

NATIONAL REINING HORSE ASSOCIATION
Executive Committee Meeting Minutes
Oklahoma City, OK
February 6-7, 2014

Approved 3/19/2014

Present: Beth Himes – President, Rick Clark – Vice President, Jim Blumer, Mike Deer, Jennifer Hoyt, Rick Ramsey, Josh Visser

Conference Call: Tom McCutcheon

Staff: Gary Carpenter, John Foy, Carol Trimmer, Megan Lundquist

Call To Order

Beth Himes called the meeting to order at 9:25 am. Gary Carpenter welcomed everyone to the meeting and presented suggestions for a productive meeting. Gary explained the consent agenda format and how it will work.

Consent Agenda

Mike Deer motioned to approve the consent agenda. Motion seconded by Jennifer Hoyt. Motion passed unanimously.

Financials

John Foy updated the Executive Committee on the financial statements. He reminded them that it only covers the NRHA Futurity & Sale, not the whole financial update due to the compressed time to produce them, and that the Association years ago changed fiscal years in order to have the Futurity and the Sale during the middle of the fiscal year, which would enable the Association to have some ability to manage its performance during the last 6 months of the fiscal year. The Futurity was negative to budget by approximately \$20,000, but the sale did really well to budget. When eliminating revenues and expenses related to entries and payouts, there was a positive variance of \$1,100, which indicates the Futurity will end up close to our second or third most successful futurity. With all activities combined (Futurity, Shootout, and Sale), NRHA is currently about \$70,000 ahead of budget. Jim Blumer commented on keeping a close eye on trends. There was discussion regarding travel expenses and video expenses, reviewing our costs versus effectiveness. John Foy noted that sponsorship expenses were allocated differently this year, in order to take full advantage of allowable tax deductions for tax purposes. Badge sales were down this year and the comment was made to evaluate an option to increase sales or look into other badge options. Rick Clark questioned the First Time Non Pro Trainers award and the need to find a sponsor for the award. Josh Visser also commented on the possibility of finding a sponsor for the smaller awards. There was discussion surrounding the videographer and the need to market it more, along with evaluating a package deal for the Futurity, Sale, and Derby. Discussion took place regarding the Shootout costs and expenses, including the reason for the decrease in entries. Also, it was stated that it is difficult for a trainer to prepare a Futurity horse and Shootout horse. Some trainers held their horses out of the Shootout to prepare for the WEG Selection. The shootout appears to be a bigger draw for European riders than US riders, but those interviewed for the *Reiner* appear to be very supportive of the Shootout. There is a possibility of the Shootout being a World Cup in non-WEG years.

Discussion took place regarding evaluating the sale and bringing in new changes. The sale discussion was tabled for later in the meeting.

Khris Crowe DVM Letter – Executive Session

Break at 9:45 am. Reconvene at 10:06 am.
Harrison Coerver and Todd Barden joined the meeting.

Long Term Planning

Harrison Coerver presented and discussed a proposal for long-term planning for NRHA.

***Harrison Coerver and Todd Barden left the meeting.
Break at 10:53 am. Reconvene at 11:04 am.***

Christa Morris, Michelle Wrigley, and Karen McCuistion joined the meeting.

Stewards Committee Update

Karen McCuistion, via telephone, presented a review of the 2013 Year End update. She discussed their progress with the Stewards Mentor Program. They have made good steps forward and are working toward more consistency in education and implementation. She also updated the EC on the new applicant testing that involves practical case studies and questions based on actual incidents. Karen talked about the stewarding at the NRHA Derby and Futurity. She said that the three stewards, plus the three mentees, seemed to give them enough coverage for the additional riding areas that were available at the Futurity. There was good member feedback from the Futurity regarding how the event was covered.

Karen reviewed the Stewards Monitoring Policy to be presented to the Board. It was drafted due to complaints regarding Stewards at some of the NRHA Events. The policy specifies how stewards are expected to act at shows and to help when they are needed, when to step in, and not to determine training practices. There were questions regarding how to discipline stewards that would violate the policy and Karen said the committee is working towards a disciplinary procedure for stewards. Karen mentioned that the committee is drafting a steward's form for AA show management to complete regarding stewards at those shows.

Karen McCuistion left the meeting at 11:28 am.

Medications Update – Executive Session

Break at 12:17 pm. Reconvene at 1:19 pm.

Disclosures

Beth Himes disclosed to the Executive Committee that she has been asked to be a part of the Board of Directors of the Ohio Quarter Horse Association and asked if there were any issues with her serving on their Board. The rest of the Executive Committee felt that there were no issues with her serving.

Michelle Wrigley and Tiffany Gonzales joined the meeting at 1:25pm.

NRHA Sale Discussion – Executive Session

Sale Committee

Mike Deer motioned to approve the Sale Committee as presented. Motion seconded by Josh Visser. Motion passed unanimously.

Break at 2:40 pm. Reconvene at 2:56 pm.

Tiffany Gonzales, Michelle Wrigley, and Jody Brainard joined the meeting.

Judges Committee Update

Jody Brainard presented an update of judging from the 2013 NRHA Futurity. The judges worked well together, the monitor program worked well and the 2-point penalty review was successful. There is always room for improvement, but the Judges Committee will continue to speak with members and develop methods for improving the system.

The Judges Committee developed a new judging test and Jody felt that the schools are improving. Discussion concerning improving international Judges Schools and creating a ranking system occurred. There was discussion regarding the possibility of a Director of Judges position at NRHA and monitoring more shows with one to three judges. Discussion regarding equipment and penalties/no scores, monitors, and increasing the number of monitors we have available occurred.

Gary Carpenter commended Jody for the work he has done talking with NFL, NBA, etc., to get more information regarding other judging systems.

Jody Brainard left the meeting at 4:05 pm.

Conflict Calendar

Dates set for the 2014 meetings.

May – EC on 5th, BOD on 6th; August – EC on 15th, BOD on 16th & 17th; November – EC on 15th, BOD conference call on 17th.

Meeting adjourned at 4:21 pm.

February 7

Present: Beth Himes – President, Rick Clark – Vice President, Jim Blumer, Mike Deer, Jennifer Hoyt, Rick Ramsey

Conference Call: Tom McCutcheon

Staff: Gary Carpenter, John Foy, Carol Trimmer, Megan Lundquist

Call To Order

Beth Himes called the meeting to order at 8:33 am.

Michelle Wrigley and Jamie Boller joined the meeting.

Futurity Semifinal Evaluation

The Executive Committee discussed reducing the number of horses coming back into the semifinal. Concern was raised over changing the conditions due to people who had paid their entry fees already. Jamie Boller reviewed the 2 options that would alter the number of horses in the semifinal. If the options had been in effect the last few years, horses in the previous years' finals would still have made the finals. Discussion surrounding what is the goal of decreasing the number of horses in the semifinals occurred. Mike Deer motioned to recommend to the Board to accept option 1. Motion seconded by Jennifer Hoyt. Motion passed unanimously. Staff was directed to research additional numbers and options for the BOD, possibly removing more horses from each level.

Jamie Boller left the meeting at 9:10 am. Tiffany Gonzales and Marc Wagman joined the meeting.

Non Pro Committee Update

Marc Wagman, via telephone, updated the Executive Committee on the Non Pro Committee. The Non Pro Committee will be submitting several rule changes for the 2015 *NRHA Handbook*. Marc requested Beth create a task force to evaluate NP conditions and eligibility. Beth Himes and Gary Carpenter stated that the committee has that authority to review and research and can bring in other as needed for additional information. Staff was directed to research other association Non Pro/Amateur regulations for the Non Pro Committee.

Tiffany Gonzales and Marc Wagman left the meeting at 9:30 am.

Break at 9:34 am. Reconvene at 9:43 am.

Krissy Colbath, Christa Morris, Shianne Megel, and Todd Barden joined the meeting.

Affiliate Update

Shianne Megel reviewed the Affiliate Year End update. Concerns have been raised over the quality of the RAFs. Additional concern was voiced over having RAFs on top of other RAFs. Todd Barden stated that we need to be sure that Corporate Partner guidelines are being

enforced. There was discussion regarding the redistributions of regions, RAF participation, and changing conditions to allow more people to qualify at the RAF/NAAC competitions. If redistribution needs to be discussed, it needs a lot more conversation and research before any decisions are made.

Affiliate Incentive Applications

Shianne Megel presented the 2014 Incentive Proposal. The revisions allow Affiliates to select options that fit their respective region.

RAF Dates for Approval

Shianne presented the RAF dates that are pending. South Central and Mountain have similar dates as previous years. Southeast is requesting a different weekend from the original RFP approved (the dates from last year are not available). The new date's conflict with a show in Virginia, but the added money would not qualify for a Lawson trophy; however, the show is within 500 miles of a RAF. Discussion regarding the current dates and conflicts occurred.

Rick Clark motioned to recommend to the Board to approve the dates as submitted for Mountain, South Central, and Southeast. Motion seconded by Rick Ramsey. Motion passed unanimously.

Jennifer Hoyt motioned to allow a one year exception for the VRHA show. Motion seconded by Rick Ramsey. Motion passed.

Krissy Colbath and Michelle Wrigley left the meeting at 10:20 am. Brett Walters joined the meeting.

Youth Committee Update

Brett Walters, via telephone, gave an update on the Youth Committee. Brett requested horses for the IEA catch rides at the Derby. The youth officers were brought to Oklahoma City for officer training at the beginning of January. Shianne reviewed the changes this past year in the youth program, including to the Youth Team Tournament and Collegiate/High School Championships. She also commented that Regional Clinics made \$3,000 more in 2014 with the same amount clinics available.

Brett Walters, Shianne Megel, and Christa Morris left the meeting at 10:26 am.

Sponsorship Update – Executive Session

Trophy Modifications

Todd Barden presented the trophy design modifications recommended by Montana Silversmiths, which had been discussed during previous meetings. For the Lawson and Morrison, they would enlarge the area of dirt flying to touch the front hoof to stabilize it. For all 3 trophies, they would include a screw in the neck and also recommended shortening the neck, bringing the head down a little bit into the collar. Carol Trimmer wondered if there was a need to contact the artists regarding the changes. Todd stated that Montana would be picking up the tab on the redesigns and would be able to start rotating inventory starting in quarter 3 (quarter 4 at the latest). Jennifer Hoyt commented that plaques should be researched also, as she felt more of those arrived damaged than the trophies.

Michelle Wrigley joined the meeting at 10:42 am.

Futurity Conditions

Michelle Wrigley presented the amended 2014 Futurity Conditions, which included a 2-point penalty review. The 2-point penalty review would be expanded to break of gait, freeze ups, and jogging for more than two strides, when more than one judge calls the penalty.

Break at 10:45 am. Reconvene at 10:56 am.

Jamie Boller, Michelle Wrigley, Todd Barden, and Todd Knerr joined the meeting.

Derby Schedule

Todd Knerr, via telephone, presented the Derby Schedule, stating that it followed closely to last year's schedule. There were some changes made in the hopes that it will help with getting horses for the NRHA Catch Ride Championship classes. Discussion occurred regarding the use of the same patterns as last year.

Shianne Megel joined the meeting at 11:00 am.

Discussion was held regarding presenting the schedule to the Board. Jim Blumer made a motion to recommend to the Board to approve the schedule as presented. Motion seconded by Jennifer Hoyt. Motion passed unanimously.

Gary Carpenter discussed with the Executive Committee in reference to the bylaws and what each governing body must do.

Jamie Boller left the meeting at 11:20 am.

FEI Update – Executive Session

Commissioner Update

Gary Carpenter stated that he had received open reception from the staff and they are willing to hear new ideas. He has been interviewing everyone on staff regarding strengths, challenges, and weaknesses. His next step is to do a systematic task analysis of all the jobs, looking at operational efficiencies. He felt that it should take a month for the staff to properly prepare for BOD meetings.

Marketing – Where are we going to drive business? How do we find those we need to drive business to? Gary commented that we have lots of Corporate Partner benefits, but don't have the current ability to take full advantage of those. What should go in those materials, in order to get our full advantage? There is the need to arrange staff to get the best advantage out of them.

Planning – Really need to evaluate and look into hiring someone for long range planning.

Rulebook & Bylaws – We need to evaluate what direction the Bylaws send the EC and BOD. The community has been very receptive to Gary coming on board at NRHA. Gary discussed taking a new direction with the sale and looking for new opportunities, new Corporate Partners. He is meeting with NCHA and NRCHA to discuss opportunities there. There was discussion regarding the Hall of Fame and the options we have.

Josh Visser joined the meeting at 11:51 am.

Rick Clark commended Gary on hitting the ground running and really looking at how to grow Reining. Gary praised staff and the Executive Committee on what they were able to accomplish during the last 18 months and keeping things on track. Discussion held regarding a plan and direction from the EC and the need to engage in a long range planning process. Gary stated that there is the need to agree on growth and growth opportunities.

Long Range Planning

Rick Clark motioned to hire Harrison Coerver. Motion seconded by Jennifer Hoyt. Voting tabled until after lunch for Executive Committee to review the contract with Coerver.

Break at 12:06 pm. Reconvene at 12:54 pm.

Discussion occurred regarding the contract with Harrison Coerver. Motion passed unanimously.

Commissioner Update Continued

Gary Carpenter discussed suggestions for a productive Board meeting, including dinner the evening before the meeting, introductions at the start of the meeting, and name cards.

Comments made on committees and their appropriate place – working as directed by the Board, not directing the Board. Items not on the agenda are tabled until the agenda is complete and then discussed at that time.

Board Agenda Review

Review of the items on the agenda for the Board of Directors meeting.

Shane Brown joined the meeting at 1:14 pm.

Professionals Committee Update

Shane Brown, via telephone, updated the Executive Committee on the 2013 events within the Professionals Committee. They have updated their code of conduct, worked on their disciplinary procedures, improving communication between professionals, developing a rule change proposal for a Professionals membership. There has been a good response to the year-end awards and are looking into adopting or developing a professional mentoring program. They are continuing to work on Animal Welfare and looking at what is coming around the corner in the industry and being ready for it. Discussion regarding the proposed Professional membership rule change and need to research why it is beneficial to members. Shane talked about the need to educate professional members about insurance and possibly creating a Professionals Forum or yearly meeting.

Shane Brown left the meeting at 1:40 pm.

Todd Barden, Michelle Wrigley, Shianne Megel, Christa Morris, Jessica Johnson, Krissy Colbath, and Shannon Rafacz joined the meeting at 1:45 pm.

World Championship/Top Ten Task Force Update

Shannon Rafacz reviewed what the task force has been working on and the difficulties that they have experienced. The proposed rule changes being submitted by the task force were presented.

There was concern over capping and limiting added money, with the feeling that NRHA's purpose is to promote and grow Reining. Several IT concerns with the proposals were raised, which would cause a change in priorities already outlined for IT.

Shannon Rafacz, Christa Morris, and Shianne Megel left the meeting at 2:28 pm.

World Championship/Top Ten Title Discussion

Gary Carpenter stated that since he has arrived at NRHA, he has discovered that there are a lot of complications, inconveniences, and rules that all go back to the World Title race. Discussion regarding other options to promote Reining and make the show rules and systems easier for the membership occurred. The Executive Committee directed staff to work through more details of potential changes and present

Beth Himes left the meeting at 2:50 pm.

***Break at 3:00 pm. Carol Trimmer left the meeting.
Reconvene at 3:14 pm. Brian Richardson joined the meeting.***

Online Renewal Update

Jessica Johnson gave the Executive Committee a demonstration of online renewals. There was discussion regarding competition licenses, nominations and the immediate goals for IT (online renewals, new members, nominations, cash receipts). There are currently quite a few internal databases that are being fixed. Jim Blumer expressed a need to have this out to all the members soon, especially nominations.

Brian Richardson left the meeting at 3:30 pm.

Green Reiner Program Update

Jessica Johnson presented an active member breakdown for those participating in the Green Reiner Program. In 2013, there were 1,081 members participating in category 10 classes and around 300 of those people have been members for five or more years. Also, the membership revenue for this class has plateaued this past year and expenses have continued to rise. Staff was directed to research with affiliates why the Green Reiner class is not being utilized worldwide.

The Executive Committee discussed earnings for members between the Rookie II and Limited Non Pro class. Staff was directed to evaluate the number of members in this category.

Tom McCutcheon left the meeting at 3:55pm.

Nomination Allowances – Executive Session

Category 1 Added Money Clarification

Discussion regarding the clarification issued in November occurred. Legal opinion said that it was okay for the Executive Committee to make this clarification. Some members have contacted the Executive Committee and sent letters to NRHA concerning the Prime Time Non Pro. Staff noted that only three events offered more than \$500 to the class in 2013 and one of those was in the United States.

Rick Ramsey motioned to allow Prime Time Non Pro to have up to \$1,000 added money in 2014. Motion seconded by Jim Blumer.

Discussion regarding the intent of the Prime Time Class and rule changes for caps on the Rookie Professional occurred.

Motion passed.

Todd Barden and Michelle Wrigley left the meeting at 4:49 pm.

Hearing Body Nominations – Executive Session

Protest Update – Executive Session

Jennifer Hoyt motioned to adjourn at 4:58 pm. Motion seconded by Josh Visser.