

## Open Letter to NCHA Members from the NCHA Executive Committee

Dear NCHA Members:

This is an update on recent policy decisions made by the Executive Committee that may affect some costs associated with your NCHA membership.

Over the past year or so, the NCHA has seen an increase of nearly 20% in its cost of doing business. It is anticipated that the Association may see additional operational cost increases, including new fees and taxes being charged by the City of Fort Worth at NCHA Triple Crown events. As your Executive Committee, we have the responsibility of finding ways to respond to those financial challenges while still maintaining the high quality of NCHA events.

To address these issues, the Executive Committee has undertaken a vigorous review of the NCHA's operations to determine areas where costs can be cut and areas where revenues can be increased so that the membership can continue to enjoy a first rate cutting experience at all NCHA events. On the cost side, the Executive Committee is in the process of analyzing and streamlining the NCHA office operations and staff to insure that the day-to-day business of the Association is being run as efficiently and cost effectively as possible. Significant cost savings will be realized in these areas.

On the revenue side, beginning in 2019, the NCHA will be increasing the annual membership fee. Despite facing constantly rising costs over the past several years, there has been no increase in NCHA membership fees for over 13 years. The new membership fee structure will be as follows: (1) for a Non-Competitor only membership, the new annual membership fee will be \$65 and includes a printed *Chatter* subscription and Non-Competitor card; (2) for a Competing member, the new annual membership fee will be \$80 and includes the online *Chatter* subscription only, along with your Trainer, Non-Pro, or Amateur participation status card and printed Rulebook; and (3) Premier membership will be \$140 and includes a printed version of *Chatter*, your Trainer, Non-Pro, or Amateur participation status card and printed Rulebook. We believe that these increases will substantially help the Association's revenue stream without putting too harsh a burden on the membership.

These are very difficult decisions to make and we regret the need to increase membership costs. However, we can assure you that every effort has been and will continue to be made to absorb as much of the increase in the price of doing business as possible by making internal cost cuts.

The Executive Committee is sensitive to limiting any further cost increases to NCHA members and will continue to diligently monitor the operations of your Association to be sure that they are run as efficiently as possible while still providing a great value to our members and an excellent cutting experience for members at all NCHA events. We sincerely appreciate your understanding and support in these matters.