

From: [NCHA No-Reply](#)
To: [Cathy Aleff](#); [Hung Tran](#)
Subject: Director Consent Form
Date: Tuesday, November 17, 2020 4:46:04 PM

Director Consent Form

Dear NCHA Directors and 2021 Applicants,

As required by the NCHA Constitution and Bylaws, those persons desiring to serve on the NCHA Board of Directors must give consent for their name to be placed in nomination. All members meeting requirements for a Director position contained on the following form, and giving permission for same, will then be listed on the election ballot sent to NCHA members in those Districts holding elections for the current year. The consent form must be received in the NCHA Office by close of business on **January 15, 2021**.

It is the goal of the National Cutting Horse Association to have an active Board of Directors who represent all members and desire to be active with NCHA governance. **All incumbent Directors** whose term has been fulfilled **and who desire to serve a new term on the NCHA Board of Directors, must give consent by returning the form in order for their name to be placed on the election ballot.** Active campaigning based on issues to encourage NCHA growth and development is encouraged.

NCHA Board of Directors election is the opportunity to furnish biographical information, a head shot photograph (encouraged) and to campaign as to why you desire to serve the NCHA in a Director Position. This information will be published on the NCHA website for membership review during Director Elections.

I hereby agree my name may be placed in nomination for election to the NCHA Board of Directors. If elected, I agree to attend the meetings of the NCHA Board of Directors as set forth in its current Constitution and Bylaws. I have been a member of NCHA for at least three (3) years, am twenty-one (21) years of age or older and have not been convicted of a felony.

Name: AMANDA POWELL
Membership #: 7039301
Membership Years: 10
Address: 3248 Powell Hwy
City: Ionia
State: MI
Postal Code: 48846
Email: amandapowellcq@gmail.com
Phone: (616) 437-6565
Contact How: Elected to be contact by both Phone and Email
My NCHA Membership is carried in the state of: United States
Region: 4
Area: 15
Have you served as a NCHA Director: False

If yes, how many years did you serve?:

Year most recent term expired:

---Your role(s) as a NCHA member:---

Non-Professional, Amateur, Breeder, Weekend Competitor, Owner

---Questions:---

1. Why do you want to serve the NCHA in a Director position and what do you want to accomplish? *Required

Answer: I would like to be part of the leadership in promoting and enhancing participation of cutting in area 15. I feel I have the time and experience to help coordinate efforts and to help brainstorm and structure creative classes to invite new participation. I am a passionate advocate of our sport.

2. What do you feel should be the most important issue addressed by the leadership of NCHA at this present time? *Required

Answer: The most important issue would be the promoting participation and new member growth. Restructuring classes to make them more participant friendly, reduce the cost structure and promoting our assessability.

3. NCHA Experience (Competing, serving as a Director, serving an affiliate, on a committee, etc.): *Required

Answer: I have shown weekend shows for several years and currently on the Great Lakes Cutting Horse Association board of directors. I have served, and currently serve, on many other different kinds of boards. As a business owner I understand financials and how important marketing is. I feel my experience in "getting things done" would be beneficial to ncha.

4. Your vision of how and what the NCHA can do to sustain and grow membership:

*Required

Answer: My vision to grow membership is through expanding the class offerings to be relevant to the diversity of the skill of riders and horses. I see this in almost every part of the country. I have seen the potential with the FQHA and Ranch horse shows and clinics that we have hosted that indicate that there is an incredibly high level of interest in cow classes. Skill levels vary greatly, but the interest is there and ncha is missing market share from this group. I know there has been some attempts to remedy our situation Challenger series and Grass Roots Cuttings, but there needs to be embraced a more wholesale reform of the amateur and weekend classes as that is where the participation numbers are. Promotion of those changes would be critical. I consistently see more entries in the ranch class than the open classes. Capturing this opportunity and embracing the diverse change can help ncha grow substantially. Especially here up north, the skill level for a lot of riders is unattainable to ride at a true cutting level and the costs of entry are prohibitive. There is only so long that you will get participation when folks can't "win." It takes the fun out. The events like reined cowhorse, FQHA and Ranch have an incredible amount of entries in lower level cow classes like boxing, herd work, Senior riders, etc. and reduced costs have increased participation tremendously. In short, those shows are making more money than we are. All you have to do is talk to folks and they tell you the same message. We don't see this level of rider coming back to ncha shows because of lack of success and costs. Participants need to be able to be competitive and classes need to be affordable in order for them to come back and our classes need to reflect that diversity. In short: More, better, different.

5. What qualifications/skill sets/experiences will you bring to the NCHA Board of Directors?

*Required

Answer: Board experience: We own and operate a 6 generation Purebred Cattle operation and farm 425 acres in MI with my son and husband. crops/cattle/hay/horses/timber) Cattle

producer since 1974, Horse owner 56 years, (horse/cattle show experience) Past: Owned/operated A.I. Technical Services 35 years (artificial insemination/Embryo transfer company), past Michigan Angus Association board member (Secretary for 8 years, helped organize promote state sales) past County Commissioner 8 years (chaired new animal shelter fundraising and building project) 4-H leader 35+ years, past Conservation District Board Current: Board member MSU Ag Bio Research Committee, Ionia Free Fair Board, (Secretary) GLCHA, Farm Service Agency Committee (Chair), 4-H Advisory Council, Experience in budgets and marketing (19 years hosting/advertising our yearly on farm bull sale)

6. Additional information you would like to share for election consideration:

Answer: I appreciate the opportunity to be considered to be involved in future leadership in ncha and to help spread the passion of our sport. As my friend, Jack Brainard, at 99 years young said last month, "the horse industry and training will look very differently in next 20 years." I believe he is so right, and positioning ourselves to embrace the future with progressive ideas could not be more important. Thank you.

7. Do you understand the term length for the position you have applied for and the importance of completing the entire term? *Required

Answer: YES

8. Do you understand that you may not serve as an Officer or Director of any other organization association which may use the words "cutting horse" in its name and which is not affiliated with the Association? *Required

Answer: YES