



National Reined Cow Horse Association

Board of Directors Meeting Minutes

Meeting November 3, 2010, 7 am

I. Call to Order by President Kathy Gould

Present were:

Howard Erenberg, Vice President

Carol Rose, Secretary

Dave Archer, Treasurer

Jon Roeser, Executive Committee

Paul Bailey, Executive Committee

Dan Roeser

Lyn Anderson

Jay McLaughin

Marilyn Peters

Sam Rose

Darren Miller

Sandy Collier via speaker phone

Cheryl Magoteaux, Guest

II. Committee Reports

- a. Sale Committee – There was much discussion about the problems with the horse sales at the Snaffle Bit Futurity. It was the consensus of the board that a variety of factors could have contributed – including because of the timing with the disbursal sales coming up.

Lowering fee structure for classic sale was discussed and the Board also discussed reinstating Cattlemen's Day and the possibility of doing it on performance sale day. Kathy Gould is to call to find how that was done in the past and report back.

Dan Roeser noted that in the 2-year-old sale – he thought average was up and best ones sold good but there was no middle. According to Dan, 3-4 years ago there were a lot of geldings selling to Non Pros for \$25,000 and now you couldn't get \$15K. He thinks that sure hurt a lot of nice middle quality horses. Carol Rose said middle is not out there in the public as well. Much discussion that the problem was the economy, all the disbursal sales and the length of the sale was too long Carol noted the sales should not exceed 5 hours.

Other priorities that were discussed:

1-get a better pedigree man

2 –have entries due later

3- reinstate media budget

There was discussion on paying two places in two-year-old sale incentive. For paying up into the yearling incentive, one suggestion was to make it \$250 if they enter by end of show and \$300 if they enter late by Dec. 31. Then it was decided that the best idea is having it automatically charged on the sheet where they checkout for the horse and if they don't want, it take it off.

Then it was discussed that for Fairlea Incentive is paid in open and not in non pro, so do we want to pay non pro? Some discussion...Sale Committee is to come back with a proposal for these two issues.

Discussion of Herda – no other sale is taking a position. People can note that a horse is Herda tested negative in footnotes if they want to. Consensus is to just leave this alone and let consignors put that in footnotes if they want to.

Dan suggested to have 2 year old preview Thursday and then do the classic sale Friday morning so you don't have to start the 2-year-old sale early. Howard and Sandy will look at schedule and bring back to board.

Need to iron out the no-sale – buyback fee. Everyone agrees that Sale Committee should look at that and bring it back with recommendations on all this stuff. She recommends uniform – 5% or cap it at a thousand.

Discussion of Mike's contract. Sandy feels like it takes a very big learning curve to learn NRCHA. Feels Mike is respected. We've worked to train him. She doesn't feel like our numbers this year were his fault and we are not ready to find another company or take it on ourselves at this time. Dave suggested we ask Mike for a 3-year extension in yearly increments before we commit for this coming year.

As a matter of record – the deal with Mike Jennings has never changed. It is the same as the first year we hired him, despite rumors to the contrary.

Motion: A motion was made by Dave Archer for exercise the third year option but before we do we get price on three more single year options with Mike Jennings and Professional Auction Services. Seconded by Sandy Collier.

Passed.

One opposed.

This is material provided by Sandy Collier prior to the meeting:

There have been many suggestions this year to make our sales better. Some are very good and very do-able, some are just well intended but poorly informed. I thanked everyone who came to me and asked them to write their ideas down and send them to me. I have forwarded them all on to the Board members over this last 2 weeks. Below this text are the two letters I received. I've consolidated these suggestions, categorized them to make it easier to consider them and **Mike Jennings' comments are highlighted in yellow.**

Good Ideas:

Select Sale: Making the sale really 'select'

This is probably one of the best ideas. I've talked to Howard (who spoke with John Asquaga) about having it at the Nugget. Only the best of the best get to sell in it and must pay for that privilege. Nrcha to comp drinks (maybe only up to a certain point) or breeders must pay for a

'drink ticket or two' (this actually came out of the breeders meeting). We would make our criteria very stringent (board to vote on that), perhaps clean radiographs required

It was unanimous that the select yearling/broodmare sale be smaller. In defense of the numbers, the sifting committee tried to stay with the same #'s as last year and our sifting criteria was the same (sire had to be subscribed or top tier and dam had to have won or produced at least \$10k). When our numbers came up short, we allowed 4 in whose dams hadn't done anything, but grand dam was extraordinary. We also extended deadline dates, so as some better horses came in, we had already ok'd some that we shouldn't have. We lost several when they were sifted from the Select, the owners refused to go in the Classic sale, so that was even lighter in numbers and quality. I think the bottom tier of our Classic has gone on to NSHA sale and Dave Hammonds. This year Cal Poly and several other major consignors had their own sales.

I also heard it suggested that we drop the Yearling/Broodmare sale altogether until the economy got better. I'd hate to see us do that, because once we let it go, we'll never get it back.

Mike Jennings' Comments: The Select Sale at the Nugget is a good idea. The higher end Yearlings and broodmares will continue to do well until the general market returns. There will be a smaller inventory of both yearlings and broodmares for 2 to 5 years. The Classic Sale could remain with a lower fee structure, if that is feasible within the Show schedule and financially. The focus should be on the Select Yearlings and Broodmares, the 2 Year-Olds and the Performance horses.

Some Very Do-able Suggestions:

See if AQHA or QHN would sponsor a party before one of the sales

No parking fee on sale day

Reinstate Cattlemens Day (or some other way to get potential buyers there), have BBQ

Promote locally with news media (do weather from RLEC)

Get a more knowledgeable pedigree man

Mike Jennings' Comment: Ask for HERDA status on entry form and include in catalog. Some have suggested that HERDA status be Required.

Reduce buy back fees (See notes below with Western Bloodstock Futurity Sale info. I will check to see if I have Western Bloodstock info from their Summer Sale. I think that is where they had some sessions with No additional Buy-Back fees. I don't think Consignors object to some buy-back fee as long as it is reasonable and not meant to be punitive.)

Sellers shouldn't have to pay to have videos on sale management website (Sellers Did Not have to pay in 2009 and 2010. Would only pay if using Digital Horse Services for horses other than Select 2 Year-Old entries. In Consignor information we indicated they could use DHS, for an additional fee, if they wanted the extra services. We put many on YouTube for consignors and added the links from DHS or consignors websites. No Consignor was charged extra for what we did.)

Have entries due later. This is do-able now that we can sift online with you tube and not have to get together at the Derby

NCHA Futurity Sales – December 3 – 11

NOMINATION DEADLINE: OCTOBER 8 (Extended to October 25)

SELECTION DATE: OCTOBER 11

Reinstitute a media budget

Pay 2 places in Fairlea Incentive and 2 yr old Incentive (but not in non pro as not enough entries)

Good idea. Gives the buyer more chance for return. Be sure to include something back to seller for 2 Year-Old sale Incentive, since they are partially funding this.

Change Fairlea Incentive deadline to Dec 31 instead of having to register and pay at sale

Could consider \$250 by Last day of Futurity and \$300 by Dec 31 to increase funds and drive entries at the sale, but not have a large penalty.

NCHA FUTURITY 2-YEAR-OLD SALE

Wednesday, December 8

ENTRY FEE \$900 • COMMISSION 8% • REPURCHASE FEE \$900 • CATTLE CHARGE \$115 (3 hd)

DIGITAL RADIOGRAPHS SUGGESTED BUT NOT REQUIRED

NOMINATION DEADLINE: OCTOBER 8

SELECTION DATE: OCTOBER 11

NCHA WORLD FINALS SALE

Friday, December 3 • Saturday, December 4

Yearlings, Weanlings, Broodmares, Stallions, 2-Year-Olds & Trained Cutting Horses

ENTRY FEE \$450 • COMMISSION 8% • REPURCHASE FEE \$450 • CATTLE CHARGE \$115 (3 hd)

NCHA FUTURITY CUTTING HORSE SALE

Tuesday, December 7

Select Show Horses And Competing 3-Year-Olds

ENTRY FEE \$900 • COMMISSION 8% • REPURCHASE FEE \$900 • CATTLE CHARGE \$115 (3 hd)

PREFERRED BREEDERS SALE

Thursday, December 9 • Friday Evening, December 10 and Saturday, December 11

Select Yearlings, Weanlings, Broodmares, & Stallions

ENTRY FEE \$750 • COMMISSION 8% • REPURCHASE FEE \$750

NOMINATION DEADLINE: OCTOBER 8

SELECTION DATE: OCTOBER 11

OWNER WILL BE NOTIFIED OF ACCEPTANCE

Things I didn't think would work:

There was talk of Select 2's needing clean x-rays. I spoke with Joe Carter and the # that he saw that were clean wouldn't be enough for our sale. Manageable xrays might work, but that would require a panel of vets (who pays for that?) and open us up to more liability. So I put the kibosh on that one.

Selling the 2 yr olds before the yearlings, so those guys would have \$\$ to maybe buy a yearling???

Selling 2 Year-Olds before Yearlings may be good for the next few years.

Have Classic sale before the select

Suggestions I'm presently looking into:

Looking into successes in other horse industry sales (ie Bradford dropping buy back fees altogether etc)

Talking to Jim Putnam and Jeff Oswood. They always seems to have some good ideas

Sandy

Additional:

Do away with 2 yr preview – **NO**. The preview was well attended. I would recommend trying to schedule it the day before they actually sell. We did that at the Congress this year and there was an increase in gross and average with fewer horses. Even if we took out the horse that sold for \$300,000.

Video fees

Videos to website for no charge (can they post unedited videos to PAC and NRCHA for no charge?) **Again - (Sellers Did Not have to pay in 2009 and 2010 to be on PAS website . Would only pay if using Digital Horse Services for horses other than Select 2 Year-Old entries.**

Report - 2010 NRCHA Snaffle Bit Futurity Sales

Submitted by Mike Jennings, **Professional Auction Services, Inc.**

Sale Results	2010 Actual	2009 Actual	2008 Actual
Gross Sales	\$1,664,750.00	\$2,102,000.00	\$2,555,350.00
Average Price	\$7,965.00	\$7,992.00	\$8,873.00
Total Horses	286	367	385
Horses Sold	209	263	288
Horses Not Sold	47	71	70
Outs	30	30	27
Percentage Sold	82%	78%	80%

Classic Yearling & Broodmare Sale

	2010	2009 Actual	2008 Actual
Gross Sales	\$82,450.00	\$322,500.00	\$320,800.00
Average Price	\$3,009.00	\$4,010.00	\$4,456.00
Total Horses	30	103	96
Horses Sold	28	79	72
Horses Not Sold	1	19	16
Outs	1	5	12
Percentage Sold	97%	81%	82%

High Seller - \$25,500.00 – Hip #146 – One Star At A Time

Seller: Linda Wood, CA; Buyer: Sean McBurney, Agent, Rhodes River Ranch

Select Yearling & Broodmare Sale

	2010 Actual	2009 Actual	2008 Actual
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Gross Sales	\$502,300.00	\$761,800.00	\$717,050.00
Average Price	\$5,708.00	\$9,290.00	\$8,242.00
Total Horses	119	114	114
Horses Sold	88	82	87
Horses Not Sold	23	23	23
Outs	8	9	4
Percentage Sold	79%	78%	79%

High Seller - \$37,000.00 – Hip #45 – Love Em N Leave N
 Seller: Gardiner Quarter Horses, KS; Buyer: Barbara Hastings, CA

Select 2 Year-Old Sale

	2010 Actual	2009 Actual	2008 Actual
Gross Sales	\$839,900.00	\$747,700.00	\$1,027,600.00
Average Price	\$11,998.00	\$10,242.00	\$13,174.00
Total Horses	90	102	108
Horses Sold	70	73	78
Horses Not Sold	16	19	22
Outs	4	10	8
Percentage Sold	81%	79%	78%

High Seller - \$125,000.00 – Hip #192 – Savannah Boonsmal
 Seller: GS Cutting Horses, TX; Buyer: Circle Y Ranch, TX

Performance Horse Sale

	2010 Actual	2009 Actual	2008 Actual
Gross Sales	\$237,500.00	\$270,000.00	\$489,900.00
Average Price	\$10,795.00	\$9,310.00	\$9,606.00
Total Horses	35	48	67
Horses Sold	22	29	51
Horses Not Sold	7	10	9
Outs	7	9	7
Percentage Sold	79%	74%	85%

High Seller - \$29,000.00 – Hip #351 – Wright On TC
 Seller: Corey Cushing, Agent Kevin & Sydney Knight; Buyer: Labourdette Ranch, LLC, LA

The Performance Horse Sale included the Futurity Finalist Supplement with 1 entry.

Sale Manager note

The market at the 2010 NRCHA Snaffle Bit Futurity Sales performed similar to other major breed markets in the equine industry. In the last year, many horse auctions across all disciplines have seen reductions of 20% to 40% in number of entries, gross sales and average price. Some race horse sales have seen an increase in prices of the better horses since more information has been made available on the reduced number of foals to be registered in 2010.

I received an email from Western Bloodstock that the entry deadline for the NCHA Futurity sales was extended to October 25, which is just 6 weeks before the Futurity Sales start.

Fees and Commissions

The Board should consider making the commission structure more uniform for all of the sales. One option is to charge the same commission for horses sold in all of the sales. A 9% fee could be considered since approximately half of the sale price of horses in 2009 was under the 8% fee and about half under the 10% fee. A 10 % fee could be considered, particularly since that is the fee charged for two sales through 2009. For reference, we charge commission fees of 9% for the AQHA World Show Sale and the Congress and commission of 10% for all of our other auctions. The No Sale, or Buy-back, fees should be uniform for all of the sales. We charge 5% of the final bid for No Sales, with a cap of \$1,000, for AQHA World Show Sale and Congress Super Sale. In this economy, people are more concerned about the liability for high cost if they don't get their horse sold. High No Sale fees can be a deterrent to some potential sellers from consigning. They feel like they are being penalized for not selling. When I have had to negotiate to get high quality horses, or more horses, the primary concern of sellers is the No Sale cost. There were 5 horses that had a No Sale commission of \$1,000 or more this year. A cap would not affect many horses and may encourage more people to try better horses.

Sale Previews

With the crowd that attended the Preview for the Select 2 Year Old Sale, it is evident that that is an effective part of marketing those horses.

Holding the 2 year-old preview on the day before they sell would allow buyers more time to select and examine these horses. In other sales where we do the Preview on the day before the Sale, sellers report increased shopping and more horses go through pre-purchase exams. These activities increase buyer confidence and increase prices for the horses.

Seventeen horses participated in the Bridle Horse Preview. Even though it started at 7:00 AM, there was a decent crowd. It seemed to be well received by both buyers and sellers and should remain a part of the schedule.

Respectfully submitted,

Mike Jennings, President
Professional Auction Services, Inc.

Letters Received:

From: Garth & Amanda Gardiner [mailto:gardiner5@ucom.net]
Sent: Saturday, October 09, 2010 1:07 PM
To: sandycollier@earthlink.net
Subject: SBF Sale ideas

Hello Sandy,

My email took a few days longer than I planned. Three sweet children, their laundry and being a mom again took priority; nonetheless, here are a few thoughts regarding the sales during the SBF.

During the Select Yearling Sale, there were some grumblings back in the sale stalls. Many of them tended to come out as, they should do it this way or they need to do it like this, so I started writing down their thoughts as suggestions because honestly many of them were good ideas. As I told those complaining, if we don't make suggestions, it can never improve. Most everyone came around to the idea of "let's share our ideas for improvement", so in that context, the following are a group of ideas generated mostly from consignors, unless otherwise noted, who recognize we are in a tough economy and trying to make the best of the situation.

Other disciplines of the horse industry have made some changes in their horse sales; can we research what has been successful in other areas of the horse industry including the racehorse and Arabian worlds and apply some of their successes to our sales?

Have the 2 year old sale before the Select yearling sale – after people sell their 2 year olds and have a little cash in their pockets they will invest it in a nice yearling to bring back for next year's sale.

This year the deadline was extended for more horses- with the length of the sale – do you limit the number of horses based on quality?

I had a couple tell me about the Select sale of years past that was held in a casino. They said it was an amazing event not to be missed. Great food and plenty of drinks, a fun production prior to the start of the sale. I thought it sounded like a GREAT time. Is that something we look to recreate? Maybe that is something that could be done in conjunction with AQHA (instead of a pizza party) to help with the food and wine costs. Could be a win/win for all?

If there is going to be a Select Yearling sale then, it needs to be just that, the best, and maybe not based only on pedigree --- this idea came from trainer/friend but when I ran it by numerous others they really liked it

Initial idea came after a CD Olena out of a Gray Starlight mare with decent Lte sold for \$1800. It wasn't something we were looking to buy so no one in the group had researched him; however, the comment was made, if you knew his x-rays were clean, you would bid on him. That is when we discussed how the yearling sale would benefit if everything in the select sale was clean. Good x-rays, 2 testicles, good mouth and eyes. In order to be in the Select Sale the Horse must have clean x-rays, 2 testicles if stud, good mouth and eyes. As I discussed this with others, I bet a dozen people made the same comment, that there were some great opportunities in that sale, but since they were not planning on them, they didn't know what their x-rays looked like, and thus didn't bid.

Before we find all the reasons why this won't work, because I realize the challenges that fall with this idea. I want you to think about it solely from the buyer's perspective. We ask buyers to come to a sale in Reno, purchase a sale catalog, pay to park at the sale facility, pay \$100 to look at each horse's set of x-rays that they might be interested in purchasing – I just think that is crazy!! Where is our customer service? How can we find a way to make this fun and easier for anyone – be that the well researched horse owner, or the spur of the moment guy who just thinks that horse is cute, to the person who sees the opportunity in a young horse that he/she hadn't looked into yet – to get a horse bought that they know at that the time of sale is sound. Customer Service!

If you have a Select Sale with all clean x-rays it could also better the quality of your Classic sale. Lets say for example purposes only, you have a full brother to our high seller of the select sale this year (One Time Pepto/Love Em N Lena), and in his x-ray he has a small chip in hock. If we chose to sell him, we would disclose that information – his x-rays would be on file with Dr. Carter as well as a full prognosis for soundness. He would look fantastic and likely be a sale highlight of the Classic Sale. If you have a Select Sale with all clean x-rays, my guess is that the number of horses in the sale would decrease. Isn't that a blessing? The Select Sale should be the Cream of the Crop, the 50 to 80 head of the best yearlings and mares in the industry (numbers come from my completely informal, unscientific survey). Do clean x-rays help us get there? If you are tying the sale into a fun evening event, 50 – 80 head fit that schedule much better than 140.

Logistics – Ideas for the clean x-ray scenario

Sifting goes on in June – X-rays on all Yearlings submitted in June for initial sift. If they make it thru your committee then x-ray go to vet committee of two or three veterinarians, who are recognized in our industry, for sifting on a clean x-ray basis, and I am betting they will donate their time to review x-rays. (I will be happy to call Dr. Carter to see if he would donate some time – relatively certain we funded a wing of his clinic.)

Selection is made following the review of x-rays on yearlings in June. Do we ask for an x-ray within 30 days of the sale?

I know this is a bold idea, but when it is ultimately serving our customer – I believe bold is good!

Thinking of our customer first, I believe if our goal is to make it easier, more enjoyable and a better environment for our customers to buy horses through NRCHA sales, in the end, everyone will be well served. Please let me know if I can be of assistance in researching or following up on any of these ideas. I am more than happy to help. Honestly, I am a believer in actions, not just words, so please call on me if needed.

Thank you for all of your work and time.

Amanda

Garth & Amanda Gardiner
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From: Holly Gregory [mailto:Holly@weststates.org]
Sent: Monday, October 11, 2010 2:57 PM
To: Lyn Anderson; Dave Archer; Paul Bailey; Sandy Collier; Howard Erenberg; Kathy Gould; John Hyde; Jay Mclaughlin; Darren Miller; Marilyn Peters; Dan Roeser; Jon Roeser; Carol Rose; Sam Rose
Subject: Fw: NRCHA

NRCHA
Kathy Gould
President
NRCHA
Board of Directors
Byers, Oklahoma

RE: Select Horse Sale

October 2, 2010

Dear Board Members;

This letter is regarding the concerns that breeders of yearling horses for the select sale have voiced following this years auction.

Ø A small number of select breeders met on Thursday to discuss their concerns regarding the sale and it's promotion.

Ø With acknowledgement of the current economy, it appears to the breeders in attendance that there are a variety of methods available to NRCHA to improve the Select Sale as it exists.

Ø Unanimously , the Breeders thought having the Select Sale on Thursday morning was a bad idea. Please see enclosed photo for reference as to attendance for the first horse through the sale.

Here are some comments that we have:

Ø Sift the horses. Keep it to a minimum. Fifty to eighty horses at the maximum.

Ø Have the Classic Sale before the Select Sale. Do not use the Select Sale to "warm up" the buyers at the Classic Sale.

Ø Have some of the trainers come talk about their experiences with the Dams, Grand Dams etc. of the sale horses.

Ø If the two year olds sell before yearlings, there are some buyers who only sell two year olds, that may have money after the two-year-old sale to buy yearlings.

Ø Sellers shouldn't have to pay additional funds to have videos on the auctioneers website.

Ø The Auctioneer shouldn't have other horse sales close to the NRCHA Sale, as it is a conflict of interest.

Ø NRCHA should promote the Horse Show AND the Sale locally. Local media came out right away when I contacted the news station. Joe Putnam said they used to have a media party the night before the show started with a barbeques and rides for the kids. During Reno rodeo the media does the weather (all 3 stations) from the stands, every night.

Ø Entries are requested too early. Horses need at least another month to grow prior to the submittal of sale entries.

The sale should be a spotlight sale, something that people look forward to attending. Having a few cocktails, maybe ask Quarter Horse News, or others to sponsor some appetizers during the sale.

During these tough economic times, take out the "buy back" fees. Consider lowering the entry fees for the Classic sale. Locals would love to sell their horses at the Classic sale, but with entry fees so high and buy back costs so high, they feel they will lose money by entering their horse in the sale.

In summary, the breeders in attendance felt that the word "Select" should mean something, and that if the sifting committee has done their job, these are the VERY BEST NRCHA has to offer for sale. We would like to respectfully request that NRCHA have a breeders committee.

In closing, we as breeders, feel very strongly about these suggested changes to the Select sale. One very prominent breeder did not bring horses this year, because "Thursday morning was going to be a killer to the Select Sale," and many of us feel the same. We thank you for your time in reviewing our comments and serious concerns.

Best Regards,
 Aspen Meadows
 Pete and Marilyn Bowling
 Mary Ann Ferrero
 Art and Sandy Haskins
 John and Kate Hyde
 MC Equine
 Ross and Carol Jenkins
 Oswood Stallion Station
 Gene and Pam Scott

- b. Judges Committee – Sam Rose said the Judges Seminars at Reno went well and we should continue to do these at Limited Age Events.

He also noted that in the past the selection of judges has been left to Bill Enk primarily because people on the Judges' Committee didn't think they needed to select judges but it is now the committee's recommendation that the Judges Committee assist the Judges

Director in Judge Selection. He will come up with 10-12 names for each event and then the committee will make a final selection from them.

Sam noted that he is adamant about the five-judge system although the judging was not good at Snaffle Bit Futurity. Lyn noted that several committee members got major complaints during futurity and they went and watched the runs and did not find one that was valid. Sam said to compare you have to look at all five sheets and about 5 sets and to look to see where the spreads come from. He said the biggest spreads are in the rein work. He said he felt that some of the older judges are not as focused on rein work. We need to do seminars and really go back to the reining part of it and help that.

Sam said he thinks Bill does an excellent job as a coach and supporter. Sandy Collier agreed – she said he helps you see stuff; helps bring group together and he is well-respected in the industry. She said the board should stand behind the judges committee and let them work with him. Carol Rose agreed.

Talking about new judges sheets, Sam said he thinks we need to stay with what we have and try some of these other sheets and see which comes up to be viable sheet. In herd work we're judging the cuts now. Sam would like to take those three lines for the herd work and separate those cuts so exhibitor can see better how the work was scored.

Executive Committee discussed Bill Enk's contract. There was an assumption that he'd still get the same for 2011 as he did for 2010 but Executive Committee wondered in view of economy if we could cut back some cost-wise. Bill had suggested a lesser rate instead of the same rate as the judges. Lyn Anderson noted that Bill showed good faith and that he was a team player, and the board agreed.

Motion: Lyn made a motion we accept Bill's offer Marilyn seconded.

Passed

REPORT FROM BILL ENK:

October 21, 2010

To : NRCHA Board of Directors

Re: Observations from the 2010 Reno SBF

The goal of the Judges at the SBF is always the same , to get the horses that work the best in the preliminaries advanced to the finals, then get the finals placed correctly. I believe we accomplished this goal.

The SBF finals performance was a real success. The top two horses put on a good show, both having outstanding cow works that gave the crowd their money's worth. The finals format was also a plus, getting over before 4:00pm which allowed people to watch the finals and head home after a big weekend.

Events of this magnitude always seem to create more concerns and opinions than the smaller events. This year's SBF seemed to have an abundance of both; the configuration of the herd work pen, the ground, the cattle, and of course the judging. After reflecting on the Futurity, I think the biggest challenge the Judges encountered was the new cow issue. The cattle made consistent calls difficult. This year's cattle were smaller than we have seen in the past and the weather was unseasonably warm. I think these factors contributed to the challenges that were presented in the cow work. The cattle worked fine in the herd work but in the preliminary fence work they were difficult to drive past the center marker. The consideration of the call for a new cow included the following: was the rider in a controlling position and the cow refused to run, was the rider out of position and allowed the cow to turn back, did the cow refuse to honor the horse, or a combination of the above?

Normally all five Judges have a horn to signal for a new cow, but, for consistency reasons, I decided to have the two most experienced Judges signal for a new cow. This seemed to help but the new cow issue left the door open for a lot of “opinions”.

This set of Judges included three Judges that had judged the Reno SBF ten times each, one Judge that has judged all the NCHA major events, and the other has judged enough of our major events to give me confidence in his ability to do the job. All recently have been or are currently in the horse business. These five Judges worked very hard to develop consistency. DVDs were sent to each Judge at home prior to coming to Reno to get the thought processes started. We had daily meetings and video sessions to answer questions, eliminate problems and encourage a cohesive unit. On the Thursday before the finals, the Judges had the day off. We had an excellent meeting and video session which set us up well for the finals.

The five judge system again showed its worth. The nature of five different opinions allow for spread in individual scores. When you throw out the high and the low, the three middle scores will generally be close. This will reflect the true value of that run.

Some sets of Judges seem to mesh together better than others. When selecting these individuals there are various factors that are considered; who has leadership abilities, who is qualified in all three disciplines, who is strong and where, who judges just for the paycheck and who is dedicated to get it right, who has slipped and who has the feel and is getting progressively more knowledgeable, who is over used, etc. ? The Reno SBF limits the Judges pool even more because several of the good Judges also show at this event. Brothers cannot judge brothers, [for example, Ingersolls, Williamsons, Roesers), family members cannot judge family members (Jim Paul), and the restriction of only judging one major event per year. At one time, I used some of our better Judges at the winter aged events then brought them back to the Reno SBF. This did not seem a conflict because of the age difference in the horses shown.

My thought now is to get the Judges Committee more involved in the selection process once again. At our next Judges Committee meeting a list of Judges for each major event will be presented, with alternate choices for committee input. This approach was attempted eight years ago and the Committee decided there would be a conflict of interest on some of their parts. I am going to give this option another go and am looking forward to their input.

Our judging pool at the highest level is fairly small and continues to be a challenge from time to time. We are continuing to develop new top flight Judges to assist with the judging decisions at our major events as well as at weekend shows. It takes time that includes commitment, continuing education and actual judging experience. In the man time we are doing our best to get these events judged correctly. Seeking perfection in a subjective sport is stimulating. With the help and backing of the Judges Committee and the support of the Board with your leadership we have an excellent chance for continued success.

Currently, there are four Judges Seminars scheduled for 2011 with one or two more possibilities. The new cow issue will be a teaching priority. I am scheduled to go to the American Quarter Horse Association World Show, at their invitation in November, representing the NRCHA, to assist the Judges with the Working Cow Horse events. Generally, there is a NRCHA Judges Committee meeting held at this event. I look forward to meeting with the Committee Members for their input.

Sincerely,
Bill Enk, NRCHA Director of Judges

- c. Executive Committee Report - Howard Erenberg gave a Budget review that encompassed a historical review of NRCHA entries and added money. Much discussion on budget.

I. Approval of Minutes from August 24, 2010 Board Meeting

Clarify that in the World’s Greatest Horseman - Leaving added money at \$70K and reducing the entry fee from \$3500 to \$3,000.

Motion Motion was made by Lyn Anderson to approve minutes as corrected above.
Marilyn Peters seconded.
Passed.

II. Committee Reports continued

- d. Non Pro Committee - Paul Bailey said he held a Non Pro meeting at Snaffle Bit Futurity – notes below. And he said the biggest thing people want is to find an area where they can compete successfully, and one part of that was whether to make Intermediate Non Pro as a standalone class for the Futurity and other events. Non Pros liked that but he felt it was too late for getting it done this year. He also said they didn't like having the show going on during the sale.
He wonders if Amateurs could enter up to Intermediate Non Pro for just the \$450 fee. He proposed to think about letting the Intermediate Non Pro enter up or enter down and some ideas were discussed on that note, as well as ways to increase participation.

Motion: Marilyn Peters made a motion to change the number of Non Pros qualifying for the Snaffle Bit Futurity Finals to a minimum of 15 horses or 30 per cent – whichever is greater with a cap of 20 horses and to change the number of Intermediate Non Pros qualifying for the Snaffle Bit Futurity Finals to a minimum of 10 or 30 percent whichever is greater with a cap of 20 horses. (This would change rules 10.6.2.4.2 and 10.6.2.5.2). Then delete this 10.6.2.5.3 sentence - the payout will be in accordance with rule 7.2. This motion was seconded by Paul.

Passed.

Non Pro Agenda Items for November 2010

- Intermediate Non Pro Limited Aged Events
 - Discussion on the possibility of having the Intermediate Non Pro class as standalone class for the NRCHA Futurity and major events.
 - The majority of the Non Pros present thought that this would be a good idea.
- What can we do to spur the growth of our Non Pro classes?
 - The overwhelming opinion in the room was that many Non Pros feel that they are just “feeding the pot” and that it seems like the same group of people tend to win every time in the Non Pro division at the major events. **Everyone was quick to explain that this select group of people are wonderful riders and deserve these wins**, but at the end of the day it starts to beat you down if you don't feel like you have a chance to win some money.
 - There was definitely a feeling of concern that if changes are not made to even the playing field through having a standalone Intermediate Non Pro class, adding money to the payout, and decreasing costs, that Non Pro numbers will continue to decrease.
 - Concerns were expressed about the fact that the Non Pros pay the same entry fee for the NRCHA Futurity that the Open Division pays but the payout is substantially less because of the smaller amount of entries. How can we change this?
 - Concerns were also expressed about the costs associated with the large events such as the Futurity and Derby. Many are being priced out of the competition.
 - Specific concerns were addressed with respect to *stall fees*. Some people come to the Futurity just for the Horse Show classes thus they are only there for a few days. *Why should they have to spend \$200 for a stall?*
- Non Pro Futurity Finals – Schedule
 - Non Pros didn't feel like they had the proper opportunity to warm up their horses as sale horses were being warmed up in the same area.

- Non Pros felt that the sale definitely took precedence over their performance.
- Non Pros felt like they were not given the recognition that they deserve. There were no announcements or anything that made their awards ceremony special.
- Number of finalists that are brought back at major events
 - Changing the limit of 30% to a minimum of 15 total finalists OR 30% whichever is greater.
- Michelle Johnson – Non Pro Committee recommends removing her NP status. **Board agreed.**

Board agreed with the Non Pro Committee's recommendation of removing Michelle Johnson's Non Pro status.

e. Youth Committee - Paul Bailey

Mr. Lonnie Krause had requested a rule change to allow his grandson, Collin, to ride a stallion in youth classes. Board did not make such a rule change and noted that youth could ride stallions in other classes, just not Youth classes.

Youth committee requested setup like last year at Celebration of Champions for the youth area.. They would also like to hold the Wild Bunch class at the Celebration again. Board approved and said everyone would have to be in costume in the Wild Bunch class.

Paul noted that the Youth had 30+ entries in steer daubing in Reno. Thanked board for allowing them to have this.

One thing they would like a bylaw change to add a reporter as officer for youth association. Board suggested they do this now informally and then get it as a bylaw next year.

f. Rules Committee –Lyn Anderson

CURRENTLY THERE ARE TWO ITEMS WE NEED BOARD APPROVAL TO GET THEM INTO THE 2011 RULEBOOK.

1. IS THE NOVICE HORSE MONEY TO BE BASED ON LAE EARNINGS OR LTE OF THE HORSE??

THE MAJORITY OF THE RULES COMMITTEE FEEL LAE EARNINGS. THIS MAKES IT CONSISTENT WITH HOW THE RIDER ELIGIBILITIES ARE DETERMINED FOR LAE.

Motion: Motion was made by Marilyn Peters that novice horse eligibility money will be based on Limited Age Event earnings. This was seconded by Carol Rose.

Passed

It will be discussed later whether or not to count earnings as of the real date or leave them at what they were at the beginning of year.

2. CHANGING THE NE DEFINITION FROM "Failure of an exhibitor to attempt to complete the work" to "Failure of an exhibitor to attempt to work the pattern"

The complete the work part might be throwing the Judges off a little if the rider is schooling and rides out before completing the pattern etc. WE HAVE BEEN HAVING EXCESS USE OF THE NE DESIGNATION THIS YEAR AT THE WEEKEND SHOWS. THIS CHANGE AND A LETTER TO THE JUDGES FROM BILL IS HOW WE PLAN TO GET THE WORD OUT.

Motion: Motion was made to change the NE definition from "Failure of an exhibitor to attempt to complete the work" to "Failure of an exhibitor to attempt to work the pattern" by Lyn Anderson . This was seconded by Marilyn Peters.

Passed

VOTE ON PATTERN CHANGES TO 3 1/2 SPINS, PATTERNS 3 AND 7.

Motion: Motion by Carol Rose to change 3 & 7 from 2 ½ spins to 3 ½ spins. This was seconded by Lyn Anderson.

Passed

One opposed

FROM BILL ENK, SUGGESTED WORDING IMPROVEMENTS:

Motion: Motion was made by Lyn Anderson to make this change in wording: On page 65 after the paragraph that ends in "using his front end to balance and turn". ADD: When attempting to make an open field turn, it is preferable to separate the turn from the circles. This can be accomplished by making an open field turn, then changing sides before circling, or briefly hesitating after the open field turn before attempting to circle the animal in the same direction. In either case it is important to show separation in the circle and turn maneuvers..

The next paragraph: Change to: The contestant must get a minimum of one turn in each direction when attempting the fence work.

Seconded by Marilyn Peters.

Passed.

Motion: Motion was made by Dan Roeser to change 10.1.2.1 to say in Limited Age Events with 50 entries or more in Open or Non Pro there must be a separate draw. Seconded by Marilyn Peters

Passed.

Putting late entries at the bottom of the draw instead of the top was discussed. Board to consider this later.

g. Ethics committee - Howard Erenberg

All the 2010 Snaffle Bit Futurity judges signed a protest against Casey Branquino for staring down the judges. Bill recommended \$500 fine and letter of apology and 12 months probation for violation of rule on unsportsmanlike conduct and disrespect of judges and show management. 14.1.2 page 42

It was the consensus of the board to go with Bill's recommendation. Howard Erenberg is to send letter.

- h. Sponsor Committee Report - Sponsorship Committee Chairman Carol Rose said there was a budget income increase for 2011 of \$32,500 for the Celebration of Champion plus an increase of \$45,000 for Snaffle Bit Futurity. Beginning with 2011, Circle Y Derby will be managed by NRCHA. Carol has a verbally approved \$32,500 contract per year for next three years from Circle Y ranch for Circle Y Ranch Derby and Breeders Sponsorship. Carol said that she and Cheryl Magoteaux went to Denver to visit with Cinch about the title sponsorship in a multi-year contract. The result of that meeting was that, starting in 2011 the NRCHA Snaffle Bit Futurity will be Cinch NRCHA Snaffle Bit Futurity – through 2015 and going forward.

Carol Rose said that she needs help getting some world show saddles. \$2500 per saddle and they get the perks at Snaffle Bit Futurity.

She then reviewed current sponsor relationships of the NRCHA.

i. NRCHA Stakes

Proposals for holding the 2012 event

Proposal was received from Horseshoe Park Equestrian Centre, Queen Creek, Arizona and from Amarillo National Center and one from Great Southwest Equestrian Center – were also be passed out at the meeting.

Much discussion on proposals – Board is to revue and make a decision by next Board meeting..

j. Election Committee - Marilyn Peters noted that we had received nominations from Carol Rose, John Ward, Kathy Gould, Sandy Collier, Dan Roeser, Jon Roeser, Jay McLaughlin, Ramona Koch, Kevin Stallings and were expecting Ramona Koch and Jim Spence – Cheryl explained that she left for the plane before the deadline and that is what she had at that point.

Marilyn is to call to verify nominations.

k. Stock horse News Committee –

Cheryl Magoteaux noted that John Ward had an idea of changing publication dates so shows covered in Stock Horse news would be more current.

Cheryl and Darren Miller to tweak and come up with a plan for this

l. Affiliate Committee – Marilyn Peters presented the Cow Horse College program.

To: NRCHA Board of Directors

This program was created following the meeting in Las Vegas. We feel strongly that this is a great direction to promote growth for both our affiliates and our NRCHA membership and would like to present this as a proposal to the board for 2011.

We are very excited about getting this program going and think it will be a great first step in beginning to “sell” the NRCHA to a new market, create good will and grow our membership.



NRCHA Cow Horse Camp (or College) A National Reined Cow Horse Association Regional Experience Program

When: Beginning in 2011. (These clinics need to be scheduled and organized so that news of them can be released in early December, in *Stock Horse News* Dec-Jan issue, and through press releases and advertising, as well as through NRCHA's FaceBook and E-Cow Work. Then they would begin in February.)

What: A Series of Seven Different Events to introduce people of all levels of riding expertise to the Reined Cow Horse event and give them an opportunity to be informed about the opportunities and benefits of the National Reined Cow Horse events, and to learn some basics of showing a reined cow horse. It will also serve to highlight the NRCHA's entry-level classes – such as the Non Pro Limited and Youth Limited which do not require them to go down the fence.

From green beginners to professionals from other disciplines, this program will provide a vehicle for participants to have fun while trying their hands at rein and cow work. They can opt to ride in the clinic or to attend as spectators. Hopefully, after this introduction to the event, participants on both levels will want to eventually become members and participants.

Where: Tucson

Georgia or Florida

Texas or Oklahoma

Ohio

Idaho

California

Colorado

And others as determined.

How: Events will consist of hands-on two-day clinics featuring training from NRCHA Professionals and will also include a special competition for participants only. There should be a minimum of 4 – 6 trainers for each clinic. Additional volunteers would be Non Pros and other members, helping with clinic, as well as some NRCHA Judges volunteering for judging information sessions, as well as judging the competition and providing constructive critiquing. The goal is to involve a large section of NRCHA members as volunteers to give the participants a broad view of the industry and the friendliness and helpfulness of NRCHA members.

Besides learning about the reined cow horse industry and having a chance to try riding a reined cow horse, or to try it on their horse, another benefit for the participants would be that if they do go forward and decide to show in an NRCHA event, they'll actually likely know some people when they get there.

A minimal fee will be charged for participation; slightly smaller fee for auditing the clinic. Fees collected throughout the year for clinic participation will be used the next year as additional added money for Open Level One and Amateur classes at NRCHA Premier Events.

We feel it this is a perfect opportunity for promotion of the reined cow horse industry and would like the NRCHF to fund this program with a stipend of \$1,000 for event. This will allow the purchase of awards for

the class winners, plus cattle or facility costs if there is no available donor. All these funds will be managed by the NRCHA office and kept in a special fund along with the moneys raised by clinic enrollment fees. At the end of the year, all funds left over will be used to fund added money for the entry level classes at NRCHA Premier events for the following year.

Steps to Success:

1. Affiliate Committee to refine and tweak the outline for the program
2. Give edited outline to the Non Pro and Professionals Committee for their input
3. Ask for people to volunteer for:
 - a. Hosting the event (donating facility)
 - b. Provide Cattle
 - c. Provide Clinic Horses
 - d. Serving as event coordinator (orchestrating all the details)
 - e. Instructors for the event
 - f. Clinic Staff
 - g. Clinic Judge
 - h. Reporter/Photographer
4. Firm up dates for each Clinic, then get information to NRCHA Office for publicity/advertising
 - a) NRCHA Office will create poster/fliers for each clinic to be displayed and distributed locally by local volunteers
 - b) NRCHA Office will issue press releases on each event to national and local media
 - c) NRCHA Office will distribute information on each event through web site, FaceBook and E-Cow Work, and *Stock Horse News* if schedule permits.
 - d) NRCHA Office and local affiliates would be asked to provide materials for attendees. These packages would include current *Stock Horse News* copies, membership applications, rulebooks, information about local affiliates, and any other applicable items, etc.
5. After the event, provide a list of participants to NRCHA Office, who will then add them to mailing list, e-mailing list.
6. After the event, provide news of participation, winner of jackpot, other news AND photos to NRCHA office for use in post-event press releases, articles in *Stock Horse News* and on web site and other media outlets.
7. After the event, send collected entry fees to be used for to promote growth in entry level area.

Marilyn asked for an OK to go forward. Lyn Anderson asked her to include Canada. Marilyn will try to find someone in each area. If board agrees, make an announcement and ask for people to be on the team and plan for spring/summer to begin this program.

Motion: Dan Roeser made a motion to adopt this proposal for the Cow Horse Camps program. Jay McLaughlin seconded the motion.

Passed.

III. New Business

- a. Intermediate Open Eligibility – This was one of the issues they talked in the professionals meeting about doing something with this but no consensus was reached. They thought we should address whether we use lifetime or horse show earnings. Kathy sent material home with Todd Bergen to review and the board will look back at this in

January. Darren noted most think that you can't be out of intermediate before you've won X amount. What about Les Vogt. Benny Smoky and all of them? If you won futurity or over a million, you can't come back.

No action at this time except to look at whether 30 riders ineligible is right – may be 20 or 40 is a better number.

Minutes from the professionals meeting were reviewed.

- b. Celebration of Champions Update – schedule is same as next year – Paul wants to come up with schedule for NRCHA meetings so more can attend
 - e) Credit Card Proposal from Velocity Payment Systems was reviewed. NRCHA Accountant will review to see if there is enough benefit for NRCHA to do this.
- f. NRCHA Membership Comparison - Cheryl Magoteaux reported membership was up 3%.
- g. **Motion:** Lyn made a motion to renew Ron Bidnick's contract to sell the NRCHA merchandise and Jay McLaughlin seconded.
Passed
- h. Limited Age Event Boxing Class for 2011 – This was discussed. Limited Amateur Non Pro is what they call in Colorado. Also have amateur derby but can't show same horse at same show. \$7500 limit even if you have already gone down fence. Probably common draw herd and rein and separate in cow work. Discussion – no action.
- i. Old Business
 - a. Vendors at NRCHA Celebration of Champions we discussed and it was decided to only have vendors with self-contained rigs.
 - b. Report on NRCHA Web Site Interactive – Cheryl Magoteaux reported this has been very popular with members.
 - c. Long Range Planning Proposal – No action on this issue. Reconsider at later meeting.

Motion: Motion to adjourn by Lyn Anderson and seconded by Jay McLaughlin.

- j. Adjourned