

**NATIONAL REINING HORSE ASSOCIATION**  
**Board of Director Meeting Minutes**  
**Oklahoma City, OK**  
**May 6, 2014**

**Approved 8/16/2014**

**Present:** Beth Himes – President, Rick Clark – Vice President, Jim Blumer, Jennifer Hoyt, Tom McCutcheon, Rick Ramsey, Josh Visser, Barbara Brookshire, Kelly Hedges, Casey Hinton, Tim Lynch, Sebastian Petroll, Marc Wagman

**Web:** Shane Brown, Kelli Brummett, Jesse Chase, Becky Hanson, Matt Mills, Shannon Rafacz, Elizabeth Richards, Guy Vernon, Brett Walters, Brian Welman, Joe Wolfe, Frank Costantini, Susy Baeck, Filippo Masi, Kim Maharaj, Lee Foster

**Staff:** Commissioner Gary Carpenter, Chief Financial Officer John Foy, Administrative Assistant Megan Lundquist, Senior Director of Publications Carol Trimmer, Senior Director of Marketing Christa Morris, Senior Director of Member Services Michelle Wrigley, Senior Director of Business Development Todd Barden, Senior Network Administrator Dennis York, Senior Accounting Manager Chris Mossman, Senior Coordinator of Marketing Hayley Lewallen, Senior Coordinator of RHSF Chris Dennis, Senior Coordinator of Events Jamie Boller, Senior Coordinator of Events Tiffany Gonzales, Senior Coordinator of Business Development Christina Brezack, Director of Art Advertising & Design Bucky Harris, Website Designer & Internet Marketing Specialist Haley Carmen

**Staff Web:** European Programs Advisor Nick Cornelissens

**Guests:** Greg Darnall, Mark Drosos

**Call To Order**

Beth Himes called the meeting to order at 8:25 am.

Roll call was conducted. A quorum was established.

**Consent Agenda**

Rick Clark motioned to approve the consent agenda, with giving the European Affiliate Council the ability to adjust the payouts in the European Derby Conditions. Motion seconded by Rick Ramsey. Motion passed unanimously.

**Building Update – Executive Session**

**Financial Update**

**Profit and Loss Overview**

John Foy presented the Profit and Loss Overview for the month ending March 31, 2014. NRHA is performing very well to budget and is positive to budget by \$170K before unrealized investment gains and losses. Sire and Dam is below budget, which was extensively discussed at the Executive Committee

meeting. Staff is researching ways to rejuvenate the program and will present them to the Executive Committee. Judges department is performing ahead of budget. Membership revenue is about \$25K below budget. The NRHA Derby is the last major event on the fiscal year and is budgeted at a loss. Derby entries down payment to payment against prior year, but many people chose to late enter due to the NRBC. The managed events (European Derby, European Futurity, Shootout) have performed well the past 2 years.

### Key Economic Indicators

John Foy presented the Key Economic Indicators report. European Futurity is growing and in the black the past two years. Frank Costantini expressed concern over Corporate Partner representation at the European Futurity and Derby. Gary Carpenter and Todd Barden are working on European options for the Corporate Partners. General memberships, youth membership, and competition licenses are tracked on a calendar year, not a fiscal year. NRHA approved shows are on track with where they have been previous years. John Foy reminded the Board that the Key Economic Indicator report was a good way to see how things are trending and to keep tabs on changes in the industry. Marc Wagman expressed concern with the performance of the Sire & Dam Program this past year compared with previous years. There was discussion how to make the program more desirable to buyers and increase exposure of the program. Hayley Lewallen was commended on the job she has done, especially in dealing with stallion owners.

### 2015 Rule Change Proposals

Beth Himes explained the procedural difference between rule change and bylaw proposals. Also, Himes explained the channels each rule change would travel before the August Board Meeting where the proposals would be voted on.

***Break at 8:52 am. Reconvene at 9:10 am.  
Nick Cornelissens joined the meeting, via webinar.***

Michelle Wrigley presented the rule change proposals. The World Championship/Top Ten Task Force was instructed to review the proposals to the World Championship program and present recommendations at the August meeting.

### Bylaw Reminder

Beth Himes reminded the Board that Bylaw Change Proposals were to be submitted by May 11.

***Break at 9:50 am. Reconvene at 10:15 am.  
Mark Drosos from Lodestone joined the meeting.***

### Marketing Proposals

Gary Carpenter reviewed current NRHA marketing and how we can increase our presence with both online and print media. NRHA, NCHA, and NRCHA have formed an informal alliance between the three associations, as they share some common sponsors and would adopt similar technology to split the costs between the three.

Mark Drosos gave a presentation over the Lodestone Social Media Platform. The proposal crafted for the NRHA/NCHA/NRCHA would cost a little over \$12,000 per year per association, with support staff from Lodestone available.

Rick Clark motioned to give Gary Carpenter the authority to move forward with the proposal, up to \$15,000, pending agreement from NCHA and NRCHA. Motion seconded by Tim Lynch.

Concern was raised over having the money in the budget for the proposal. John Foy stated that there are marketing funds set aside and there is a portion of Corporate Partner monies available. Questions arose regarding the time frame for implementation and if it would be available for use by the NRHA Derby. Mark Drosos stated that it would depend on how fast we would want to go and programs for other clients have been launched in as little as three weeks. He also mentioned that a base could be built in time for the Derby and develop that for the future.

***Mark Drosos left the meeting at 11:10 am.***

Motion passed unanimously.

## **NRHA Events**

### **2014 NRHA Derby Update**

Shianne Megel presented the Derby update notes prepared by Todd Knerr. She noted that USEF judges for youth have been hired and asked the board to remind members that VIP RV spots are held by the office, but regular RV spots are through State Fair of Oklahoma and are first come, first serve. Jamie Boller reviewed 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). Hayley Lewallen reiterated the need for horses to be donated for the Collegiate, High School, and IEA competitions. Horses donated for those competitions will also receive a refunded stall.

### **2014 NRHA Futurity Schedule**

Jamie Boller reviewed the proposed NRHA Futurity schedule and patterns. The Open and Non Pro Futurity patterns have changed, while the Ancillary patterns have remained the same. The \$75,000 added Open Shootout will remain on Thursday evening. She reminded the Board that the start date has been pushed back to the day after Thanksgiving. There was discussion regarding the number of horses projected for the Open Semifinals and the proposed pattern for the Non Pro Consolation Round.

Rick Clark motioned to approve the 2014 NRHA Futurity Schedule as amended, as long as approved by Kiser. Motion seconded by Barbara Brookshire. Motion passed unanimously.

There was discussion regarding requiring competitors to trot in instead of walk in to the arena at the Futurity, with it possibly being able to save time during the show and help retain spectators. It was discussed whether this would need to be a rule change or a change to the conditions.

## **Judges School Attendance Policy**

Michelle Wrigley presented the proposed changes to the Judges School Attendance Policy. Rick Clark motioned to approve the policy as presented. Motion seconded by Barbara Brookshire. Motion passed unanimously.

### **Stewards Complaint Policy**

Michelle Wrigley reviewed the policy proposed by the Stewards Committee to handle complaints against stewards at shows. The Stewards Committee amended the original policy proposal from requiring stewards to act as a mentee to requiring attendance at another Steward's School. Rick Clark motioned to approve the policy as amended. Motion seconded by Barbara Brookshire. Motion passed unanimously.

### **Youth Committee Update**

#### **Buy a Pro Proposal**

Hayley Lewallen presented the Buy a Pro Proposal and the reasoning for it replacing the regional clinics, starting in 2015. The program would be an auction, set up similar to the Sire & Dam Auction, for two training/lesson sessions with an NRHA Professional. The auction would run from January 15 to March 1 and those that don't sell at the auction would be available on a first come, first serve basis with payment received in the office. There was discussion regarding the proposal requiring the Top 20 Professionals to donate to the auction, with several Board members expressing concern over the requirement. Concern was raised with the proposal replacing the regional clinics, as affiliates have seen many benefits with the regional clinics. Shianne Megel commented on the issues with procuring Professionals for the clinics, amount of staff resources dedicated to the clinics, and conflicts with Rookie Days and affiliate clinics. The proposal would allow affiliates to host their own clinics and retain all of the proceeds. Hayley Lewallen noted that the new proposal would allow Professionals to remain at their home facilities, bring in new clients, and aid in promoting horses for sale. Todd Barden mentioned that the Professionals Committee reviewed the proposal and was in favor of it.

Shannon Rafacz motioned to approve the Buy a Pro proposal, with Top 20 Professionals encouraged to participate but not required to. Motion seconded by Shane Brown. Motion passed.

### **RHSF Update**

Chris Dennis gave an update on the RHSF. A fundraising task force has been created in order to develop relationships with potential donors and there is a good opportunity right now to make some good changes and progress. The 100 Grand Club now involves a \$1000 donation to be a member. He informed the Board of the \$7,500 in Crisis Fund monies went to recipients in 2013, with more than \$130,000 going to reiners since the inception of the program. Online renewals have brought in new donors for RHSF, including several new international donors.

### **Regional Director Elections**

The Board was reminded that there are Regional Director Elections this year for South Central, Southeast, Southwest, and Mountain. The deadline for nominations is May 11 and write ins are due by June 10.

***Break at 12:05 pm. Matt Mills and Filippo Masi left the meeting.  
Reconvene at 12:58 pm. Staff left the meeting.***

***John Foy, Megan Lundquist, Christa Morris and Michelle Wrigley joined the meeting.***

**Medications Hearing Panel – Executive Session**

***Christa Morris left the meeting at 12:55 pm.***

**Judges Committee**

Judges for Approval – Executive Session

2014 NRHA Futurity Judges – Executive Session

**Stewards for Approval – Executive Session**

***Michelle Wrigley left the meeting at 1:15 pm.***

**Eligibility Task Force**

Beth Himes appointed Jennifer Hoyt as the head of the Eligibility Task Force, to review eligibility for the August Board meeting.

**Nominating Committee Report – Executive Session**

**Protest Update – Executive Session**

**Department Updates**

The Department Updates are in the Board materials for review.

**Trophy Discussion**

There was discussion regarding NRHA trophies, quality, and cost of production, manufacturing, and shipping. Todd Barden informed the Board of Directors on the revisions that Montana Silversmith is currently working on.

***Tim Lynch motioned to adjourn the meeting at 1:31 pm. Motion seconded by Jennifer Hoyt.***