%



Net Worth

- Undesignated Net Assets/NCHA Value per Member:
 - 2000: \$4,037,947 / \$302
 - 2009: \$6,803,789 / \$335
 - 68% increase in Undesignated Net Assets
 - 11% increase in NCHA Value per Member
 - 52% increase in membership
- Investable Cash/Investment Earnings:
 - 2000: \$3,886,613 / \$170,945
 - 2009: \$4,452,495 / \$400,967
 - 15% increase in Investable Cash
 - 135% increase in Investment Earnings





Organization Efficiency

- **Members Served per NCHA Employee:**
 - 2000: 13,357 / 431:1
 - 2009: 20,309 / 635:1
 - 47% more members served per employee
- **Total Purses Paid per Member:**
 - 2000: \$24,672,222 / \$1,847
 - 2009: \$37,154,833 / \$2,309
 - 25% increase in Purses Paid per Member
 - 52% increase in membership
- **Operating Overhead Cost per Member:**
 - 2000 OH = $\$807,866 / 13,357 = \60.48
 - 2009 OH = $\$855,065 / 20,309 = \42.10
 - 30.4% decrease in service cost per member

