

NCHA EXECUTIVE COMMITTEE CONFERENCE CALL
May 1, 2019
4:00PM Central

A conference call of the Executive Committee of the National Cutting Horse Association was held on May 1, 2019 at 4:00PM Central. Those present were: President Phil Rapp (present in office), President-Elect Ron Pietrafeso, Ernie Beutenmiller, Rock Hedlund, Skip Jones, Matt Miller, Tatum Rice, Tommy Neal, Sharon Overstreet, Lachlan Perks, David Pilcher, Ronnie Smith and Kristen York. Member not available for this call was Vice President Steve Norris. Also present were NCHA Interim Executive Director Lewis Wray, NCHA Director of Shows Shianne Megel and NCHA Executive Assistant Cathy Marie Aleff.

President Phil Rapp called the meeting to order at 4:02pm and David Pilcher offered a prayer before the meeting commenced.

SUPER STAKES UPDATE

Director of Shows, Shianne Megel provided the Executive Committee with some Super Stakes updates with the change in schedule this year.

Overall in the Super Stakes results are as follows:

- Entries were down over 100 entries and up 120 in the Classic.
- Practice pens revenue was down 3.7% from last year and 2% over last 5 year average.
- Stalls were more effected by the schedule and down 12.5% from last year and down 10% over last 5 year average.
- Booth rental from the tradeshow has not been booked officially yet but preliminary numbers showed we were down about \$17K - \$20K in revenue from the tradeshow.

Feedback was heard from both sides of what a success the schedule was and opposite side how many people felt like it needed to go back to previous.

In terms of financial performance, practice pen, stalls and tradeshow does seem to be down.

If that is an investment that NCHA is willing to make to enjoy some of the benefits of that schedule is something that we need to discuss down the road.

Ernie Beutenmiller inquired about the effect of the team sorting have on our event financially? NCHA received revenue from the stall rental (roughly 100 stalls). Best practice was to develop the relationships of good will and the provide dividends down the road. We hope to develop membership exposure from these types of events. I don't expect that we will see a big change in the P&L of this year's show as compared to last year's show with their involvement.

Sharon Overstreet also inquired about tickets handed out to the team sorting group during the Super Stakes. Is there any way to track and see if any of those members attended the cutting? Their event was held a different weekend of the ticketed performance so we were not able to see those results. Staff was in place to offer free membership option with NCHA. We did sell some horses and saddles, vendors like Sombrero Hats reported selling a lot of summer hats and a big trailer was purchased as well. They were noted on the grounds.

Tatum Rice asked for more clarification on the why the schedule made for less stalls. Shianne did provide feedback from further research and discussions with Keith out at the show and the trend that he was noticing was that people could bring in a set of horses at the beginning of the show and then they were able to take a trailer home and bring back their amateur and non pro horses and have two horses within each stall where typically they may have all had to come at the same time. This year they were able to provide some economy to themselves.

Final number on the stalls was 803 and we had a revenue of \$211K. Last year revenue was about \$241K. Stall prices were the same this year as last year.

In addition, we are working with Lach Perks and the Marketing department in formatting a survey that will be reminiscent of the survey that was sent prior to the event so that we have some comparisons and provide feedback to make improvements for next year.

Shianne Megel also took the time to recognize and commend Cari Claxton in our Show Office. She does a great job and approaches each task with the best of intentions in wanting to help each member. We have received so many compliments about her from the show. If not at convention, I welcome you to seek her out at the Summer Show and thank her in person for her efforts.

SUMMER SPECTACULAR UPDATE

At this time, Summer Spectacular entries are down when you compare what we have in office now to what ran in 2018.

- In the Derby, we are at 176 entries and we ran 218 in the open last year.
- In the Non Pro, we are at 100 entries and we ran 122 in the non pro last year.
- In the Classic Challenge, we are at 104 entries and we ran 129 last year.
- In the Non Pro, we are at 89 and ran 95 last year.

With that being said, when you compare the entries we have year to date to the total entries we had last year it is not as alarming. It is not impossible to reach that 200 mark again this year. Maybe that says a lot about our late fee structure or what are members are willing to invest in paying the late fee so that they know what horse they have going in.

FUTURITY UPDATE

Third payment Futurity was today, May 1st. We are currently sitting at 596 in the Open as compared to 649 in 2018 and in the Non Pro we have 151 as compared to 181 in 2018. From what she understands, gaining more than 50 horses seems difficult. We hope to have more entries in the mail today and gain more during our 10 day grace period.

Lach recommended that we consider putting this data in the form of a line graph to assist in viewing the numbers and to be more beneficial as a productive tool.

EASTERN NATIONALS UPDATE

The Eastern P&L is all but finalized now and we made \$26k without booking support from the Visit Jackson that could be in the amount up to and NTE \$22K. We hope that award will make that total increase.

WESTERN NATIONALS UPDATE

Ron Pietrafeso is working very hard on the final details on the Western and we are optimistic for continued successful in Denver.

EXECUTIVE SESSION

MOTION was made by Ron Pietrafeso and **SECONDED** by Ernie Beutenmiller to go into Executive Session. **MOTION PASSED.**

GENERAL SESSION

MOTION was made by Ernie Beutenmiller and **SECONDED** by Lach Perks to move the meeting back into general session. **MOTION PASSED.**

ADJOURNMENT

There being no further business to come before the committee, **MOTION** was made by Ron Pietrafeso and **SECONDED** by Lach Perks to adjourn the conference call. **MOTION PASSED.**