

**NCHA EXECUTIVE COMMITTEE MEETING  
AUGUST 6 – 8, 2018  
FORT WORTH, TEXAS**

A duly noticed meeting of the NCHA Executive Committee was held on Monday, August 6 – 8, 2018, in the NCHA offices in Fort Worth, Texas. Those present were President Phil Rapp, President-Elect Ron Pietrafeso, Vice President Steve Norris, Ernie Beutenmiller (via telephone), Rock Hedlund, Skip Jones, Jay Klamon, Matt Miller, Tommy Neal, Lachlan Perks (Wednesday only), David Pilcher, Tatum Rice, Ronnie Smith, and Kristen York. Also present were NCHA Interim Executive Director Lewis Wray, NCHA Chief Operating Officer Cathy Cheugh and Executive Assistant Cathy Aleff.

**MONDAY, AUGUST 6, 2018**

The meeting was called to order by President Phil Rapp and a prayer was offered by Executive Committee member David Pilcher.

**Interim Executive Director Report**

NCHA Interim Executive Director Lewis Wray addressed the Executive Committee bringing them up-to-date on the following matters.

**NCHA Relationship with City of Fort Worth**

Mr. Wray advised the committee members that the City of Fort Worth is very grateful for the involvement by NCHA within the community. Mr. Wray cited incidences of meetings with various city officials and the positive conversations he has had with them.

**Tour of New Dickies Arena**

Interim Executive Director Wray relayed to the committee members of a recent tour that was set up by the City of Fort Worth for various members of NCHA to tour the Dickies Arena construction site. Mr. Wray reported that NCHA Director of Shows Dave Brian, NCHA Director of Judges Russell McCord, NCHA Chief Operating Officer Catherine Cheugh and he were shown through the entire site with explanations of future construction plans for the area by the Beck Company (general contractor) personnel. Mr. Wray noted that while the new arena is an outstanding addition to the Fort Worth area, that it has the potential to cause future problems for NCHA on dates when major shows or concerts occur on the same date(s) as NCHA Triple Crown events. Two major areas of concern will be available parking and NCHA hotel accommodations. Mr. Wray reported that City officials are aware of the issues and are working to provide solutions. The City of Fort Worth will keep NCHA updated.

### **Ongoing Issue with Trophy Saddles**

The Executive Committee once again addressed the issue of the backlog of trophy saddles promised by Sean Ryon. Lewis Wray advised that he and other members of the NCHA staff have personally visited the Ryon shop to inquire about the timing of the promised saddles delivery. Mr. Wray reported that Mr. Ryon has agreed to produce 2 saddles per month to settle the backlog of 24 saddles and to provide saddles for the Super Stakes and the Summer Spectacular, totaling 3 saddles each, at the time of the show. Discussion was held regarding how best to enforce a schedule that is mutually workable for both NCHA and Mr. Ryon.

### **Cross-Training for NCHA Staff**

Interim Executive Director Lewis Wray advised the Executive Committee that the entire staff of NCHA will be embarking on a cross-training amongst the staff with the goal of having every position covered by at least one other person in the office. The objective is to make sure that no decrease in membership experience occurs due to absences, vacations, etc.

Mr. Wray further advised the committee members that performance appraisals will be conducted for each NCHA staff position within the coming weeks. Performance appraisal forms have been developed with an accompanying explanation of the areas in which each staff member is to be evaluated.

### **Media Day Implementation**

Interim Executive Director Lewis Wray reported that the NCHA Marketing Staff will be implementing a Media Day prior to the 2018 Futurity. The Media Day will follow the format as many other sporting events, i.e., media packets, contact information, access to NCHA riders, trainers, sponsors, etc. Further details will be forthcoming. The goal is not only to increase media awareness of the sport of cutting, but also to add to the excitement and build up for the 2018 Futurity.

### **Media Coverage Success for Special Rider at Summer Spectacular**

The Executive Committee was advised by Lewis Wray of a media coverage success at the Summer Spectacular wherein an autistic youth rider was highlighted. Media coverage included interviews by various media representatives as well as a special tv human interest spot. Mr. Wray congratulated the NCHA Marketing Department on their ability to get this event set up and covered with very little advance notice.

### **Future NCHA Convention Sites**

Interim Executive Director Lewis Wray advised the Executive Committee that NCHA staff members James Burris and Cathy Marie Aleff have been exploring opportunities to move the

NCHA annual convention back to Fort Worth. Mr. Wray noted that Mr. Burris and Ms. Aleff will have a report for the committee later in the Executive Committee meeting agenda.

### **Health Care Renewal for NCHA Staff**

Lewis Wray reported that the annual renewal date for the NCHA staff is December 2, 2018. He advised that NCHA staff are currently exploring methods by which to reduce the amount of money NCHA expends on this very costly benefit on an annual basis, i.e., change in plan design, change of carriers, wellness incentives, cost-sharing plans, etc. Mr. Wray advised that there will be a report and recommendations presented to the Personnel, Finance and Executive Committees at the October meeting of the Executive Committee.

### **Limited Age Events Schedule**

Interim Executive Director Lewis Wray distributed to the Executive Committee the proposed Limited Age Show Schedule for January 1 through June 30, 2019. General discussion was held regarding how best to keep shows from occurring on the same dates.

### **Medication Review Policy Discussion**

Lindy Burch, Chair of the Medication Review Committee, Dr. Scott Stanley of USC Davis and Dr. Charles Buchanan addressed the Executive Committee members regarding current NCHA medication policies and potential revisions to them. After discussion, no action was taken.

### **FINANCE COMMITTEE REPORT**

Finance Committee member Steve Smith was introduced to the Executive Committee. Mr. Smith reported to the committee members of the following issues.

#### **Cash Flow Management**

Mr. Smith stated that we need to get a better handle on cash flow; accounts receivables are solid, but the timing of payment needs to be recognized in order that there are no cash flow shortfalls. For example, NCHA is still awaiting the reimbursement from the MERP fund for the 2017 Futurity. There isn't a question of whether NCHA will receive the funds, it's simply a matter of when the funds will be disbursed by MERP. A discussion ensued regarding a method for NCHA to fund the current cash flow shortage citing 3 options: the liquidation of investments, requesting from our bankers, Frost Bank, a margin loan against our investments, or opening a line of credit.

A **MOTION** was made by Tommy Neal and **SECONDED** by David Pilcher to move the meeting into **Executive Session**. **MOTION PASSED**

**MOTION** was made by Tommy Neal and **SECONDED** by Skip Jones to move the meeting back into general session. **MOTION PASSED.**

### **Marketing Concerns**

Mr. Smith advised the Executive Committee that the Finance Committee has concerns about the marketing area generally, and with respect to the *Cutting Horse Chatter* specifically in terms of being extremely below budget in terms of revenue. Discussion ensued as to whether it may be advisable or feasible to reduce the number of *Chatter* issues published, as well as immediately reducing the number of issues of *Chatter* sent to each household. Mr. Wray reported that we will be interviewing a very promising candidate for the Director of Marketing position next week and that we are very aware of the need for a strong effort to develop a strong marketing area.

### **Credit Card Processing Fees**

The Executive Committee and Mr. Smith discussed the high cost of credit card processing and what, if anything, NCHA may be able to do to help mitigate this enormous cost. The Executive Committee asked James Burris to provide a report that outlines a cost breakdown on these fees. Discussion ensued regarding how to move the payment of fees by members and vendors by ACH, i.e., the direct debiting of a members checking account. James Burris advised the Executive Committee that there are both positive and negatives to ACH payment methods.

### **Reduction of Expenses by NCHA Staff**

The Executive Committee stated that a thorough audit must be made by the various departments in the NCHA business office to identify items that can be eliminated immediately thereby reducing expenses, as well as explore areas in the budget that may be reduced going forward.

### **Finance Summary**

Mr. Smith stated that he will take the message back to the Finance Committee that we need to have a better handle on cash flow and structured budgeting process.

**MOTION** was made by Tommy Neal and **SECONDED** by Kristen York to move the meeting into executive session. **MOTION PASSED.**

**MOTION** was made by Ron Pietrafeso and **SECONDED** by David Pilcher to move the meeting back into general session. **MOTION PASSED.**

### **DISCUSSIONS REGARDING POSSIBLE COST-SAVING OPPORTUNITIES**

The Executive Committee entered a discussion regarding possible methods by which to cut costs:

### **Award Buckles**

The Executive Committee discussed the cost of the number of awards provided for NCHA events. Dave Brian, Director of Shows, provided information to the committee members showing the savings to NCHA of approximately \$92,297.00 if the number of buckles awarded were given only to the top 10 in all classes. The committee members discussed giving the option to 11<sup>th</sup> and beyond the opportunity to purchase buckles from Gist at the NCHA reduced rate if they were so inclined. **MOTION** was made by Ron Pietrafeso and **SECONDED** by Tommy Neal that beginning with the 2018 Futurity on the top 10 finishers in all aged events will receive buckles. Further, that vouchers will be given to those who finish in the finals below the 10<sup>th</sup> spot be given a voucher to purchase a buckle from Gist at the NCHA negotiated reduced rate. **MOTION PASSED.**

### **Half-Cow Reduction**

A discussion was held by the possibility of cost savings by further reducing by the number by  $\frac{1}{4}$  of cows in a go-round bringing the total to a  $\frac{1}{2}$  cow reduction. Such a reduction would reduce cattle costs by \$200,624.00. Discussion ensued regarding the pros and cons of this action. After further discussion, **MOTION** was made by Ron Pietrafeso and **SECONDED** by Ronnie Smith to reduce the cattle in each go-round by an additional  $\frac{1}{4}$  cow thereby bringing the total reduction to  $\frac{1}{2}$  cow per go-round. Additional discussion ensued, and the **MOTION** was made by Matt Miller and **SECONDED** by Skip Jones to **TABLE DISCUSSION** until the Limited Age Event Committee has the opportunity to discuss this matter with the Executive Committee later in these meetings.

President Phil Rapp urged the Executive Committee members to think of other possible manners by which NCHA might further reduce costs and still be able to provide members with a positive NCHA experience.

**MOTION** was made by Tommy Neal and **SECONDED** by Ron Pietrafeso to move the meeting into executive session. **MOTION PASSED.**

**MOTION** was made by David Pilcher and **SECONDED** by Matt Miller to move the meeting back into general session. **MOTION PASSED.**

### **ADJOURNMENT**

There being no further business to come before the Executive Committee on this date, **MOTION** was made by Skip Jones and **SECONDED** by Rock Hedlund to adjourn the meeting. **MOTION PASSED.**

**NCHA EXECUTIVE COMMITTEE MEETING  
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**TUESDAY, AUGUST 7, 2018**

NCHA President Phil Rapp called the meeting to order at 8:00 a.m. and a prayer was offered by David Pilcher.

**NCHA FOUNDATION REPORT**

NCHA Foundation Representative Frank Merrill introduced to the Executive Committee members to representatives from M. Gale Associates. The committee members were advised that M. Gale had been retained to conduct research regarding the Foundation's processes and procedures. Anne Robillard of M. Gale reported that research was very revealing. Based on the research of 4 months, the Foundation Board readily accepted the recommendations and timeline presented to it by M. Gale. Ms. Robillard advised that based on the recommendations, the NCHA Foundation engaged M. Gale to proceed with implementation.

Ms. Robillard stated that currently the NCHA Foundation program has raised \$5,000,000 in the past 4 years and from that amount has distributed approximately \$200,000 annually. However, this process is completed without any NCHA Foundation staff and relying on NCHA office staff to help accomplish the process. There currently is no consistent approach to raising the funds.

Guest Speaker Anne Robillard with M. Gale & Associates gave a brief presentation on the structure and perception of the NCHA Foundation. The NCHA Foundation has raised \$1M over the past 5 years; \$200K in scholarships from a basis of about 10 donors currently. Goal is to raise \$200 - \$400K roughly 5% of worth with investment in the next two years and build capacity. In a recent survey, most that were asked if they would donate to NCHA Foundation stated that they would if given opportunity. All donors want to know how their contribution will benefit the foundation. The Foundation has emphasis on 4 tenets that were established in 2016: 1) Education – promotion of the sport of cutting, 2) Scholarships, 3) Preservation of History, 4) Animal Welfare Initiatives. Aiming to work on the process and reputation of the NCHA Foundation.

Foundation is working crisis funding in a new manner to be compliant with the IRS guidelines. Moving to channel funds through the charity foundations, churches and entities of that nature without upsetting the IRS vs. giving to the individual in need.

Recommendation is to hire a full time Executive Director for Foundation and an Administrative Assistant to maintain the database. These individuals would bridge the communications between NCHA and the Foundation.

## **COMPETITION COMMITTEE REPORT**

Competition Committee Chair Frank Merrill addressed the Executive Committee members regarding actions from the Competition Committee. Mr. Merrill and Denise Seiz (Chair of the Competition Sub-Committee on Restructuring) advised the members that the proposed NCHA leveling structure is being tested at the 2018 Cotton Stakes. The goal of the Competition Committee is to test this proposal with as many non-NCHA produced shows as possible to work through any possible difficulties before implementation by NCHA at Triple Crown events and Eastern and Western Nationals Shows.

Mr. Merrill reported that the Competition Committee recently has been tasked working on a tie-breaking process and has reached out to 3 standing committees for more information and discussion regarding the issue.

## **AMATEUR COMMITTEE**

Amateur Committee Chair Denise Seiz addressed the Executive Committee members regarding the status of the proposed restructuring proposal and asked if the committee members had any questions regarding the proposal.

Ms. Seiz advised that the Amateur Committee recommends that there be a 5/6-year-old gelding class added within a class for the Super Stakes and Summer Spectacular for Open, Non-Pro, Unlimited and Amateur classes at \$535; \$450 going to jackpot, \$50 going to office charge and \$35 for processing fee. **MOTION** was made by Tommy Neal and **SECONDED** by Ron Pietrafeso to adopt the recommendation of the Amateur Committee. After discussion, **MOTION PASSED**.

## **APPROVED LAE & SHOW PRODUCERS COMMITTEE**

Committee Chair Cheryl Callis was present to address Executive Committee members regarding recommendations from the Approved LAE & Show Producers Committee:

1. Recommend that page 57 of rule book, 5<sup>th</sup> paragraph take out any reference to weekend shows. **MOTION** was made by Skip Jones and **SECONDED** by Kristen York to adopt the recommendation. **MOTION PASSED**.
2. Recommended that change when first six months approval date from June 1<sup>st</sup> to May 1<sup>st</sup> on show applications and in the Rule Book page 60, item #2. **MOTION** was made by Ron Pietrafeso and **SECONDED** by Jay Klamon to adopt the recommendation. **MOTION PASSED**.
3. Recommend change to verbiage on page 58, item #10 of Rule Book from “posted on the following day” to “posted on the following day or at the completion of the go-round.”

**MOTION** was made by Matt Miller and **SECONDED** by David Pilcher to adopt the recommendation. **MOTION PASSED.**

4. Recommended research with the assistance of NCHA IT Department regarding number of days for approval of shows with less than \$10,000 added and report back to Approved LAE & Show Producers Committee. Discussion ensued, and it was agreed that Jay Klamon will work with NCHA IT to get this recommendation on the list of tasks to be performed with appropriate prioritization.
5. Recommendation that LAE schedule for January through June 2019 be approved as submitted. Considerable discussion ensued regarding the number of shows coinciding with each other and thereby making it extremely difficult to participate. Discussion focused on the issue of whether there are too many shows within 500 miles of the Fort Worth area. **MOTION** was made by Skip Jones and **SECONDED** by Kristen York to approve the LAE schedule for January through June 2019 as presented. After further discussion, **MOTION PASSED.** Matt Miller dissented.

#### **NON-PRO COMMITTEE**

Non-Pro Committee Chair Sherry Graham addressed the Executive Committee members via telephone conference and advised them of the following recommendations from the Non-Pro Committee:

1. With respect to the scheduling of the 5/6 Non-Pro Finals at the Super Stakes, the Non-Pro Committee recommends the approval of Tentative Schedule 1 (handout), with allowing the Open to run at the beginning, followed by the Non-Pro and then the Amateur. **MOTION** was made by Ron Pietrafeso and **SECONDED** by Skip Jones to approve the recommendation of the Non-Pro Committee. **MOTION PASSED.**
2. Non-Pro Committee recommends adding a gelding class to the 5/6 at all NCHA Triple Crown events as a class within a class, no prizes, no buckles – checks only. **MOTION** was made by Skip Jones and **SECONDED** by Tommy Neal to approve the recommendation. **MOTION PASSED.**

#### **FURTHER DISCUSSION RE AWARD BUCKLES**

**MOTION** was made by Ron Pietrafeso and **SECONDED** by Skip Jones to leave the Futurity Awards in place as they are at this time and give only the top 10 finalists buckles in the Super Stakes and the Summer Spectacular aged events for all classes. After discussion, **MOTION PASSED.** Rock Hedlund and Tommy Neal dissented. It was noted that Youth buckles are sponsored and are not affected by this action.

## **President Report**

President Phil Rapp addressed the Executive Committee with respect to the following items:

1. NCHA Interim Executive Director Lewis Wray and President Phil Rapp met with City of Fort Worth staff member Kurt Slaughter regarding support for and from City of Fort Worth City Council members. Discussion regarding donating money to a fund and let each City Council member designate a youth in their region to receive a scholarship. President Rapp would like to institute a President's Challenge to each NCHA President to raise funds for this scholarship effort. Council Member gets to designate the youth to receive the scholarship and will help raise our presence in the City of Fort Worth. City Council will refer the name of the proposed recipient to NCHA for the award of scholarship.
2. Membership: President Phil Rapp advised the members of the Executive Committee regarding increasing the prices for the various levels of NCHA membership. Considerable and lengthy discussion ensued about how best to structure the different constituencies of NCHA members and the how to increase membership dues based on the category of membership. After discussion, the Executive Committee members determined the following:
  - Life Membership – will no longer be offered as of August 7, 2018. However, all existing life memberships will be grandfathered.
  - 2019 Membership – All members will pay \$145 for membership. This fee will include amateur and non-pro members but will not include trainer's fees.
  - Youth membership will not change. However, the amateur and non-pro fee will be \$25.
  - Trainers fees will be \$125 with PAC, \$25 without PAC in addition to membership fee.
  - Existing Life member with amateur and non-pro fee will be \$25 annually. Existing Life Non-Pro fee will be \$400 Life non-pro fee.
  - All new memberships are free for one year, includes online Chatter only. All former members who have not been members for 3 years also will receive a one-year free membership that also includes Chatter online only.
  - As of 2019, one printed Chatter will be sent per household.
  - Printed Rulebooks will be sent to current affiliates, trainers, judges, certified secretaries and amateurs/non-pros, the goal being to print fewer copies. All others can request copy.

**MOTION** was made by Skip Jones and **SECONDED** by Tommy Neal. Further discussion ensued.  
**MOTION PASSED.**

### **Box Seats**

President Phil Rapp advised the Executive Committee that the price of NCHA Box Seats has not been increased in several years. He recommended to the committee members that the price be increased beginning with the 2018 Futurity for boxes with 6 seats to \$5,000 and boxes with 8 seats to \$5,500. This increase would include box seats for all three Triple Crown events – Futurity, Super Stakes and Summer Spectacular. Considerable discussion and debate ensued. **MOTION** was made by Tatum Rice and **SECONDED** by Skip Jones to approve these recommendations. After further discussion, **MOTION PASSED**.

### **Vendor Locations for Triple Crown Events**

President Phil Rapp discussed with the Executive Committee members the topic of vendor location at the NCHA Triple Crown events. President Rapp recommended that all vendors currently outside the Will Rogers Coliseum for all Triple Crown events be moved inside the John Justin Building, with the exception of horse spas and cleaning trailer. Lengthy discussion ensued. **MOTION** was made by Rock Hedlund and **SECONDED** by Ron Pietrafeso to approve this recommendation. After further discussion, **MOTION PASSED**.

### **OPEN SHOW COMMITTEE**

Open Show Committee Chair Zeke Entz addressed the Executive Committee members regarding recommendations from the Open Show Committee:

1. Number of entries for a class to be held:
  - a. Change requirements to 5 or more entries for a class to be held
  - b. Allow affiliates and producers to award added money as the premium for classes of less than 5 horses and add jackpotted amount of entry fee to the payout for classes of 5 or more.
  - c. Recommended as an option to use prorated sliding scale for the entry fees and added money at Weekend Championship Shows. Asked that Dave Brian develop sliding scale to be presented to the Executive Committee.

This item was tabled until information can be obtained regarding whether Faster Cut software could be programmed to implement the changes with the goal being to receive this information prior to September 1, 2018.

2. With respect to Standing Rule 13, the Open Show Committee recommends removing the unit payout requirements for weekend shows with classes \$5,000 and more in added money and replace with standard weekend show payout except for Mercuria events. Discussion ensued. **MOTION** as made by Skip Jones and **SECONDED** by Tatum Rice. After further discussion, **MOTION PASSED**.
3. With respect to how to best deal with ties, the Open Show Committee discussed the following options:

- a. Work off 1<sup>st</sup> and 2<sup>nd</sup> places
- b. Calculate all 5 judges scores to break ties
- c. Have a designated tie-breaker judge for any ties

The Open Show Committee strongly prefers “Option a”. President Rapp advised that a determination will be made as soon as recommendations are received from the Limited Age Committee.

### **Invitation from NCHA to Top 10 in Each Affiliate to Eastern and Western Shows**

Discussion was held regarding how to increase participation in the Eastern and Western Nationals shows. The Executive Committee discussed various ideas of how to make participation in the shows “special”. One suggestion was to issue written and mailed invitations from NCHA to the top 10 placeholders in each Affiliate.

After lengthy discussion, **MOTION** was made by Kristen York and **SECONDED** by Skip Jones for NCHA to mail invitations to the top 10 from each affiliate be invited to the Eastern and Western nationals; the show is open to anyone who wishes to enter, but NCHA will issue invitations to the top 10 of each affiliate with a written, mailed invitation. **MOTION PASSED.**

### **Discussion Re Request by Houston Livestock Show and Rodeo**

**MOTION** was made by Matt Miller and **SECONDED** by Skip Jones to approve the request to NCHA in a letter dated July 30, 2018 from the Houston Livestock and Show and Rodeo regarding NCHA cutting. **MOTION PASSED.**

### **LONG RANGE PLANNING COMMITTEE**

Long Range Planning Committee (“LRPC”) Chair Sharon Beach addressed the Executive Committee members regarding recommendations from the LRPC. Ms. Beach reminded the committee members that all they ByLaw recommended changes had been approved at the 2018 NCHA convention. She stated that now we need to move on to implementing the changes, including changing the Director Consent Form, how NCHA members elect Executive Committee members, the At Large Executive Committee members, etc. Ms. Beach was asked to elaborate for the committee members regarding the implementation of the such changes. She stated that what the LRPC would like to do is to take the Director Consent Form, put information on both sides of it, and add an additional page explaining what the Director Consent Form is, asking for biographical information, headshot, etc. The same process would also change for the At Large election process, as well as the Regional Director elections. Will need to work with NCHA staff to accomplish this task. Lewis Wray advised Ms. Beach that it would be best if the LRPC would draft the form and then work with Cathy Cheugh to implement.

With respect to the Vice President election process, Ms. Beach asked the Executive Committee members if they would like for the LRPC to work on a draft of revising the process. Ms. Beach was advised to have the LRPC work on this issue.

The Executive Committee also directed Ms. Beach to work with the LRPC to explore whether the At Large Director positions are necessary.

### **2018 NCHA Convention Survey**

Ms. Beach advised the committee members that a survey had been conducted regarding the NCHA 2018 Convention. Favorable responses were received regarding meeting venue, meeting arrangements and lunch learning sessions with included lunches. LRPC would like to see more changes in the annual convention. The Executive Committee members discussed other changes they would like to take place, i.e., reduction of cost to NCHA for the convention.

### **Executive Committee Members Serving on Committees**

Ms. Beach reported that the LRPC voted to recommend that Executive Committee members neither serve on chair standing committees but may be allowed to serve in an advisory capacity. Ms. Beach distributed a sign-up sheet for Executive Committee members to indicate where they may wish to serve as an Advisor to a standing committee.

### **Comprehensive Management Practices Review of NCHA Management, Operations and Financial Efficiency of NCHA**

President Phil Rapp asked LRPC Chair Sharon Beach where we stand on the offer by Mr. Rutherford to sponsor a study of management, operations and financial efficiency of NCHA. Ms. Beach reported that Mr. Rutherford agreed to Chair a Subcommittee comprised of Kevin Knight, Joan Hayworth, Jan Gandy and Alvin to help facilitate the completion of this study. The Executive Committee agreed to table taking further action regarding the proposed study until a new Executive Director is in place.

### **RULEBOOK COST**

Discussion ensued regarding the cost of the annual printing of the NCHA Rules and Regulations Handbook. The Committee was advised that the cost for the 2018 edition was \$11,461.00; printed 10,000, mailed out 8,183. Of this amount \$2,965 was postage. NCHA copies to the affiliates, amateurs, non-pros and judges; 4500 amateurs, 1000 Non-Pro. Affiliates, Secretaries and Judges are approximately 2600.

**MOTION** was made by Tommy Neal and **SECONDED** by Tatum Rice that effective with the 2019 Rulebook year, 2500 Rulebooks be printed for distribution to secretaries, judges and affiliates and we review how many are left at the end of the year, with the stipulation that if anyone calls NCHA offices requesting a copy, that NCHA staff will print off a copy and mail it to them.

**MOTION PASSED.**

### **MEMBERSHIP DUES DISCUSSION REVISITED**

With respect to the membership structure, Director of Member Services Julie Davis reminded the Executive Committee of the prior vote to give all new members a year of free membership, as well as those members who had not renewed for 3 years. Ms. Davis stated that she has run numbers and deducted all the ones that are free from the new members and that left 649 people that paid \$60 as a brand-new member for this year, and calculations revealed that that would mean approximately \$30,000 to \$35,000 NCHA will not recognize on an annual basis.

### **DISCUSSION RE AMATEUR/NON-PRO CHALLENGER MEMBERSHIP**

Discussion regarding the fact that as a part of the Challenger program, the first-year membership is free, and Challenger new members do not have to pay for the amateur/non-pro card fees.

### **COST OF MEMBERSHIP THAT INCLUDED THE COST OF TRAINER'S OR NON-PRO/AMATEUR CARD**

**MOTION** was made by Skip Jones and **SECONDED** Tatum Rice to amend earlier discussion regarding cost of membership from \$125 to \$145, and this fee includes the cost of the trainer's card or non-pro/amateur card. **MOTION PASSED.**

### **ADJOURNMENT**

There being no further business to come before the Executive Committee, a **MOTION** was made by Ron Pietrafeso and **SECONDED** by Steven Norris to adjourn the meeting. **MOTION PASSED.**

**NCHA EXECUTIVE COMMITTEE MEETING  
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**WEDNESDAY, AUGUST 8, 2018**

NCHA President Phil Rapp called the meeting to order at 8:00 a.m. David Pilcher offered a prayer.

**PERSONNEL COMMITTEE REPORT**

Personnel Committee Chair David Pilcher addressed the members of the Executive Committee with an update on the process for the recruiting and hiring of an NCHA Executive Director. (Handout). Discussion was held regarding the entire process. It was noted that it is important for NCHA to establish a cultural atmosphere that allows an Executive Director to run the NCHA operations. It was also suggested that this type of decision needs to be memorialized for future committees as a road map to follow.

Mr. Pilcher walked the Executive Committee members through the process as outlined in the handout from the recruiting process, interview process to the actual hire. It was agreed that the process outlined by Mr. Pilcher on behalf of the Personnel Committee produce between 2-3 candidates, and that the Executive Committee will make the final hiring decision.

**PROMOTION AND DEVELOPMENT COMMITTEE**

Promotion and Development Committee Chair Dan Agnew (via telephone) and Vice-Chair Constance Jaeggi addressed the Executive Committee with respect to recommendations from the Promotion and Development Committee. (Handout)

1. P&D Committee 2018-2019 Planned Initiatives Summary;
  - a. Creation of more promotional video content; work with NCHA Marketing staff to plan and budget for this initiative
  - b. Challenger series and workshop; obtain information regarding the status of Challenger shows – how many, how many members, metrics, retention of members in the past year, sponsors – include as a standard report for the Executive Committee meetings
  - c. Affiliate marketing and workshop; recommends letters be sent to all Affiliates regarding the availability of NCHA marketing kits; institutionalize what should be

- a part of this packet, i.e., NCHA promotional items, banners, etc.; work with NCHA Marketing staff to budget for such items
- d. NCHA presence at other non-NCHA produced events and non-cutting events; work with NCHA Marketing staff to identify such events, how to staff them, participation by NCHA member volunteers; work with NCHA Marketing staff to establish budget for this initiative and appropriately prioritize initiative with other NCHA marketing programs and commitments
    - i. Ron Pietrafeso volunteered to work with Dan, Constance and NCHA Marketing staff to develop a standard NCHA booth
  - e. NCHA clinics
  - f. NCHA sponsor support; work with NCHA Marketing staff to develop a more robust program for recognizing and appreciating sponsors
  - g. Class restructure proposal
  - h. Youth programs promotion; work with NCHA Youth Committee to help grow the scope of youth participation in outlying areas; continue to be a presence in the National High School Rodeo Association's annual event with a goal of increasing participation by NCHA at the event and developing NCHA-sponsored events at the annual NHSRA event.
  - i. International cutting events; grow international interest in cutting; expand initiatives such as the US/Australian Challenge.

### **BRIEFING ON POSSIBLE MOVE OF 2019 CONVENTION BACK TO FORT WORTH**

Based on comments made by Mayor Betsy Price at the NCHA 2018 annual convention, NCHA staff investigated how the 2019 convention might be moved back to Fort Worth.

NCHA Treasurer James Burris and Executive Assistant Cathy Marie Aleff conducted meetings with the City of Fort Worth convention and visitors' bureau, the OMNI hotel, the Fort Worth Convention Bureau and others to ascertain the feasibility of such a move. Mr. Burris and Ms. Aleff reported that the Omni is not available for the 2019 convention. They moved the search to other venues outside of the downtown Fort Worth area.

Of particular concern with a move from the DFW Grapevine venue is that NCHA is contractually bound to that venue and that to break the contract would incur a cost on behalf of the NCHA of approximately \$22,000 for each year, or a total of \$44,000 for both.

Ms. Aleff and Mr. Burris advised the members that the Marriott at Champion's Circle is available for the dates of the 2019 NCHA convention, and that they have met several times with the convention scheduling staff at the hotel to obtain a quote for meetings, food, etc. that would allow NCHA to move to this venue from the DFW Grapevine location. Mr. Burris and Ms. Aleff reported that the Marriott has already reduced the cost of the room rates, etc. to try to meet the \$22,000/year shortfall should NCHA move from DFW Grapevine. They indicated that

while the Marriott has not been able, yet, to totally offset the expense of moving venues, that they continue to negotiate a package rate that will allow NCHA the flexibility of moving.

Considerable discussion ensued by Executive Committee members. The committee members agreed that while it is not pleasant to contemplate having to incur cancellation costs, that the package offered by Marriott should be viewed favorably, especially given the very implicit hope on the part of the City of Fort Worth that NCHA move its annual convention to Fort Worth. After lengthy discussion, **MOTION** was made by Ron Pietrafeso and **SECONDED** by Jay Klamon that NCHA move the 2019 NCHA convention to the Marriott at Champion's Circle and back into the City of Fort Worth. **MOTION PASSED.**

### **JUDGES RULES COMMITTEE**

Judges Rules Committee Chair Rock Hedlund addressed the Executive Committee on behalf of the Judges Rules Committee and reported the following recommendations:

#### **Judging Rule 5, Example 4, Note:**

Working area of the horse is defined as an imaginary line paralleling a straight line connecting the outer limits of the back fence and being in front of the horse's head.

**MOTION** was made by Steven Norris **SECONDED** by Ron Pietrafeso to approve the change.  
**MOTION PASSED.**

**Recommendation- to adjust wording to read as "or Monitored Event with 3 or 5 judges," to Standing Rule 27.c, Page 108.**

When a protest is filed against the placing of a finals in a LAE ~~cutting~~ or Monitored Event with 3 or 5 judges, the key would be made in the manner now used for evaluating judges

**MOTION** was made by Ron Pietrafeso and **SECONDED** by Ronnie Smith to approve the change.  
**MOTION PASSED.**

**Recommend increasing the amount of added money that a 3A and 4A judge may officiate by him/herself at a show, and adding verbiage "When added money is over \$1,000 the judge must be approved by the Director of Judges.**

#### **Standing Rule 27.a, page 106:**

4A judges may officiate at any NCHA approved or sponsored event up to ~~\$1,000~~ \$2,000 added by themselves. When added money is over \$1,000 the judge must be approved by the Director of Judges.

**MOTION** was made by Tatum Rice and **SECONDED** by Jay Klamon to approve the change.  
**MOTION PASSED.**

**Standing Rule 27.b, page 106:**

3A judges may officiate at any NCHA approved or sponsored event up to ~~\$1,000~~ \$2,000 added by themselves. When added money is over \$1,000 the judge must be approved by the Director of Judges.

**MOTION** was made by Tatum Rice and **SECONDED** by Jay Klamon to approve the change.

**Standing Rule 6.a, page 17:**

Shows with added purses of more than ~~\$1,000~~ \$2,000 must use two (2) judges from the appropriate NCHA Approved Judge classification.

**MOTION** was made by Ron Pietrafeso and **SECONDED** by Ronnie Smith to approve the change.

**Recommend adding additional wording to Judging Rule 7, Example 1, Page 121 to read as (in part):**

Example 1: While in the process of cutting, the cutter has two or more cattle separated from the herd. So the cutter attempts to cut the desired cow, the horse turns away from the cow so severely that the horse's tail points toward the cow or cattle.

**MOTION** was made by Ron Pietrafeso and **SECONDED** by Ronnie Smith to approve the change.

**Recommend utilizing the 1 minute, 2 ½ minute clock at all weekend shows.**

This item was tabled.

**Recommendation to develop and implement rule regarding expected conduct on social media by NCHA staff, Judges, Directors and Committee members, and send to Grievance Committee for review.**

This item was tabled.

**Recommendation to have only one Judges Recertification Clinic in 2019, and for it to be held in Fort Worth, Texas (possibly during the Super Stakes).**

The Clinic will be two days long. 1<sup>st</sup> day for 1A and 2A judges, and the 2<sup>nd</sup> day for 3A and 4A judges.

If the judge's do not attend this clinic, they must have a valid excused absence to attend the makeup clinic without a fee. Otherwise, it will be a \$500 fee to have an individual makeup clinic scheduled with the Director of Judges to remain an active NCHA Judge.

This item was tabled. The Executive Committee asked that this item be sent back to the Judges Rules Committee for further review.

**Recommendation- Require videographers to attend a seminar or a webinar in 2019 hosted by Ted Petit to insure that the judges and monitors will get correctly formatted video/flash drives/SD cards of good quality to review runs efficiently.**

This item was tabled. The Executive Committee asked that this item be sent back to the Judges Rules Committee for further review.

**Recommend raising protest fees for an LAE Monitored Event to \$500.**

After discussion, **MOTION** was made by Ron Pietrafeso and **SECONDED** by Tommy Neal to approve the increase. **MOTION PASSED.**

**MOTION** was made by Steve Norris and **SECONDED** by Tommy Neal to move the meeting into executive session.

**MOTION** was made by David Pilcher and **SECONDED** by Ronnie Smith to move the meeting back into general session.

## **YOUTH COMMITTEE**

Youth Committee Chair Jody McGlothlin and Vice Chair Mary Ann Rapp addressed the Executive Committee members with respect to the Youth Committee recommendations:

1. Recommended that new requirements for Youth Hall of Fame should include having completed the following:
  - a. Earned at least 7,500 in LEAP Points
  - b. Earned 100 Riding/Show Points
  - c. Served as an Area Director or Officer for at least one full term
  
2. Recommended allowing major stock shows and special events to hold youth classes anytime of the day on Fridays, subject to approval by the Youth Committee and NCHA Show Department, with the following stipulations:
  - a. Show must award at least \$7,500 in scholarship money

- b. The stock show or special event must submit a letter on an approved department letterhead, requesting approval at least 60 days before the show date

**MOTION** was made by Rock Hedlund and **SECONDED** by Kristen York to approve this recommendation by the Youth Committee. **MOTION PASSED.**

3. Encourage academic excellence by implementing a “no pass, no play” rule for the 4 major NYCHA events which include the following:
  - a. Eastern Nationals
  - b. Western Nationals
  - c. World Finals
  - d. Scholarship Cutting

Discussion was held regarding changing the verbiage of this recommendation to read “advancing and passing.” **MOTION** was made by Ron Pietrafeso and **SECONDED** by Kristen York to approve this recommendation from the Youth Committee with the amended verbiage. **MOTION PASSED.**

4. Youth Committee recommends the following changes to the LEAP form/program;
  - a. All LEAP forms must be submitted by July 1<sup>st</sup> each year
  - b. Committee Members and Office Staff will calculate the World Finalists’ earned LEAP points during the World Finals prior to the banquet

**MOTION** was made by Jay Klamon and **SECONDED** by Skip Jones to approve this recommendation by the Youth Committee. **MOTION PASSED.**

5. Recommended changing the collegiate judging rules to allow teams consisting of the same members from the prior year to return to competition, with the stipulation of not winning the contest in past years.

**MOTION** was made by Tommy Neal and **SECONDED** by Skip Jones to approve this recommendation from the Youth Committee.

6. Recommended to add the following stipulations to the scholarship fund submission process:
  - a. When applying for earned riding funds the applicant must submit a transcript from the previous semester as proof of maintaining a 2.0 GPA and are not being reimbursed for classes that were dropped early in the semester. It was verified that scholarships can be used for trade school and can be released to the institutions for the student’s use of full time and part time schedules. A schedule must be submitted when requesting disbursement of scholarship funds.

7. Recommended to allow each contestant that was a scholarship cutting finalist to receive a \$250 scholarship as an award.

**MOTION** was made by Lach Perks and **SECONDED** by Rock Hedlund to approve this recommendation by the Youth Committee.

The Executive Committee members discussed with the representatives from the Youth Committee the suggestion of providing NCHA-branded merchandise at the National High School Rodeo Association annual finals and the possibility of sending a contingent of Youth Committee Youth officers to the event. It was agreed that the suggestions are valid and that it will be explored further.

Discussion was held regarding the feasibility of holding collegiate equestrian team judging clinics during any of the NCHA Will Rogers events. Both the Executive Committee members and the representatives from the Youth Committee agreed that this is a great idea and that it should be explored further.

### **CATTLE COMMITTEE**

Cattle Committee Vice Chair Kody Porterfield and NCHA Cattle Manager Bronc Willoughby were present to report actions from the Cattle Committee.

#### **Bringing Cattle In Earlier for Show**

Mr. Porterfield and Mr. Willoughby advised the members that the cattle for the Summer Spectacular were brought a day earlier and that the comments generally were that this worked out better.

#### **Ammonia Control**

Mr. Willoughby reported that a product by the name of Odor Loc was used for ammonia control at the Summer Spectacular and that it reduced the ammonia odors dramatically. Mr. Willoughby reported that the company, owned by Dr. Anderson, provided the Odor Loc at no cost to NCHA and is very interested in continuing to supply the Odor Loc at NCHA events at no cost to NCHA.

#### **Different Cattle Supplier for Eastern Nationals**

Mr. Willoughby advised the members that the Cattle Committee is already in the process of securing different cattle suppliers for the Eastern National show. The Cattle Committee will enlist the assistance of trainers for assistance in new cattle supplier possibilities.

### **LIMITED AGE COMMITTEE**

Jody Galyean, a member of the Limited Age Committee, was present to report to the Executive Committee.

**MOTION** was made by Skip Jones and **SECONDED** by David Pilcher to move the meeting into executive session. **MOTION PASSED.**

**MOTION** was made by Jay Klamon and **SECONDED** by Ron Pietrafeso to move the meeting back into general session. **MOTION PASSED.**

#### **Limiting Number of Horses Worked Per Day**

Mr. Galyean reported that the Limited Age Events Committee recommends to the Executive Committee the limiting of the number of horses that can be worked during the day at LAE major events to 120 horses, excluding ties. **MOTION** was made by Matt Miller and **SECONDED** by Tatum Rice to approve this recommendation from the Limited Age Events Committee. After discussion, **MOTION PASSED.**

#### **Limiting Number of Shows Held in Region/Area**

The Executive Committee was advised by Mr. Galyean that the Limited Age Events Committee is concerned with the number of shows approved for regions and/or areas resulting in shows being on top of each other. After discussion, **MOTION** was made by Matt Miller and **SECONDED** by Tatum Rice that the LAE Committee develop a “tour” concept with the goal of improving national growth. After discussion, **MOTION PASSED.**

#### **Limited Open Revolving Door**

Mr. Galyean advised the Executive Committee members that the Limited Age Committee is recommending a two-year Limited Open revolving door of \$200,000 lifetime and changing the number to the finals to 20% of entries with a maximum of 25 plus ties beginning with 2018 Futurity. **MOTION** was made by Matt Miller and **SECONDED** by Tatum Rice to approve the recommendation presented by the Limited Age Events Committee. **MOTION PASSED.**

#### **Recommendation re Change of Schedule for Super Stakes and Summer Spectacular**

Mr. Galyean advised the committee members that the Limited Age Events Committee recommends changing the schedule for the 2019 Super Stakes and Summer Spectacular to have Open 4-year-old and 5/6-year-old first go, followed by 4-year old, 5/6-year-old for the second go, followed by the 4-year-old semi, and have a day of Open finals on Saturday. The Non-Pro would follow this same schedule followed by the Amateur with the same schedule, as outlined in the Schedule 1 distributed by Director of Shows Dave Brian. The Non-Pro Committee has recommended and the Executive Committee approved earlier in this meeting to accept this schedule change. **MOTION** was made by Ron Pietrafeso and **Seconded** by Ronnie Smith. After discussion, **MOTION PASSED.**

#### **STALLION BREEDERS COMMITTEE**

Stallion Breeders Committee Co-Chairs Gail Holmes and Michelle Cowan addressed the Executive Committee members and advised the group of updates from the 2018 annual

convention meetings. Ms. Holmes stated that the Stallion Breeders Committee is exploring methods by which to increase the number of foals nominated each year, the number of stallions subscribed and to increase Super Stakes participation.

#### **Reduction of an Additional ¼ Cow (for a total of ½ cow)**

Director of Shows Dave Brian advised the Executive Committee members of the following effect of the reduction of cutting an additional ¼ cow (bring the total reduction to ½ cow):

1. 3-1/2 head per curter in go-rounds and finals; 15 horse set would have 11 head fresh cattle, 53 head in the set.
2. 4-1/2 head per cutter in open and non-pro semifinals; 12 horse set would have 21 head fresh cattle, 54 head in the set.
3. 5-1/2 head per cutter in open and non-pro finals; 10 horse set would have 28 head fresh cattle, 55 head in the set.

**MOTION** was made by Ron Pietrafeso and **SECONDED** by Steven Norris to approve the reduction of an additional ¼ cow per set. After discussion, **MOTION PASSED**.

#### **UPDATE FROM NCHA LEGAL COUNSEL**

NCHA Legal Counsel James Morris brought the Executive Committee members up to date regarding the status of revisions to Standing Rules 37 and 38. After discussion, Mr. Morris advised that he will incorporate comments from this meeting into the revisions and have a new draft available soon.

#### **TIE BREAKER FORMAT**

Discussion as held amongst the Executive Committee members as to how best deal with ties.

**MOTION** was made by Lachlan Perks and **SECONDED** by Steven Norris to adopt the following system for all shows:

1. Determine winner by adding up all scores;
2. If still tied, add up the scores from the semi go-rounds;
3. If still tied, give the awards as Co-Champions;
4. The winning horse will receive all the awards, the other will receive a buckle from NCHA;
5. Monies will be split equally.

After further discussion, **MOTION PASSED**.

#### **ADJOURNMENT**

There being no further business to come before the Executive Committee, **MOTION** was Ronnie Smith made and **SECONDED** by Tommy Neal to adjourn the meeting. **MOTION PASSED**.