

NATIONAL REINING HORSE ASSOCIATION
Executive Committee Meeting Minutes
Oklahoma City, OK
November 11-12, 2011

Approved 1/19/2012

Present: Allen Mitchels- President, Beth Himes- Vice President, Rick Clark, Kit Cosper, Terry Griffin, Dale Lopp, Rick Ramsey, Rosanne Sternberg

Not Present:

Staff: Executive Director Dan Wall, Chief Financial Officer John Foy, Chief Operations Officer Dennis York, Executive Administrator Jessica Johnson, Senior Director of Publications Carol Trimmer, Senior Director of Shows & Affiliate Programs Chris Potter

Guest: Doug Milholland

Call to Order

President Allen Mitchels called the meeting to order at 8:09am.

Closed Session at 8:10am

Open Session reconvened at 10:43am

Approve Minutes

July 14-15, 2011 Meeting Minutes: Rick Clark motioned to approve. Seconded by Rick Ramsey. Motion passed unanimously.

July 14-15, 2011 Executive Session Minutes: Beth Himes motioned to approve. Seconded by Rosanne Sternberg. Motion passed unanimously.

July 17, 2011 OKC EC Minutes: Rick Ramsey motioned to approve. Seconded by Dale Lopp. Motion passed unanimously.

August 3, 2011 Conference Call Minutes: Rick Clark motioned to approve. Seconded by Terry Griffin. Motion passed unanimously.

Dale Lopp motioned to approve the May 26, 2011 minutes tabled from the July EC Meeting. Seconded by Rosanne Sternberg. Motion passed unanimously.

Rosanne Sternberg motioned to approve the added money increase for the Roleski Event. Seconded by Beth Himes. Kit Cospers recused from voting. Motion passed.

August 11, 2011 Conference Call Minutes: Rick Ramsey motioned to approve. Seconded by Rosanne Sternberg. Motion passed unanimously.

Kit Cospers motioned to allow Tulsa to hold both the Developing Horse Futurity and John Deere Futurity as advertised with restricting horses to be shown one or two-handed in any legal bridle. Seconded by Terry Griffin. Motion passed unanimously.

Rick Clark motioned to change the Pre-Futurity NP Conditions and allow horses to be shown one or two-handed in any legal bridle. Seconded by Dale Lopp. Motion passed unanimously.

Kit Cospers motioned to correct the NRHA Derby show results and pay the prize money without collecting from other exhibitors. Seconded by Rick Clark. Motion passed unanimously.

August 16, 2011 Conference Call Minutes: Kit Cospers motioned to approve. Seconded by Beth Himes. Motion passed unanimously.

September 6, 2011 Conference Call Minutes: Dale Lopp motioned to approve. Seconded by Rick Clark. Motion passed unanimously.

Rick Clark motioned to accept the Affiliate Committee's recommendation, which was unanimously approved by the affiliate committee, to permanently revoke the affiliate status of SNRHA and send as a recommendation to the BOD. Seconded by Rick Ramsey. Motion passed unanimously.

September 14, 2011 Conference Call Minutes: Terry Griffin motioned to approve. Seconded by Beth Himes. Motion passed unanimously.

Terry Griffin motioned that no action be taken because NRHA doesn't have any authority over Affiliate year-end awards. Seconded by Rick Ramsey. Motion passed unanimously.

Beth Himes motioned to recognize the FEI European Championship show results. Seconded by Terry Griffin. Motion passed unanimously.

Rick Clark motioned to approve the WRL Conditions for the first event held in Oklahoma City. Seconded by Dale Lopp. Motion passed unanimously.

Rick Clark motioned to approve the Affiliate designation protocol recommended by staff. Seconded by Beth Himes. Motion passed unanimously.

September 21, 2011 Conference Call Minutes: Kit Cospier motioned to approve. Seconded by Dale Lopp. Motion passed unanimously.

July, August, September, October, November E Votes: Rick Ramsey motioned to approve. Seconded by Rosanne Sternberg. Motion passed unanimously.

Financial Statements

Dan Wall asked to discuss the September 30, 2011 financials, specifically the Cowtown Classic Event. John explained that the expense allocation wasn't finalized and that a few more invoices were expected. Dan explained the Texas funding decreasing over time and the current negotiations to gain more funding.

Events Management Committee was tasked with evaluating the structure of the Cowtown Classic event. Including, the need to augment ancillary classes, add paid warm-ups (more days) and create more events to build the spectator audience at the event. Allen suggested that the schooling classes prior not be live webcasted. Overall Cowtown Classic was a huge success, however, the Events Management Committee needs to review the event structure and make improvements that will allow the event to operate more closely to budget.

Rick Ramsey asked to be added to the Cowtown Classic task force ad hoc.

Conflict of Interest Policy

During a May conference call the BoD asked to review the conflict of interest policy. The EC decided in January this policy would be addressed, including the need to look at the possibility of BoD or EC members holding positions (i.e. judging) at NRHA-owned events.

FEI/NRHA Relationship

The proposed FEI Reining Rules were presented to the EC. Rosanne Sternberg recommends having a meeting with members of the FEI reining committee during the Futurity.

Tabled.

Break at 12:14pm

Rosanne left the meeting.

Reconvene at 12:59pm

Doug noted that he agreed to be nominated for the EC, before he knew that they were considering not allowing judges to judge major events and serve on EC. If serving on EC is going to cause him to lose revenue, he can't afford to remain on the EC. Allen asked that he wait and be patient and give everyone, including himself, time to address the policy.

2011-2012 Business Plan

Dan explained the additional topics under the Targeted Membership Growth Initiatives key priority, including Israel Affiliate Championships, European Rookie of the Year, European Trophy Distribution and Reviewing Canadian regions.

Terry Griffin recommended assigning the research of Canada RAF to the Affiliate Committee.

Dale Lopp motioned to recommend approval of the Business Plan to the Board of Directors. Seconded by Beth Himes. Motion passed unanimously.

NRHA North American Affiliate Program Conditions

Chris Potter summarized the proposed two sets of affiliate conditions. Currently, a rider must compete in circuit, designate and be placed in top ten in order to qualify for a Regional Affiliate Final. The first was recommended by staff and includes the ability to fill all ten qualifying positions after the August 1 deadline but 15 days prior to entry closing date of the RAF. Dan mentioned that the proposed conditions recommended by staff have an ultimate goal of being the most inclusive and member-friendly. The other was recommended by the Affiliate Committee, which do not have changes, but suggest the need to increase promotion through outreach program and marketing efforts.

Rick Clark motioned to recommend to the Board of Directors the staff recommendation with the amendment that late designations will be accepted 15 days prior to each RAF entry closing date. Seconded by Terry Griffin. Motion passed unanimously.

Review Service Fees

Rick Ramsey motioned to accept the fee schedule without changes for 2012. Seconded by Terry Griffin. Motion passed unanimously.

2012 Non Pro Affidavit & Declaration Forms

Jessica Johnson explained the 2012 Non Pro Declaration and Non Pro Affidavit. The Non Pro Committee and NRHA legal counsel recommended two options for the Affidavit. Legal counsel recommends the word “shall” on section 5, which makes it mandatory.

Dale Lopp motioned to recommend to the Board of Directors legal counsel’s recommendation for the NP Affidavit and Non Pro Declaration. Seconded by Rick Clark. Motion passed unanimously.

Standardize RAF Equipment Check

Rick Clark explained his concern with RAFs having different equipment check procedures. Dale Lopp commented that not all facilities are set-up for a pre-check. Beth said this is about public perception and how our industry is projected.

It was determined that requiring RAFs to have standardized equipment checks would place a burden on show management and is not a feasible option right now.

Israel Affiliate Championships

Dan Wall explained the Israel Affiliate Championship proposal. Israel will establish a rider qualification and circuit series annually.

Kit Cospers motioned to recommend to the Board of Directors the Israel Affiliate Championship Conditions and funding/award proposal. Seconded by Rick Ramsey. Motion passed unanimously.

Equine Media Coalition

Dan Wall discussed the Equine Media Coalition Meeting in Kentucky. NRHA was the only discipline association invited. Additionally, several attendees were interested in the Ride a Reiner program and commended NRHA for its success.

NRHA Trophy Pricing

Chris Potter explained the pricing increase from both companies. Jessica Johnson noted that the shipping for the Montana Trophies will be inclusive once the shipping estimates are received. The EC recommended the pewter price be increased to \$105, with additional shipping to be added on once received from Montana Silversmith.

Todd Barden summarized Montana Silversmiths efforts to use distribution centers in Europe, Brazil and Australia. Montana is currently meeting with UPS on shipping and distribution. Additionally, NRHA trophies shipped internationally will soon include, upon approval by NRHA legal counsel, a copy of article 81 and a letter explaining the purpose

of the awards. This will hopefully allow for trophies to be shipped to members of the European Union without duty or taxes.

Terry Griffin motioned to approve all trophy pricing recommended by staff with the amendment to the Pewter price. Seconded by Rick Ramsey. Motion passed unanimously.

Break at 2:19pm

Reconvene at 2:33pm

Rosanne joined the meeting.

Professionals Committee

Jessica Johnson explained the Training Donation Program. The Professionals Committee and RHSF will meet during the Futurity to review the program. The EC would like a follow-up after this meeting to evaluate the options.

Jessica Johnson explained the additional award categories proposed by the Professionals committee. The new awards include: NRHA Professional Non Pro Coach of the Year, NRHA Professional Youth Coach of the Year, NRHA Professional Up and Coming Trainer of the Year, Dale Wilkinson Professional Horseman and Dale Wilkinson Professional Horsewoman. The Professional Committee is responsible for nominations and all members of the Professionals program would be eligible to vote.

Terry Griffin motioned to accept the revised awards program and fund the awards for the first year. Seconded by Dale Lopp. Motion passed unanimously.

Restricted European Eligibility Policy

Dan explained the Restricted European Eligibility recommended by the European Affiliate Council.

Terry Griffin suggested we add language to clarify that non-European riders attending European events have eligibility calculated based on the restricted system. The dollar amount of the lowest ranking person in each eligibility level determines the level of eligibility for non-European riders.

Beth Himes motioned to recommend to the Board of Directors the Restricted European Eligibility policy with the revised wording. Seconded by Rosanne Sternberg. Motion passed unanimously.

Show Steward Proposal

The Stewards Committee is proposing adding a fourth steward to supervise the remaining stewards, evaluate the program, and assist with shift changes and difficult processes during the NRHA Futurity.

Terry Griffin suggested we publish the stewards program, including animal welfare statements and procedures, outside the show office to create a positive public perception. Additionally, letters regarding the program will go into each exhibitor packet.

John Foy and Dan Wall cautioned the EC on adding expenses without passing on some of the burden. The 2011 Futurity may not be the place to add more expenses without having a way to recoup the funds.

Beth Himes motioned to give the Stewards Committee their budget and allow them to discuss and present their recommendation to the EC for approval. Seconded by Rick Ramsey. Motion passed unanimously.

Christa Morris updated the EC on the meeting at Cowtown Classic with Cindy Schonholtz. Cindy had the opportunity to watch NRHA schooling sessions and understand exactly what NRHA is working with. Cindy recommended NRHA further publicize position statements and create related talking points. Additionally, media credential criteria has been increased to protect the exhibitors against possible negative media action.

Non-Approved Classes

Staff recommends adding verbiage to the show approval forms to help inform show secretaries and management about the judging guidelines for non-approved classes. Beth Himes suggests staff also add it to the show management seminars.

Break at 3:48pm

Reconvene at 3:58pm

Guests entered the room at 4:00pm.

Guests: Dell Hendricks, Tami Wagman, Ann Salmon, Brad Ettleman, Mandy McCutcheon, Tom McCutcheon, Colleen McQuay, Tim McQuay, Pete Kyle, Jack Covington, Cheryl Magoteaux, Ann Marie Burns, Jerry Kimmel.

Conference Call: Amanda Brumley, Barbara Dietz

Allen addressed the group and welcomed them to the meeting. He mentioned that the group would have 1 hour 15 minutes for their presentation.

Tami Wagman led the conversation by expressing her appreciation for the opportunity to discuss the 2012 calendar and Cowtown Classic event. The group of guests is here to express their concerns regarding the impact on regional events and would like to offer some ideas to help all the NRHA-approved shows in the fall.

The group presented their case regarding moving Cowtown Classic to the EC.

Allen instructed staff to check on the possible changes for dates and make the best decision for NRHA and the membership. The Events Management Committee will work on the overall event structure. The Cowtown Classic Task Force will continue to work on their charter to evaluate the impact on regional events. The group asked to add 2 more show management individuals to the task force, Cheryl and Anne-Marie Burns. Allen told the group that the task force was maxed out with 9 people and that someone would have to resign in order to add more people. Allen expressed his concern with the short time-frame and asked all groups (Committee, Staff and Task Force) to work quickly.

Break at 5:04pm

Reconvene at 5:21pm

Doug Milholland left the meeting.

WRL

Dan explained the event structure for the January OKC event, including the additional of an invitational freestyle Friday night. Team selection will be November 21, 2011 in Oklahoma City.

Rick Ramsey motioned to adjourn at 6:06pm. Seconded by Rosanne Sternberg.

Saturday, November 12, 2011

Present: Allen Mitchels- President, Beth Himes- Vice President, Rick Clark, Terry Griffin, Rick Ramsey, Rosanne Sternberg

Not Present: Kit Cospers, Dale Lopp

Staff: Executive Director Dan Wall, Chief Financial Officer John Foy, Chief Operations Officer Dennis York, Executive Administrator Jessica Johnson, Senior Director of Publications Carol Trimmer, Senior Director of Shows & Affiliate Programs Chris Potter

Guest: Doug Milholland

Call to Order

President Allen Mitchels called the meeting to order at 9:06am.

Task Force Updates

2012 NRHA Derby

Terry Griffin, task force chair, spoke about the task force charter, to incorporate foal nomination into the event conditions and develop payment schedule for 2012 Derby. The task force needs to research the conditions and minutes to see how it was designated to handle the nomination funds for 5 & 6 year olds. Also, need to research the results and see how many 5 & 6 year olds showed at the 2011 NRHA Derby.

Closed Session at 9:14am

Break at 9:52am

Reconvene 10:02am

Open Session at 10:34am

Affinity Credit Card Proposal

Todd Barden presented the Affinity credit card proposal. NRHA has the opportunity to allow cards to be printed with Reining horses, logos, pictures (show, ranch, breeding) etc. NRHA will market and manage; Affinity will not receive a mailing list.

Rick Clark motioned to recommend to the Board of Directors the affinity credit card proposal. Seconded by Terry Griffin. Motion passed unanimously.

Reiner Update

Carol Trimmer updated the EC on the success of the Digital *Reiner*. Beth Himes recommended we post The Score on the facebook page as well as the website. Carol discussed the *Reiner* covers. With the increase in NRHA events, staff is struggling with cover photos and distribution of winners. Dan Wall stated that a cover should support the events, promote the organization and put a product out there that people want to read. If our current format is too restrictive, we have to get busy putting the best quality product on the market as we can. Terry suggested putting NRHA owned events and World Champions, and then run a lottery and sell the other covers. Allen asked that everyone think about this issue and asked Carol to consider artistic value, revenue, high quality and editorial licensing. The *Reiner* cover subject is to be added to the January agenda.

Tabled.

Break at 11:09am

Reconvene at 11:23am

Rosanne left the meeting

Christa, Shianne and Melanie joined the meeting.

Membership Survey

Christa presented the non-renewing membership survey power point.

Staff was directed to research the 12 month vs. annual membership option and see if this is viable for NRHA.

Meeting Schedule

April 26 – 29, 2012 will be the scheduled EC/BoD Meetings in OKC.

WRL/Nomination Categories

Dan presented the staff recommended category additions.

Category 11 (NRHA approved classes not corresponding to other NRHA Categories, NRHA rules to apply, but not for rider/horse eligibility, Top 20 Program or World Champion and Top Ten awards. Requires NRHA General, General Non Pro, Youth or Youth Non Pro Membership in order to show.)

Beth Himes motioned to recommend to the Board of Directors a policy allowing NRHA classes not corresponding to other Categories to be recorded in Category 11 until a rule change can be submitted for 2013. Seconded by Rick Clark. Motion passed unanimously.

In order to allow the exclusion of the Nominator Incentive earnings from eligibility it must be separated into a new category. Also, by placing it in a separate category we can select how we want to handle LTE and Top 20.

Category 12 (NRHA Nominator Incentive earnings, not for rider/horse eligibility, Top 20 Program or World Champion and Top Ten awards.)

For example, 1st place of the Level 4 Open pays \$150,000. The payout of 95%, which is \$142,500, will be recorded in category 6 for the horse, rider and owner. The

Nominator Incentive of 5%, which is \$7,500, will be recorded in category 12 for horse and nominator.

Beth Himes motioned to recommend to the Board of Directors a policy allowing for Nominator Incentive earnings to be recorded in Category 12 until a rule change can be submitted for 2013. Seconded by Terry Griffin. Motion passed unanimously.

Rick Ramsey motioned to adjourn the meeting at 12:19pm. Seconded by Rick Clark. Motion passed unanimously.