

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





Analysis of key measures: 2000 vs 2010

Measure	2000	2010	% Increase
Members	13,357	20,372	53%
Life Members	810	1,636	102%
Affiliates	118	138	17%
Weekend Shows	1,314	1,284	-2%
Weekend Show Entries	125,538	103,517	-18%
Weekend Show Purses	\$9,475,382	\$11,095,889	17%
NCHA Approved LAE Shows	140	890	536%
NCHA Approved LAE Show Entries	11,655	34,878	199%
NCHA Approved LAE Show Purses	\$8,613,968	\$14,715,893	71%
Different Horses Earning \$ in NCHA Approved Show	6,338	7,862	24%
Eastern National Championship Entries	928	980	6%
Eastern National Championship Purse	\$274,635	\$468,285	71%
Western National Championship Entries	595	708	19%
Western National Championship Purses	\$205,834	\$397,452	93%
NCHA (LAE) Produced Shows Entries	3,802	5,012	32%
NCHA (LAE) Produced Shows Purses	\$5,846,004	\$8,440,329	44%
Total Weekend, Approved LAE & NCHA "TCC" Purses	\$23,935,354	\$34,252,111	43%



Net Worth

○ Undesignated Net Assets/NCHA Value per Member:

- 2000: \$4,037,947 / \$302
- 2010: \$6,340,116 / \$311
- 57% increase in Undesignated Net Assets
- 3% increase in NCHA Value per Member
- 53% increase in membership

○ Investable Cash/Investment Earnings:

- 2000: \$3,886,613 / \$170,945
- 2010: \$4,137,338 / \$294,644
- 6% increase in Investable Cash
- 72% increase in Investment Earnings





Organization Efficiency

○ Members Served per NCHA Employee:

- 2000: 13,357 / 431:1
- 2010: 20,372 / 637:1
- 48% more members served per employee

○ Total Purses Paid per Member:

- 2000: \$24,672,222
- 2010: \$34,252,111
- 39% increase in Purses Paid per Member
- 53% increase in membership

○ Operating Overhead Cost per Member:

- 2000 OH = $\$807,866 / 13,357 = \60.48
- 2010 OH = $\$884,986 / 20,372 = \43.44
- 28.2% decrease in service cost per member

