

**Growth & Development Committee
2026 NCHA Convention Agenda
June 20, 2026 • 1:00 pm – 3:00 pm
Mission Bay
South Point Hotel • Las Vegas, Nevada**



1. Call to Order and Roll Call
2. Mission Statement
3. Make recommendations regarding the direction of NCHA for future growth, promotion, sponsorship, marketing development, including programs that promote the cutting horse and support membership growth.
4. Recommend policies and coordinate with the Directors of NCHA Marketing & Sponsorship on all phases of annual marketing campaigns for sponsorship growth.
5. Discuss which classes riders should be allowed to show lease horses in, if any.
6. How to provide a VIP experience at NCHA Triple Crown events.
7. Review previous successful cutting models and consider offering a flag class activity to promote our sport and gain new cutters.
8. Report of director calls to new members and members who did not who did not renew.
9. New ideas to grow and retain membership.
10. New Business
11. Election of Chairman & Vice Chairman
12. Adjournment

Director Call Program

Growth & Development Committee

NCHA Directors volunteers have been making calls to New members, they were sent new member call list for this reporting period the 2nd and 3rd quarter of 2025 and 1st quarter of 2026. The program launched in 2024 and has been successful based on member feedback and some reporting. With over 200 calls initiated through the call portal plus many more outside of the portal and via email. Improvement is needed in use of the online form provided to callers to truly measure success of the program. We will continue to improve this program to better serve our members. New members also receive an "Welcome" eblast from the office with resources and information on upcoming shows and events.

In addition, the same group has taken on a new program to contact non-renewing members after April of each year by personal phone call or email launched April 30, 2026, The program is set up with a call form also and use of the form will help us measure the success and completion of the calls and follow up on renewals.

It is early to measure this effort at this time, but we hope to have more information by the time we get to convention.

Reasons for not renewing typically relate to:

- Health
- Horse Health
- Cost of Cutting
- Show availability

2025 Recap

Total Members	11,982 (includes 886 youth)
New Members	1,213
Membership over 60	43%