

**NATIONAL REINING HORSE ASSOCIATION**  
**Executive Committee Meeting Minutes**  
**Oklahoma City, OK**  
**May 5, 2014**

***Approved 6/9/2014***

**Present:** Beth Himes – President, Rick Clark – Vice President, Jim Blumer, Jennifer Hoyt, Tom McCutcheon, Rick Ramsey, Josh Visser

**Not Present:** Mike Deer

**Staff:** Commissioner Gary Carpenter, Chief Financial Officer John Foy, Senior Director of Publications Carol Trimmer, Administrative Assistant Megan Lundquist

**Call To Order**

Beth Himes called the meeting to order at 9:22 am.

**Consent Agenda**

Rick Ramsey motioned to pass the consent agenda. Motion seconded by Jennifer Hoyt. Motion passed unanimously.

**Financial Update**

**Key Economic Indicators**

John Foy reviewed the key economic indicators report. Membership is down 2%, was down 5% in February so membership numbers have improved slightly. Youth membership is down 7%. Competition licenses issued, both new and transfers, are on track with previous years. NRHA approved shows are also on track with previous years. Futurity entries are down from this same time last year. Derby entries are slightly down, but most people wait until June 1 to enter. The NRHA European Futurity entries were up 23% this year (futurity and ancillary entries) and the show has proved to be profitable for 2 years in a row.

***Hayley Lewallen and Christa Morris joined the meeting at 9:38am.***

**Sire & Dam Program**

There was discussion regarding Sire & Dam program and the number of horses in the auction. Hayley Lewallen explained how the Top 20 Auction works and the eligibility of a stallion's offspring in the NRHA Futurity. There is a decrease in the number of stallion owners purchasing their own breeding, which is most likely attributed to the fact that Sire & Dam foals must be nominated (starting with foals born in 2015). Concern was expressed with the decrease in numbers sold and the decrease in money earned by the program. There was discussion concerning the difficulty competing with stallion owners who give away numerous free breedings, as well as stallion owners who reduce fees after submitting Sire & Dam contracts. This in turn makes Sire & Dam breedings more expensive than if purchased directly from the stallion owner. Conversation about the benefits of the Sire & Dam program and how to make the program

more appealing to the buyers. Hayley was commended on the work she has done on with the Sire & Dam program. Staff is to review the program and present the Executive Committee with their ideas to add value to the program.

***Hayley Lewallen and Christa Morris left the meeting at 10:00am.***

### **Financials – Continued**

The NRHA sales are still proving successful, even though the net profit is down. Investments are up thus far as well.

#### **Profit & Loss Overview**

John Foy presented the Profit & Loss Overview. There is currently a positive budget variance of \$170,000 before unrealized investment gains or losses. The NRHA Derby is the last big event of the fiscal year that will affect the budget and is budgeted as a net loss. John stated that NRHA is performing well to the budget and should have a solid fiscal year.

### **Building Update – Executive Session**

***Break at 10:34 am. Reconvene at 10:45 am.***

***Michelle Wrigley, Shianne Megel, and Todd Barden joined the meeting.***

### **Rule Change Proposals**

Michelle Wrigley presented the proposed 2015 rule changes. The Executive Committee discussed the proposed medications rule change and the effects could possibly have, if it passed. There was also discussion regarding the proposed professional membership, including concerns with the extensive database changes that would be needed. Josh Visser motioned to amend the proposed rule change 66-01-15 to be submitted by NRHA staff. Motion seconded by Jennifer Hoyt. Motion passed unanimously. 74-02-14 was also amended to be submitted by NRHA staff.

***Beth Himes, Michelle Wrigley, and Todd Barden left the meeting.***

***Break at 12:20 pm. Reconvene at 1:16 pm.***

### **NRHA Events**

#### **2014 NRHA Futurity Schedule**

***Shianne Megel, Jamie Boller, Todd Barden joined the meeting at 1:16 pm. Todd Knerr joined the meeting via telephone.***

Jamie Boller presented the proposed 2014 NRHA Futurity Schedule. Options for an evening performance on Thursday night were discussed. Jennifer Hoyt motioned to continue the \$75,000 added Open Shootout on Thursday night. Motion seconded by Rick Ramsey. Motion passed unanimously.

Proposed patterns for the Futurity were discussed. Non Pro Committee did not recommend any changes. A member of the Judges Committee suggested some changes to the Open 1<sup>st</sup> go, Open semifinals, Non Pro 1<sup>st</sup> go, and Non Pro Consolation round. Josh Visser motioned to recommend to the Board of

Directors the Futurity Schedule as amended. Motion seconded by Jennifer Hoyt. Motion passed unanimously.

Gary Carpenter presented the possibility of adjusting the number of finalists, starting with the 2015 NRHA Futurity, to try and keep the top tier in the finals and increase the number of spectators.

#### 2014 NRHA Derby Update

Todd Knerr gave an update on the 2014 NRHA Derby, with no big changes occurring this year. He expressed concern with the new elevator SFOK is in the process of installing, which would decrease the space in the Cantina by around 60 ft<sup>2</sup>. The location of the Cantina in the future may need to be reevaluated. The Awards Banquet will remain at the Cowboy Hall of Fame on Thursday, June 26. A video kiosk has been purchased in an attempt to reduce the signage expense. Jamie Boller presented the new program for ancillary entries – ancillary entries and stalls that are paid for by May 20 will be entered in a drawing to have their stall refunded (five total stalls to be drawn). Horses that are donated for the Collegiate, High School, and IEA competitions also receive a free stall.

***Todd Knerr and Jamie Boller left the meeting at 2:05 pm. Beth Himes joined the meeting. Tiffany Gonzales joined the meeting at 2:10 pm.***

#### NRHA Horse Sales

Gary Carpenter gave an update on the possibilities of hiring a sale management company. The Executive Committee reviewed the proposed sale schedule and location of the Prospect Sale. Concern was expressed over having the sale in the Coliseum and the need to work on the Yearling Sale more than the Prospect Sale.

***Shianne Megel left the meeting at 2:22 pm. Jody Brainard and Michelle Wrigley joined the meeting.***

#### Judges Committee Update

The Executive Committee discussed a proposal to send judges' monitors to the Top 5 Shows in the world. Discussion regarding shows being able to select their own monitors versus using who NRHA sends and the selection and training of monitors. Jody Brainard commented on the responsibilities of monitors and how having a Director of Judges could help with any issues with the tracking of judges and growing the monitor program. Discussion regarding how to evaluate the successfulness of a Director of Judges position if one is established.

***Jody Brainard and Michelle Wrigley left the meeting. Break at 3:11 pm. Reconvene at 3:27 pm. Shianne Megel joined the meeting.***

#### NRHA Horse Sales – Continued

There was continued discussion regarding the location of the Prospect Sale and the need to research sale management companies. Gary Carpenter stated he would have something more definite on the sale management companies in a few weeks.

***Tiffany Gonzales left the meeting. Christa Morris joined the meeting at 3:33 pm.***

### **Guidelines for a Member's Passing**

Gary Carpenter reviewed the proposed guidelines for a member's passing, which are to be used as in house guidelines for consistency.

### **Medications Hearing Panel – Executive Session**

*Christa Morris left the meeting at 3:39 pm. Michelle Wrigley joined the meeting.*

### **Trophy Modifications**

Todd Barden presented the trophy modifications prepared by Montana Silversmiths. The Executive Committee approved with continuing on to the next phase, which will be to create molds and have samples prepared. Montana Silversmiths hopes to have the new designs implemented by spring 2015.

### **Published Conditions Discussion**

The Executive Committee reviewed changing conditions after they have been approved and published and the need to be more proactive on presenting conditions.

### **Show Manager Discussion**

The Executive Committee discussed show managers that compete at shows they are hosting. Michelle Wrigley stated that the rules state that the person who hires the judges cannot show. It was recommended to discuss it at the Annual General Membership Meeting and Affiliate Summits and show manager training. Gary Carpenter is to handle any occurrences that are reported.

*Shianne Megel and Michelle Wrigley left the meeting at 3:51 pm. Christina Brezack joined the meeting.*

### **Corporate Partner Retreat**

Christina Brezack gave an update on the Corporate Partner Retreat that occurred the week before. There was a lot of good feedback from the Corporate Partners concerning the event.

### **Sponsorship Update – Executive Session**

*Break at 4:00 pm. Reconvene at 4:10 pm.  
Christa Morris and Mark Drosos (Lodestone) joined the meeting.*

### **Marketing Proposals**

Gary Carpenter discussed the needs of the Corporate Partners – wanting more marketing from NRHA beyond the current internal marketing.

### **Lodestone**

Mark Drosos gave a presentation on Lodestone – a social media advertising platform.

***Christina Brezack and Mark Drosos left the meeting at 4:55 pm.***

McCormick Proposal

Gary Carpenter reviewed the current media inventory (print/web advertising) NRHA has due to trade outs, most of which are not being utilized due to not having the banners or ads to put in those spots. He expressed that we need to use those to market to outside of our existing members. He presented the proposal from McCormick to develop new ads to take advantage of the trade outs we have available.

Road to the Horse

Gary Carpenter presented the opportunity NRHA has to be included in the program for the Road to the Horse. NRHA would be allowed a certain amount of time during the performances to have a presentation. Discussion regarding possibly having a qualification at the RAFs to qualify for the NRHA competition during the performance and the possibility of hosting a Ride a Reiner. The Executive Committee gave Gary Carpenter provisional authority to get more details on the event.

***Christa Morris left the meeting at 5:04 pm.***

**Xtra Breeder's Incentive – Executive Session**

**Protest Update – Executive Session**

***Staff left the meeting at 5:25 pm.***

**Discussion - Executive Session**

***Meeting adjourned at 5:45 pm.***