

From: [NCHA No-Reply](#)
To: [Cathy Aleff](#)
Subject: Director Consent Form
Date: Friday, January 15, 2021 12:16:04 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: James
Membership #: 5050801
Membership Years: 40
Address: 6975 Ben Day Murrin Road
City: Fort Worth
State: Texas
Postal Code: 76126
Email: navajo@sbcglobal.net
Phone: (214) 287-1650
Contact How: Elected to be contact by both Phone and Email
My NCHA Membership is carried in the state of: Texas
Region: 8
Area: 9
Have you served as a NCHA Director: True

If yes, how many years did you serve?: 14
Year most recent term expired: 2021

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

Non-Professional, Amateur, Committee Member, Show Producer, Officer, Breeder, Weekend Competitor, LAE 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 am at the end of my Cutting career. Do not own a show horse or prospect at this time. I love the sport and the friends I have made in it, I would like to stay involved by contributing to where it goes in the future. Being an ambassador for the sport, helping to cultivate others to be more active in doing the same. From the day I walked in the door, I have thought Cutting is a spectator sport, so I would like to spread that message amongst other Cutters.

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

Answer: The big easy answer is "Growth". The sub parts of that are numerous, complicated and ill-defined. Owner/competitors rank high, of course but how to expose people to the sport to develop an interest will lead to growth. Money from sponsorships is a constant worry. Too many of our sponsors are an incestuous relationship. We need national, even global companies who have large budgets to spread the risk and with less dependence on just a few. Companies that will value the demographics of Cutters and fans, Full seats light them up.

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

Answer: I definitely started "Grass Roots" at weekend shows, mostly in East Texas which was part of Area 9. I led a small group of East Texas Cutters to establish the creation of Area 24. Was active in the Area Workoffs, helping Carl Crawford raise money. The friends I made at these shows are some of my greatest memories. Was affiliate director at three affiliates, president at two, mainly at Ark-La-Tex CHA, showed 50 to 100 times a year for several years in several states, From people's ranches where we penned their cattle to work to the Tropicana Casino/Hotel on the Tennis Courts with the Casino door next to the working area. Fun times. Way before Lopers. Had a small arena, out doors because that was the norm and produced about 100 weekend shows there. The only part of Cutting that I have not done is train a horse. But I sure know a lot of trainers. I feel like I have the hands on knowledge to continue being a director. Having the "Concierge" service for 10 years at Will Rogers for the Triple Crown events involved me with every detail of what goes on outside the show pen, "We know what Cutters need before they do."

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

Answer: "User Friendly" for everyone. Continue developing the technology of an online presence with the website, especially entries that are "pre-populated" with rider/horse information. The ability to dig down into information available with the links. Being able to look at a horse's entire career. Using technology to make decisions. Provide the tools the staff needs to do their jobs. Cultivate and create a nurturing and caring environment for staff to function in. Make use of our members areas of expertise. Improve up and down communication of issues. We are terribly behind and out of date on overhauling the "governance" of the association to the point of high risk in some places. The rule book still needs a through update and translation to other languages. A better definition and use of the board of directors. This is a lot, most of it has been hang fired for a long time. Nothing new in

most of these items but, in my opinion, time is up.

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

*Required

Answer: I was a car dealer, born and raised in it. Served as Chairman of the Ford Parts and Service Dealer Council Committee, The Lincoln-Mercury Co-Op Advertising Board(budget was \$120 million dollars) Ford Motor Credit Committee, The Ford Dispute Resolution Board (7 years), won Ford's Chairman's Award for Customer Satisfaction six times, consistently in the top 15 in sales nationwide and the largest service department in sales and warranty repair in Ford's world of 6000 dealers. No one gets sued more than a car dealer, I NEVER lost in the courthouse. the secret to that is prevention, through training, equipping people with what they need to do their job, attorneys who hate the courthouse and know the rules and being willing to admit when your wrong. The different industries that are involved in car dealer expenses force you to know them as well as your own. Insurance of all kinds, construction, banking, employee relations and law, Environmental risks, retail, Consumer laws, advertising (Avg about \$4 million a year) and plenty more. The various training classes I attended were thorough and extensive, I had a professional trainer for teaching employees how to handle any and all customer situations from complaints to sales. I am a proud member of AlAnon which is my most valuable training as it makes all the rest work.

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

Answer: My wife, Lisa Bankston (who isn't real fired up about this but she loves me and knows I just got to) ran the NCHA Triple Crown Events Practice Pen for fifteen years, Augusta for 13, Steamboat for all years , advertising and many others for varying years. Has shown more than me, knows more than me, is smarter than me, is much better looking than me, braver than me, a better person than me, and will always tell me what I think when necessary is the best asset I would bring to this party. If you want a better feel for my philosophy on Cutting and life go to: quarterhorsesnews.com and search "Cornbread". Vote for jimmy.....

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