

**National Reining Horse Association
Minutes of the Board of Directors Meeting
NRHA Office
Oklahoma City, OK
March 5-6, 2005**

Approved June 18, 2005

Present: President, Bill Bradley; President-Elect, Dell Hendricks; Vice President, Mike Boyle; Immediate Past President, Kim Sloan; Elected Board Members, Doug Carpenter, Dwayn Hoelscher, Mark Wagman; and Appointed Board Members, Lisa Cover, Pat Faitz, Walter Fuchs, Clint Haverty, Buck Hazledine, Flis Sassella, Jose Vazquez, Rick Weaver, Diane Yoder, and Vaughn Zimmerman.

Not Present: Troy Heikes, Dave Wilkins, Frank Costantini, Anne-Marie Burns, Nick Cornelissens, Helmut Schmaus Gerstenberg, Lance Griffin, Greg Hill, Bob Loomis, Antonio Mastrangelo, Colleen McQuay, Jim Morgan, Bill Peel, Rosanne Sternberg, Dave Young, and Francois Zurcher.

Staff: Executive Director, Dan Wall; Chief Financial and Operations Officer, John Foy; Senior Director of Publications, Carol Trimmer; Senior Director of Membership Services, Debbie Drinko; Director of Marketing and Communications, Lisa Garza; Director of Events, Sandi Pence; Executive Assistant, Susie Trimmer; Supervisor of Membership Services, Tobi Coleman; Customer Service Representative (Shows), Melanie Rinehart; Futurity/Derby Entry Coordinator, Jennifer Hettinger; Customer Service Representative (Shows), Melinda Lynn; and Sire & Dam Program Coordinator, Michelle Wrigley.

Guests: Al Kuenzli

CALL TO ORDER

The meeting was called to order at 3:03 p.m. and roll was called.

PRIORITY ONE

Bill Bradley stated that he has received many phone calls complimenting NRHA staff and Board members on the improved level of customer service. He encouraged everyone to keep up the good work

APPROVE MINUTES FROM JANUARY 22-23 MEETING

Kim Sloan moved to accept the minutes as amended. Seconded by Diane Yoder. Motion passed.

APPROVE MINUTES FROM FEBRUARY 12 GENERAL MEMBERSHIP MEETING

Kim Sloan moved to accept the minutes as written. Seconded by Dwayn Hoelscher. Motion passed.

FINANCIAL REPORT

John Foy presented the January financials, concentrating on the monthly results for January 2005. John stated that for the month of January 2005 the NHRA had a negative actual to budget variance of \$117,558 , and an unrealized investment loss of \$12,230 for the month of January, YTD investments are up \$38,000.

The Futurity has a negative actual to budget variance of \$66,700; this is due to reclassifying \$46,000 of Score revenue to the Reiner in January. Also, approximately \$40,000 to \$50,000 in ticket revenue (settlement due from OK Tickets) is not recognized in the Futurity P & L.

Reiner department has a positive variance to budget of \$48,000, driven by the reclassification of the Score revenue from the Futurity, to the Reiner.

The Sire & Dam program has a negative variance of \$81,000 to budget, this is due to new revenue recognition principles resulting from the 6/30/04 audit, this change resulted in a timing variance between actual and budgeted numbers within the P & L, and YTD has a positive variance to budget of \$31,000.

John also pointed out that net assets are currently at \$598,000; however, NRHA is budgeted to make an investment (loss) of \$190,000 from 2/1/05 thru 6/30/05, so net assets can be expected to decline based on our current budget. Primary factors for the budgeted investment loss are due to the upcoming Convention and Derby.

DEPARTMENTAL UPDATES

Membership Services Group - Debbie Drinko introduced the Membership Services staff attending the meeting. She stated that we are within one day turnaround time with regard to memberships and licenses. Debbie reported that the two Show Management Seminars that she has done were very successful and there is one more slated in March.

Membership Department – Tobi Coleman provided the Board with a membership comparison. Currently, there are 9,318 members. This is an increase of 298 members over the same time period last year. Membership numbers have increased across the board. Tobi noted that new licenses are up by 42% and license transfers are up 31% over the same time as last year.

Show Department – Debbie Drinko reported that currently there are 200 approved shows for 2005. It was asked why the decrease in number of approved shows in May. Melanie Rinehart stated that one reason is that some shows changed dates. Also, there were quite a few international shows last year in May that are not being held this year. Debbie stated that there is a new “Tentative Shows” section on the web site. The Affiliate Finals will be on that section later in the week.

Futurity Entries – Jennifer Hettinger reported that currently there are 572 total nominations. This is an increase of 30 horses over the same time last year. Jennifer noted that she still had some entries that had come in that have not yet been processed, therefore are not in the total count.

Derby Entries – Jennifer Hettinger reported that currently there are 279 regular nominations and four Sire & Dam Program nominations. The deadline for February late nominations is March 15, so the number will more than likely rise.

Sire & Dam Program – Michelle Wrigley reported that 403 breedings have been donated as of February 28 and 185 have been sold. We have collected \$156,875.

PROPOSED RULE CHANGES

Tabled until Sunday.

YOUTH OFFICER TEAM REPORT

Tabled until Sunday

OLD BUSINESS

RHSF Update – Bill Bradley reported that the Monte Carlo night at the Convention went very well. The auctions raised about \$20,000. Tania Warnock was hired as Foundation Manager and will start on March 15. The Foundation Board met on March 3. They went over committee reports and identified people to donate unrestricted funds. Tania will go to a fund raising seminar.

Update on Protests and Hearings – An update on current protests was given.

JEEP Program Proposal – Tabled until Sunday

Bill Bradley stated the Executive Board will reconvene at 7:30 am on Sunday.

Non Pro Futurity Survey Results – Tobi Coleman reported that the survey was sent out to Non Pro Futurity participants from 2002, 2003, and 2004 and that we received over 100 responses. A copy of the results was included in the Board Packets. Tobi stated that the number one reason for decreased participation is expense and the second reason was the entry fee. Bill noted that this survey is a very good informational tool. The Non Pro Committee is to come forth with a recommendation.

It was proposed at the January meeting to change the Non Pro Futurity format to one go and a finals. However, no action has been taken on the issue.

Central Affiliate Finals Host Bid – The Affiliate Committee received two bids for the Central Affiliate Finals. They recommend that the Board of Directors award it to the Oklahoma Reining Horse Association. It was noted that there would need to be a waiver of the Affiliate conditions because of the close proximity of the dates of the qualifiers and the dates of the Finals. Marc Wagman moved to award the Central Affiliate Finals to the Oklahoma Reining Horse Association. Seconded by Clint Haverty. Motion passed.

NEW BUSINESS

Convention Survey Results – Lisa Garza presented the Board with the results of the Convention Survey. She noted that this year's convention was fabulous and that sponsor participation was 66%. The Paddlewheel Boat reception was a huge success and the sponsor luncheon was a real highlight. Bill noted that the interaction among the sponsors

was phenomenal. Bill also stated that NRHA will pay to ship year end awards to those who could not attend the Convention, despite a letter going out saying otherwise. Dan noted that we need to amend our policy regarding the shipment of year end awards. The awards banquet was very successful and the year end video was a hit. Bill asked that the year end video be shown to the Board on Sunday. The staff has a hit list of things to do for the 2006 Convention to make it bigger and better. The Executive Board recommended that the 2006 Convention be held in New Orleans at the same hotel. Clint Haverty moved to accept the Executive Board's recommendation. Seconded by Kim Sloan. Motion passed.

Break 3:56 pm

Reconvene 4:10 pm

AQHA Alliance Agreement – Dan Wall explained that American Quarter horses are the predominant breed in the Reining Horse industry. In this agreement, NRHA recognizes AQHA as the record keeping center for Quarter Horses, and AQHA recognizes NRHA as the governing body of the sport of Reining and the official record keeper of Reining statistics. NRHA sends to AQHA, on a monthly basis, records of Quarter Horses who have earned money and awards. AQHA has agreed to make a contribution of \$50,000 to the RHSF to go toward international development. NRHA will get coverage on four shows on AQHA's TV show, America's Horse. Dan stated that we have a good alliance with AQHA and a great relationship with them. The new alliance is a three year agreement and was approved by the Executive Board.

Aged Events Committee Proposal – Dell Hendricks presented the Board with a proposal to add more money to the added money of the Open Futurity divisions as follows: Open - \$20,000, Intermediate Open – \$25,000, and Limited Open \$5,000. They also proposed to change the guaranteed payout to the Open winner from \$175,000 to \$125,000. This proposal doubles the added money in the Intermediate and Limited Open divisions, and pays more money to 2nd through 30th place in the Open finals. The goal is to pay \$10,000 to the last place finisher in the Open finals. Bill complimented all the Committees involved with this proposal. Kim Sloan moved to accept the Aged Events Committee's proposal. Seconded by Diane Yoder. Discussion. Motion passed.

It was noted that some people that entered the Futurity thinking that first place was guaranteed \$175,000 may be upset that it has been lowered and possibly want refunds on their entry fees. Dell stated that refunds would be handled on a case by case basis. Staff was directed to do a mailing to all current Futurity entries letting them know of the change and also to promote the changes on the web site, in the *Reiner*, Enewsletter, as well as other publications. The promotion needs to focus on the changes in the Intermediate and Limited Open divisions. Staff was directed to combine the announcement of the change in the Intermediate Open with the announcement that Elite Trailers will be the title sponsor of that division, which cannot be announced until April 1. Staff is to also send out a press release by March 11.

Adjourned for the day at 4:30 pm.

Reconvene on Sunday, March 6, 2005 at 8:28 a.m.

Present: President, Bill Bradley; President-Elect, Dell Hendricks; Vice President, Mike Boyle; Immediate Past President, Kim Sloan; Elected Board Members, Doug Carpenter, and Dwayne Hoelscher; and Appointed Board Members, Lisa Cover, Pat Faitz, Walter Fuchs, Clint Haverty, Buck Hazledine, Flis Sassella, Jose Vazquez, Rick Weaver, Diane Yoder, and Vaughn Zimmerman.

Not Present: Troy Heikes, Dave Wilkins, Frank Costantini, Anne-Marie Burns, Nick Cornelissens, Helmut Schmaus Gerstenberg, Lance Griffin, Greg Hill, Bob Loomis, Antonio Mastrangelo, Colleen McQuay, Jim Morgan, Bill Peel, Rosanne Sternberg, Marc Wagman, Dave Young, and Francois Zurcher.

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Guests: Al Kuenzli, and Youth Officer Team, Sara Locker, Keith Ceddia, Ashley Fuchs, and Tara Hallan.

RULE CHANGE SUBMISSIONS

Two rule change submissions were received from the Eligibility Committee. It was stated that they need to be reviewed by the Rules and Regulations Committee, Non Pro Committee, and the Professionals Committee. All Committees can review any rule change proposal. Following discussion, the Eligibility Committee agreed to rewrite one of the proposals and resubmit it at the June Meeting.

YOUTH OFFICER TEAM REPORT

Each member of the Youth Officer Team introduced themselves to the Board of Directors. Vice President, Sara Locker gave the report. She thanked the Board of Directors on behalf of the Officer Team for having them at the meeting and inviting them to attend various Committee Meetings. The current balance in the treasury is \$2,449.92. They met on March 5 and discussed venues to take the NRHYA booth to. They also discussed youth stall prices at the Futurity and Derby and prizes for youth placings at the Futurity and Derby. They will have a cook-out as well as an ice cream social at the 2005 Derby. Their community service project will be to donate used luggage to needy foster children. Sara also stated that the Officer Team will attend the AQHYA Youth Conference this year.

JEEP PROGRAM PROPOSAL

Judges Committee Chair, Rick Weaver presented the Board with a proposal to revise the current JEEP Program. Rick stated that under the new proposal a JEEP review can be initiated by the Executive Board, the Judges Committee, request from a judge to review their own work, and request from a judge to review someone else's work. Under these situations, the findings will only be sent to the judge being reviewed. The Executive Board will be notified only that a review is being done. The second component is an Investigative Judges Review. Under this section, an investigational review can be initiated through a negative Show Representative Report, by an official protest or judge's grievance, or by

referral of an Investigational Review Committee as a result of a protest. In these cases, the findings would be sent to the Executive Board.

Dwayn Hoelscher moved to accept the JEEP Program proposal. Seconded by Clint Haverty. Motion passed.

Closed Session 8:54 a.m.

Rick then stated that a list of people that passed the test at the January Judges School needed to be voted upon for approval for world wide judging privileges.

The list of proposed judges was reviewed and discussion followed. Kim Sloan moved to approve the list of judges. Seconded by Clint Haverty. Following discussion the motion passed.

Bill Bradley commented on the success of the Judges Program in recent years.

Break 9:02 a.m.

Reconvene in Open Session 9:20 a.m.

NRHA Attorney, Terry Wiens joined the meeting.

COMMITTEE REPORTS

Advisory Committee – There was no report. Bill Bradley stated that this committee will be absolved since it is no longer active.

Affiliate Committee – Tri-Chair Kim Sloan reported that the Committee recommends changing the number of qualifiers in the Rookie of the Year and the North American Freestyle from three to four with no alternates. Diane Yoder moved to approve the recommendation. Seconded by Buck Hazledine. Motion passed.

Kim presented to the Board the Indiana Reining Horse Association, Heart of Texas Reining Horse Association, and the Southwest Ontario Western Equine Production Reining Horse Association and asked for approval of these groups as new affiliates. It was noted that the Heart of Texas RHA was one member short of having 10 NRHA members. Diane Yoder moved to accept Indiana Reining Horse Association and the Southwest Ontario Western Equine Production Reining Horse Association. Seconded by Lisa Cover. Motion passed. Pat Faitz moved to approve the Heart of Texas Reining Horse Association provided they obtain one more member to meet the ten member requirement. Seconded by Lisa Cover. The motion was tabled until later in the meeting.

Eligibility Committee – Chair Kim Sloan reported that the Committee is currently discussing rule change proposals for the Novice Horse Open, the Novice Horse Non Pro as well as Category 1 Limited Open. They also discussed Rookie earning levels and youth points and the Derby youth classes being used as schooling classes.

IT Committee – Chair Kim Sloan reported that the risk of database failure has been eliminated. The Committee proposed that the Electronic *Reiner* be made available to non-

members for a yearly subscription fee of \$35. The Office received a letter from KPMG stating that selling subscriptions to non-members would not affect NRHA's non-profit tax status. Pat Fultz moved to approve selling subscriptions to non-members at \$35 per year. Seconded by Dell Hendricks. Following discussion, Pat amended her motion to only include subscriptions to the Electronic *Reiner*. Dell amended his second. Motion passed.

Kim also reported that on April 8-10, the current server in the Office will be converted to 2003 Server, which means that the Office computers will be down on those days. The new phone system has been installed and is operational. The new NRHA database will be complete January 1, 2006. Bill Bradley directed Kim Sloan to personally make sure that this goal is met.

Aged Events – Chair Dell Hendricks reported that the Committee wishes to withdraw the current motion to change the format of the 2005 Non Pro Futurity, however they would like to extend the motion to 2006. The Committee approved a stall refund policy. There will not be a Freestyle demonstration at the Derby however there will be a celebrity reining. The recommended time is between the first and second section of the Non Pro finals. They would like to limit the number of participants to a maximum of seven. They also approved the 2005 Derby riding schedule.

Arena – There was no report.

Chairperson's Committee – There was no report.

FEI Development Committee – There was no report.

Finance Committee – John Foy presented the January financials, concentrating on the monthly results for January 2005. John stated that for the month of January 2005 the NHRA had a negative actual to budget variance of \$117,558, and an unrealized investment loss of \$12,230 for the month of January, YTD investments are up \$38,000.

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Hall of Fame – There was no report.

International Committee – Chair Pat Faitz reported that the International Committee met on February 11 at the 2005 Convention. Topics discussed were the National Association Affiliate application and process, Affiliate presentations, bids for the 2006-2007 European Championships, the 2005 NRHA European Affiliate Championships, the 2006 NRHA European Affiliate Championship conditions, NRHA Non Pro memberships, medications policy, the 2005 FEI World Reining Masters, the 2006 World Equestrian Games, and the 2005 Committee meeting schedule. She also proposed the National Association Affiliate Requirements and Responsibilities. During discussion, amendments were made to the proposal. Kim Sloan moved to approve as amended. Seconded by Clint Haverty. Motion passed.

Bill Bradley stated that there was a request from two of NRHA's International Board members to have a Board of Directors meeting at the European Championships in July. It would be for informational purposes. Following discussion, Dwayn Hoelscher moved to have a General Membership Meeting at the European Championships. Seconded by Dell Hendricks. Motion passed. Debbie Drinko is to contact Dave Young and find out what times are available and let the Board of Directors know.

Freestyle Committee – There was no report, however Committee Chair Clint Haverty stated that the Committee will come forward with a proposal at the June meeting.

Management Committee – There was no report.

Marketing Committee – Chair Doug Carpenter reported that key items the Committee is currently working on include:

- **Licensed Merchandise** – the Committee is researching the three bids submitted to NRHA to determine a vendor. The decision will be made by Friday, March 11.
- **Affiliate Gold Star Program** – Diane Yoder presented a draft of guidelines from the Affiliate Committee. The goal is to start the program on January 1, 2006.
- **Demographic Survey** – The Committee set a deadline to have information submitted to the winning bidder with a completion deadline of September 1, 2005. Kim Sloan advised that there is software that could allow the Demographic Study to be done in house, which would result in substantial savings.
- **Promotional Video** – The Committee passed a motion to begin gathering information for the new video now and have it near completion by the 2005 Futurity. The new video will be launched at the 2006 Convention.

Executive Board approved additional monies for advertising, promotion and TV for 2005 Futurity.

Executive Board approved to add one additional staff person to the marketing department.

Medications Committee – There was no report.

Non Pro Committee – Non Pro Committee member Lisa Cover reported that the Non Pro Committee is currently working on many projects. They discussed a Top 20 column similar to the Top 20 Professionals. The intent is to highlight the Top 20 Non Pros based

on current year accumulated earnings for all categories as well as highlight two of the Non Pros on the list each month. The July issue of the *Reiner* would be the first issue. Following discussion, the Non Pro Committee was directed to discuss the matter further.

Lisa reported that the Committee would like to implement a “First-Timer Award” for Non Pros showing in the Futurity for the first time. The Committee requested that 2005 be the first year for this award and that the Committee will sponsor the award this year. Pat Faitz moved to adopt the “First Timer Award” to start with the 2005 Futurity. Seconded by Lisa Cover. Following discussion, the motion passed.

The Non Pro Committee would also like to develop a “Coach of the Year” award for trainers who coach Non Pro and Youth riders. They asked the Professionals Committee’s help in developing the criteria, type of award given, when the award should be presented, as well as funding the award. Following discussion, the Non Pro Committee was directed to discuss it further.

Lisa also reported that the Non Pro Committee would like for the Aged Events Committee to look at the entry fees for the 2006 Derby. The Non Pro Committee recommends raising the entry fee to \$800 and automatic entry into the Intermediate and Limited Non Pro divisions based upon the rider’s eligibility. Following discussion, both the Aged Events Committee and the Non Pro Committee are to look at the numbers.

Future projects under consideration include developing an evaluation form for Professionals participating in the Apprentice Program to complete rule change proposals for Intermediate Non Pro Categories 2 and 6, and developing recommendations for the 2006 Non Pro Futurity to present to the Aged Events Committee.

Break 10:58 a.m.

Reconvene 11:15 a.m.

After reconvening, Alex Drenning showed the 2004 Year End video that was presented at the 2005 Convention.

Owner’s Committee – Vice Chair Vaughn Zimmerman reported that the Owner’s Committee is still developing their mission statement. Rosanne Sternberg received the first-ever Futurity Champions Owner’s Buckle at the Awards Banquet. They are also discussing a Futurity Finalist’s seating section and an owner’s brochure.

The Committee proposed a Top 20 Owner’s program. The new program would mirror the Top 20 Professionals and Tom McCutcheon will spearhead it this year. The estimated cost would be around \$6,000 and the new program has been endorsed by the Finance Committee and the Executive Board. Clint Haverty moved to approve the Top 20 Owners Program. Seconded by Pat Faitz. Motion passed.

Professionals Committee – Committee Chair Dwayne Hoelscher reported that the Professionals Committee is currently working on a bi-monthly newsletter to be sent out to current members discussing several topics. They would also include interviews with trainer’s spouses talking about various subjects. The Committee has also been working on

insurance options as well as researching developing a medications policy. There will also be a Professionals dinner on Sunday at the Derby with sponsor Smith Brothers.

Reiner Committee – Committee Chair Bill Bradley reported that Kim Sloan gave an update on the Electronic Reiner, noting that non-members will be able to subscribe to the printed and electronic versions of the Reiner. Kim also moved to provide a comp Electronic Reiner subscription to every affiliate's designated contact person as it appears on the Affiliate List. Pat Faitz seconded. Motion passed. Implementation is based on Affiliate Committee's endorsement. More human-interest stories will be produced in the future and shall be assigned the first of each year when possible. An information fact sheet should appear monthly with other ads/NRHA material grouped in the middle of the magazine. A Reiner magazine survey will be created to solicit readership data.

Carol Trimmer requested that when Committees are discussing new articles, columns, etc., that they please get the endorsement of the Reiner Committee. She cautioned that if this gets out of control it could jeopardize the delicate balance and other factors affecting the *Reiner* bottom line.

Rules and Regulations Committee – Chair Dan Wall reported that the Committee met on March 5 and approved their Mission Statement, reviewed 2005 Goals, discussed possible changes to the rule change process, and evaluated the need to translate NRHA forms into other languages. Based upon discussion with the International Committee, there is not a need for this at this time. Future projects include running an article in the *Reiner* outlining the rule change process so that members are informed, discussing with the Affiliate Committee to make personal contact with affiliate representatives to discuss proposed rule changes, developing a form to ask for feedback from members that submitted rule changes and send it to them after rule changes have been voted upon, discussing layout of the Handbook, and reviewing all forms that are sent to NRHA members and list suggested changes.

Sale Committee – There was no report.

Show Standards Committee – There was no report.

Sire & Dam Committee- Chair Buck Hazledine reported that the Committee reviewed the policy on the Highest Scoring Offspring Award at the Futurity. It was discovered that the award was not given in the Open. Dan Wall was directed to draft a letter to the winner letting them know if the oversight and congratulating them on receiving the award. The Committee also discussed possible online bidding for 2006. They will have a proposal by the June meeting.

Sponsorship Committee – Staff Liaison Lisa Garza reported that the Committee is currently Checking into venues for a sponsor retreat in late summer, working with the Marketing Committee in providing information to produce and distribute a mail-out to NRHA members promoting the amenities to our membership from the sponsors, running a 2-page spread in the Reiner promoting sponsors each month.

Lisa stated that sponsor activities at the 2005 Convention were deemed a success and we will move forward in creating a sponsor friendly environment at the 2006 Convention.

A future project is to establish a date for a strategic planning meeting to plan out future sponsor targets.

Youth Committee – Committee Member Buck Hazledine presented the Board with a proposal to change the 2005 Youth Team Tournament Terms and Conditions. Kim Sloan moved to approve the amendments. Seconded by Pat Faitz. Motion passed.

Alex went on to report that five scholarships were increased from \$500 to \$1,000. She stated that youth program information was included in the Affiliate Organizers guide, Mike Hancock is working on getting a quote for Top Ten jackets, and Alex is to forward to the Sponsorship Committee a proposal by Just Stitch It for donated Youth Officer Team jackets. Future projects include Youth Team Tournament prizes at the seven Affiliate Finals and Youth Day at the European Affiliate Finals.

Bill Bradley stated that an Ad Hoc Committee was appointed to research the specifics for NRHA International and a report will be given at the June Board meeting.

PETITION FROM ROBERT JOHNSON FOR REINSTATEMENT OF MEMBERSHIP

Bill Bradley reported that the Executive Board heard statements regarding reinstating Robert Johnson's membership. The decision was to deny his request.

MILLION DOLLAR RIDER/HORSE DISPLAY

Bill Bradley reported that the Executive Board accepted a proposal to have K.C. Montgomery do virtual oil paintings of the Million Dollar Riders and Horses. The paintings of the riders will be complete by the 2005 Futurity. Bill stated that this will be a good way to promote the 40th anniversary of the Futurity.

MEETING DATE CHANGES

Bill Bradley reported that the Executive Board approved changes in the meeting dates for the June meeting and the September meeting. The new dates are June 17-19 and September 16-18. It was noted that the August dates did not change and remain at August 12-14.

Debbie Drinko stated that the Sale Committee is in need of entries for the Derby Spotlight Sale and the deadline is March 15. Debbie has consignment forms.

There being no more new or old business, the meeting was adjourned at 12:02 p.m.

Respectfully submitted by Susie Trimmer, Executive Assistant