

NCHA EXECUTIVE COMMITTEE CONFERENCE CALL MINUTES
JANUARY 13, 2022
11:00AM Central

A conference call of the Executive Committee of the National Cutting Horse Association was held on Thursday, January 13, 2022 beginning 11:00AM central time.

Executive Committee members present were President Ora Diehl, President-Elect Ted Sokol, Vice President Toddy Pitard, Kristen York, Byron Green, Sharon Overstreet, Tommy Williams, Skip Jones, Matt Miller, Ernie Beutenmiller, Casey Green, and Tatum Rice. Members excused were Rock Hedlund and Kirby Smith. Executive Director Jay Winborn, NCHA Treasurer Denise Seiz, Director of Shows Shianne Megel, Manager of Shows Joshua Valdez, and Cathy Marie Aleff were also in attendance from the NCHA Office on this call.

The Executive Committee meeting was called to order at 11:04AM and roll call was taken.

President Ora Diehl addressed the members of the call with the purpose and action items that need to be addressed.

VICE PRESIDENT CANDIDATES – TED SOKOL

President-Elect Ted Sokol updated the committee members with the recommendation from the VP Selection Committee that met on a conference call January 11, 2022. The VP Selection Committee presented two qualified candidates Mark Senn of Georgia and Raymond Shumate of Texas as their final candidates to run for Vice President of the NCHA for EC approval.

Vice Presidential election period will run from April 4th through May 13th and will be administered by our third-party firm, Simply Voting Inc. We will host a series of VP Candidate Calls the week of March 14-17 to give each candidate an opportunity to highlight their campaign with Directors and address any questions of members in their region.

After the Executive Committee reviewed this recommendation presented from the VP Selection Committee, a **MOTION** was made by Toddy Pitard and **SECONDED** by Sharon Overstreet to accept and approve the recommendation of the two qualified candidates, Mark Senn and Raymond Shumate to run for Vice President of the NCHA. **MOTION PASSED.**

SUPER STAKES SCHEDULE – SHIANNE MEGEL

Director of Shows Shianne Megel presented the tentative schedule for the 2022 Super Stakes to the Executive Committee. This tentative schedule supports 8 set days with all works in the coliseum and finals for each division to fall at the end of the week. This is subject to change based on entries and will be adjusted accordingly. The 2022 Super Stakes will run from March 24 – April 16 and the schedule is available to view on the NCHA website under Produced Events.

A **MOTION** was made by Ernie Beutenmiller and **SECONDED** by Ted Sokol to approve the tentative schedule for the 2022 Super Stakes as presented. **MOTION PASSED.**

EASTERN NATIONALS SCHEDULE – SHIANNE MEGEL

Director of Shows Shianne Megel presented the tentative schedule for the 2022 Eastern Nationals to the Executive Committee. Show Management recommends eliminating a day at the beginning of this schedule to offer more travel conveniences. NCHA is excited to offer this experience at a new location this year in Louisiana. The 2022 Eastern Nationals will run from March 4 – March 12 and the schedule is available to view on the NCHA website under Produced Events.

A **MOTION** was made by Byron Green and **SECONDED** by Toddy Pitard to accept the tentative schedule for the 2022 Eastern Nationals to be held in West Monroe, LA as presented with the recommended change of eliminating one day by Show Management. **MOTION PASSED.**

Members of the Executive Committee inquired about an update from the show department on invitational letters for the Eastern Nationals. Shianne Megel was pleased to address this request and will be providing an update at the next EC meeting.

APPROVED LAE SHOW CALENDAR – SHIANNE MEGEL

Director of Shows Shianne Megel addressed the members of the Executive Committee with the recommended Approved LAE Show Calendar for June – December to complete this point year. This recommended calendar of show events was approved and provided by the Approved LAE/ Show Producers Committee for approval.

After discussing, a **MOTION** was made by Ernie Beutenmiller and **SECONDED** by Kristen York to approve the Approved LAE Show Calendar for June -December as presented. **MOTION PASSED with one (1) member choosing to abstain.**

NCHA PRODUCERS CALENDAR												
June-Nov 2022 Requested Dates												
Applied 2022 Dates	days	Added \$\$	Applied 2021 Dates	days	Added \$\$	2020	2019	2018	2017	2016	Show Name	
June 3-5			cancelled			May 29-31					NCHA Convention	NCHA
June 25-26											NCHA Days	
June 9-19	11	95,000	June 9-19	11	95K	June 9-16	8	\$153,000			The Non-Pro + The Open	Admire OK Della Hillerman
June 10-19	10	207,000	June 11-20	10	207K	June 5-14	10	\$207,000			PCCHA Derby/CICh	Las Vegas NV Tami Rodman
May 19-28			Cancelled June 26-July 3	8		June 21-27					Western Nat'l Championships	Denver CO NCHA
July 12-Aug 6			July 12-Aug 9	28		July 12-Aug 2					Summer Spectacular	Fort Worth TX NCHA
Aug 13-21	9	276,000	Aug 14-22	9	276K	Aug 8-16	9	\$273,500			West Texas Futurity	Amarillo TX Cheryl Callis
Aug 26-Sept 4	10	107,000	Aug 27-Sept 5	9	101K	Aug 21-30	10	120K?			Idaho Cutting Horse Fut & Aged Event	Nampa ID Theresa Nelson
Sept 4-11	8	150,000	Sept 5-12	8	150K?	Sept 6-13	8	\$150K ?			Cotton Stakes/Robert C Brown	West Monroe LA Gwen Coie Shauna Reinhardt
Sept 6-11	4	94,500	Sept 7-12	6		Sept 8-13	6	\$75,000			Black Elk Fall Series Aged Event	Ponoka Rancho Murietta CA
Sept 10-18	10	103,000	Sept 11-19	9	147K	Sept 4-13	10	\$143K			Cascade Futurity & Aged Events	Canada Robin Powell
Sept 20-23	4	67,000	Sept 22-26	4	65K	Sept 23-27	5	\$77K			Canadian Spectacular	Red Deer AB
Sept 22-Oct 1	10	304,500	Sept 22-Oct 3	10	331,5K	Oct 1-10	10	\$331,500			PCCHA Holy Cow Perf. Horse Futurity/Cutting & Gelding	Las Vegas NV Tami Rodman
Sept 27-Oct 2	6	21,000	Sept 28-Oct 3	5	21K	Sept 29-Oct 4	6	\$21K			Quarter Horse Congress	Columbus OH Carol Osborne
Sept 27-Oct 1	5	100,000	Oct 12-17	6	150K?	Oct 14-18	5	\$150K			Calgary Stampede CH Futurity Presented by Wrangler	Calgary AB Canada Robyn Kurbel Marcy Blanchard
Sept 28-Oct 2	5	34,000	Sept 29-Oct 2	4	34K	Sept 30-Oct 3	4	\$34,000			Michelle Lynn Holroyd Foundation Benefit Cutting	Bryan TX Kim Cox
Oct 4-17	14	585,300	Oct 6-17	12	274K	Sept 16-27	12	\$274K			Brazos Bash	Weatherford TX Kim Cox
Oct 21-29	9	225,000	Oct 22-30	9	225K	Oct 24-31	8	\$175K ?			Southern Cutting Horse Fut.	Jackson MS Gwen Coie
Oct 23-30	8	99,950	Oct 24-30	7	99,5K	Oct 26-31	6	\$99,500			Utah CHA Futurity & Aged Event	Ogden, UT UT Kathryn Webb
Nov 1-6	6	46,000	Nov 2-7	6	46K	Nov 3-8	6	\$46K			The Waco Texas Futurity	Waco TX Kim Cox
Nov 16-Dec 10			Nov 15-Dec 13	28		Nov 19-Dec 13					1NCHA World Champ. Fut.	Fort Worth TX NCHA

CIRCUIT PROGRAM – JOSH VALDEZ

Manager of Shows Joshua Valdez presented a comprehensive report from the Circuit Program as a result of the 2021 Circuit Finals entries to the Executive Committee. A copy of the report summary is shared in these minutes.

National Circuit Program: 2021 Circuit Finals Report

This document is to serve as an analysis of the participation at the 2021 Circuit Finals. This analysis can assist in evaluating the efficacy of the program, needed changes and as a benchmark used to compare growth in future installments of the program. Twelve circuit finals were held in 2021. Each show had varying levels of success. This can be partially tracked with the data given here, however, the full extent of the program's success can only be found when pairing the numbers with the emotional recognition that a considerable amount of the membership had in participating at the circuit finals.

The following data points consist of the total participation at the circuit finals, total circuit contestants, total number of contestants by class, and the level of in-circuit participation. The information gathered comes from the results submitted to the NCHA office and is based on the total entries entered in the circuit finals class and the participants entered in one championship weekend class. i.e. The weekend championship open class had 8 entries on Friday, 10 entries on Saturday and 9 entries on Sunday; the data point for the open class is 10.

Total Participants

Total Participants	1797
Total Circuit Contestants	1233

Each circuit finals event was held as a show within a championship weekend show. Total participants do not include LAE entries. A show's size does not determine the level of participation at the circuit finals, however, is a marker for other tendencies within the show and the circuit itself.



Total Participants	
Circuit	Total
Sunshine Circuit	241
Cotton Circuit	195
Cactus Circuit	185
Great Lakes Circuit	172
Alamo Circuit	153
Heartland Circuit	144
Appalachian Circuit	143
Oiler Circuit	142
Red River Circuit	131
Redwood Circuit	107
Big Sky Circuit	96
Aurora Circuit	88

We can infer that cutting's hotbeds are thriving; Sunshine, Cotton, Cactus, and Alamo all produced large entry circuit finals events. Some exciting information comes from the more underserved areas of the country that are not typically over-represented. The Great Lakes Circuit Finals show, for example, turned in the 4th largest circuit finals event and the Appalachian Circuit, respectively, was the 7th largest and is comparable to some of the more typical parts of the cutting world.

Total Circuit Contestants

Total circuit contestants note the total entry count of qualified entries at the circuit finals shows. Sufficiently to total entry counts, we can conclude that certain hotbeds of cutting are participating in the circuit program at the circuit finals level. Once again, Sunshine, Cotton, Cactus led the way with the number of circuit finals contestants. Nonetheless, that isn't necessarily true across the board. In certain hotbeds, primarily in

Oklahoma and Texas – the heart of cutting, the participation level decreases. What explains this phenomenon? The thought that the circuit program is directly catered to cutters that are not typically located in the heart of the sport could be one. The I-35 corridor in Oklahoma and Texas can be LAE focused while weekend cutting is prioritized more so as you leave the area. Also, the environment that shows were subject to could be a supplemental explanation. For example, the Red River circuit finals were held as a Wednesday-Thursday-Friday show to stay off of the AQHA world show. The time of year could also be noted; The fall is typically a time that trainers focus on their futurity horses rather than hauling to weekend shows.

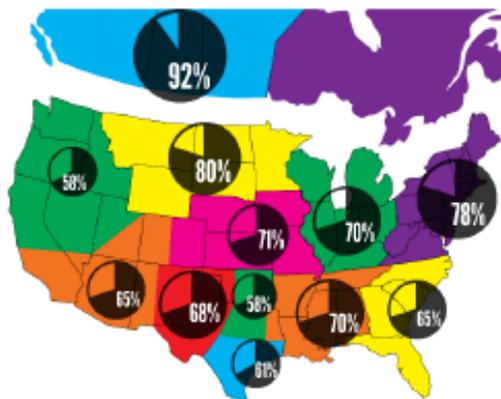


Total Circuit Contestants	
Circuit	Total
Sunshine Circuit	156
Cotton Circuit	136
Cactus Circuit	121
Great Lakes Circuit	121
Appalachian Circuit	112
Heartland Circuit	102
Oiler Circuit	96
Alamo Circuit	93
Aurora Circuit	81
Big Sky Circuit	77
Red River Circuit	76
Redwood Circuit	62

More in the north (Aurora, Big Sky, Redwood), we can see a lower count of circuit entries. Although I do not think that we can generalize the cause of the lower circuit entry counts in the three. Each faced unique challenges. Two that I believe are admissible (Aurora -COVID mandates; Big Sky – Drought caused venue/date change). The Redwood, however, brings to light that 1) the circuit is entirely too big and 2) the dates of the show in the fall are critical to the success of a circuit final. One of these has been tackled with the addition of the *Pioneer Circuit*.

Circuit Contestants vs Total Participants

% of Participants	
Circuit	%
Aurora Circuit	92%
Big Sky Circuit	80%
Appalachian Circuit	78%
Heartland Circuit	71%
Great Lakes Circuit	70%
Cotton Circuit	70%
Oiler Circuit	68%
Cactus Circuit	65%
Sunshine Circuit	65%
Alamo Circuit	61%
Red River Circuit	58%
Redwood Circuit	58%



From participation percentages, we can conclude that circuit finals in the south have a lower circuit contestant to general participant ratio. The premise for this, I believe, is that many World Finals haulers hit a number of these shows as the point year came to a close.

The Aurora Circuit outperformed any other circuit in

percent of in-circuit contestants. While it is obvious that complications with border crossings made this circuit a more tight-knit group, it is not easily understood that the timing of shows in the north has an impact on this level of participation. Comparing the Redwood circuit and Aurora, we can see a 34% difference in the circuit participation rate. This can be pinned on the Aurora Circuit Finals being held six weeks prior in October, maintaining any snowbirds that typically travel south for the winter. This can also be supported by the 80% rate in the Big Sky Circuit show held September 23-26. The Redwood circuit finals were held November 10-13, beyond the time that many of their cutters either move south or turn out their horses until spring.

Circuit Contestants by Class

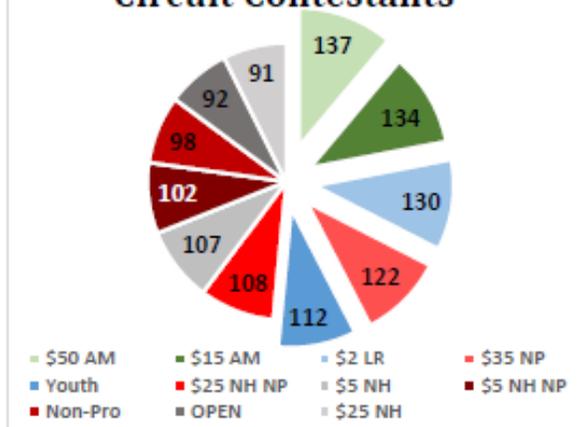
A look at the 2021 circuit contestants vs all 2021 weekend entries can be seen on the table below. The information that we can gather from this is noted in the far-right column. Using all 2021 weekend championship shows as a standard, we can see what type of cutter is attracted to the circuit program.

Primarily, it is evident that more entry-level cutters are utilizing the circuit program than any other type. Riders in the \$15,000 Am, \$2,000 LR and the \$35,000 NP made up 32% of all circuit finals contestants. If you include Youth in that total, the figure jumps to 41%. Comparatively, that is 7% and 8% higher than any typical show. The inverse of this, however, can be seen in the Open classes, the Open, \$25,000 Novice horse and the \$5,000 Novice Horse. Here we find a decrease of 7% in the typical participation by open riders.

The chart to the right is separated by color. Green is noted for amateur classes; \$50,000 Amateur and \$15,000 Amateur. Blue is noted for introductory classes; \$2,000 Limit Rider and the Youth. Red is for all Non-Pro classes; Non-Pro, \$35,000 Non-Pro, \$25,000 NH Non-Pro and \$5,000 NH Non-Pro. Grey is noted for the Open classes; Open, \$25,000 Novice Horse, \$5,000 Novice Horse.

Class	Circuit Finals	%	2021 Shows	%	Change
\$50 AM	137	11%	10114	12%	-1%
\$15 AM	134	11%	7335	9%	2%
\$2 LR	130	11%	7202	9%	2%
\$35 NP	122	10%	6246	7%	3%
Youth	112	9%	7160	8%	1%
\$25 NH NP	108	9%	8066	10%	-1%
\$5 NH	107	9%	8020	9%	-1%
\$5 NH NP	102	8%	5900	7%	1%
Non-Pro	98	8%	7023	8%	0%
OPEN	92	7%	8144	10%	-2%
\$25 NH	91	7%	9440	11%	-4%

Circuit Contestants



Conclusions

Several conclusions can be drawn from this report. The most obvious is the regionality of the NCHA membership. While certain tendencies like weather or impacts from World Finals haulers can be seen in one corner of the cutting world, they may be absent in the other. One can generalize that the mid to lower level of cutter is utilizing this program, which I believe it was intended for. But, for this program to be a lasting success, Open riders will need to participate more. Also, an additional national step thereafter the Circuit Finals will need to be implemented to subsidize the drive for a cutter to participate at the regional level.

As with any national program, broad generalizations can be faulty when dealing with numerous unique groups of people. Albeit, the regionalization of the NCP allows for a concerted effort to tackle problems that are bound to arise in each distinct corner of the cutting world. Noted in the opening of this analysis, the numbers drawn here are useful in determining the success of the National Circuit Program and can serve as a benchmark for the future. But, these numbers only tell half the story. The immeasurable impact that the circuit program has had on NCHA weekend members is the emotional appeal that is being felt by the more underserved portion of the NCHA membership.

Members of the Executive Committee recognized Joshua Valdez for a job well done in managing this program, expectations were exceeded for the first year. There was also an inquiry with regards to circuit final awards and an estimated date for distribution. Joshua Valdez acknowledged this request and provided an update that they are currently in process.

OLD BUSINESS

President Ora Diehl addressed the committee by stating some expectations as the standing committees prepare agendas for convention. Training is scheduled to be offered at the annual convention for Directors, Standing Committee Chairs and Vice Chairs.

Another item discussed during old business was an exit survey from Futurity contestants that is currently a work in progress.

NEW BUSINESS

A recommendation was made by an At Large Member Ernie Beutenmiller to review Standing Rule 12 (late entries for weekend shows).

President Ora Diehl polled the committee on future dates for upcoming meetings, next EC Meeting will be held via Zoom on Wednesday, February 9, 2022.

ADJOURNMENT

There being no further business to come before the committee, a **MOTION** was made by Skip Jones and **SECONDED** by Toddy Pitard to adjourn the conference call at 12:15PM. **MOTION PASSED.**