

# Region 1 Director VP Candidate Call - 4.16.26

## 8pm Central

Provided by the 2026 TurboScribe Software Version (please excuse any duplications, misspellings and/or grammatical errors)

[Speaker 19]

Hey, Les, can you hear me?

[Speaker 5]

I certainly can, Cathy Marie.

[Speaker 4]

I wanted to let you know Amanda Law from Eastern Canada is going to be joining this call tonight. She got on late and missed Rock's portion and wanted to make sure she caught that.

[Speaker 5]

So, yeah, she text me, but thank you. Yeah.

[Speaker 4]

Perfect. Okay.

[Speaker 7]

My business.

[Speaker 5]

How are things with you, Cathy Marie?

[Speaker 4]

Things are going well now. We've had no AC at the office all week.

[Speaker 21]

Really?

[Speaker 4]

Oh, yeah, really? Yeah, that system.

It's 24 years old. And I've just been slapping band-aids on it, you know, just to keep it running and keep things going. And, you know, it's kind of like putting lipstick on a pig.

At the end of the day, it's still a pig. You know what I mean?

[Speaker 21]

I know what you mean. Yeah.

[Speaker 4]

So I just, I mean, I have a hard time, you know, but I just do the bare minimum just to keep it going. But I really think we're going to have to break down and do something different. Look at replacing it, which is not fun.

But, yeah.

[Speaker 5]

We don't mind most, you know, most of the staff that's in the office, Cathy Marie, we don't mind them. So, you know, we maybe would consider treating them good.

[Speaker 5]

Did they have a meeting before this? Was it Region 6 they had before this meeting?

[Speaker 4]

Region 6 went at 6 o'clock, yes.

[Speaker 5]

Okay. And they were on a decent schedule?

[Speaker 4]

They went about an hour and a half, but you've got more directors in your region.

[Speaker 21]

Yeah.

[Speaker 4]

Last night, the calls went around two hours.

[Speaker 5]

Okay. That's kind of typical when we do these. They're usually an hour and a half to two hours, what I remember.

[Speaker 4]

Yeah, I try and spread them out so that nobody's cut short and everybody gets an opportunity.

[Speaker 5]

Two more minutes.

[Speaker 4]

They're coming in. Hello?

[Speaker 21]

Hello?

[Speaker 4]

We're here. We're just waiting on others to join.

[Speaker 7]

Wait. Is there a roll call yet?

[Speaker 5]

Oh, no.

[Speaker 7]

Okay. Okay. Well, I've got to unload Hershey, so I will try to listen and speak when it comes my turn.

[Speaker 21]

Hello?

[Speaker 3]

Hello?

[Speaker 1]

Hello? Hello?

[Speaker 20]

Hello? Hello?

[Speaker 6]

Dave Costello is here. Hi, Dave. How's it going?

[Speaker 5]

Well, it's good. We got nine inches of fresh snow last night, just for your interest.

[Speaker 6]

Oh, my God. That's a lot of snow.

[Speaker 5]

We were thinking we were going to get spring, but decided that we were going to get a few more days of winter.

[Speaker 3]

You get a typical spring. That's what you get.

[Speaker 5]

Yeah. Just starting to calve in the main field here, so a little bit of stress for everybody. But everything seems to be going fine.

[Speaker 7]

Do you have bonnets for their little ears?

[Speaker 5]

Oh, I got two of them. They're in the barn with their mothers. Their ears would have froze today.

But yeah, I'm surprised that they did freeze, because it really wasn't that cold, but it was that much snow. Yeah. Yeah.

[Speaker 15]

Poor little guy.

[Speaker 5]

Yeah, and then I think in two days we're going to be 70, 75 degrees, so this little valley is going to have a lot of water running out of it. What time is it here?

[Speaker 4]

It's 8:01, and you've still got a couple joining, so.

[Speaker 5]

Okay. Well, we can take roll call whenever you want. It's up to you.

[Speaker 4]

Okay. Okay, and I can watch for those that come in, so.

[Speaker 21]

Yeah.

[Speaker 4]

Okay. Well, good evening, everyone. This is call number six, region one.

Thanks, all, for joining us. The calls have been long. There's been some great questions and great dialogue, so we're looking forward to it.

Here we go. We're going to get started. Amanda Smith.

Connie Downs-Cicoria.

Darcy Geherman.

[Speaker 5]

I'll start texting.

[Speaker 19]

Sandy Reid. Yes. Thank you, Sandy.

Colton Hall. Present. Thank you, Colton, and welcome to region one. Thank you, Cathy.

Doug Wiens. Here. Thank you, Doug.

Les Jack. Here. Thank you.

Craig Morris.

Erin Smith. Here. Thank you, Erin.

Kenny Platt.

Nate Miller. Here. Thank you, Nate.

Ron Pietrafeso.

Steve Norris.

Barbie Madgwick.

Mike Giannini.

Michelle Van Dyke.

Peri Suenram.

Kelly Frazier. Here. Thank you, Kelly. Welcome to region one

Jack Holt. Here. Thank you, Jack.

Julie Clarke.

Marci DeGregorio. I'm here. Thank you, Marcy.

Mary Freeborn. I know that they're getting ready for that Oregon clinic, so timing was bad for this region one call, sorry.

Danielle Pace.

Steve Williams.

Holly Jones. Here. Thank you, Holly.

Nina Lundgren.

[Speaker 7]

She didn't think she was supposed to be on.

[Speaker 4]

Well, I invited her just because she served as a director all year. Yeah, I invited her. Okay.

Well, go ahead. I'll try to get her on. Thank you.

Dean Rebhuhn. I think Dean said he was going to be a few minutes late. I'll watch for him.

Audra Crouse.

Hey, Hayden Heaphy Jr. Hayden, how do you pronounce your last name?

Okay, I thought I saw him on. Okay, I'll watch for the others. Thank you.

[Speaker 5]

By that roll call, we won't have that long of a meeting, Cathy Marie.

[Speaker 4]

Chase is first up tonight, so I'll go ahead and text Chase and let him know we're ready to get started, and I'll watch for those others to join us.

[Speaker 5]

Okay. Thank you.

[Speaker 6]

Cathy Marie? Cathy Marie? Yes, sir.

Hey, Cathy, this is Dave Costello. Am I permitted to ask any questions on this dialogue tonight or just as a guest to listen in?

[Speaker 4]

Oh, no, absolutely, Dave. If you'd like to question the candidates, you're more than welcome to.

[Speaker 5]

No, don't let him ask any questions. Okay, thank you. Thank you very much, Les.

You're welcome, Dave.

[Speaker 4]

Connie, I've got you. Thank you. Hey, Hayden?

You betcha. Hayden, how do you pronounce your last name?

[Speaker 8]

Heathie.

[Speaker 4]

Heathie. Hayden, welcome to Region 1. I've got you covered.

[Speaker 8]

Thank you.

[Speaker 4]

Les, Chase should be joining us shortly.

[Speaker 2]

Perfect. Hey, Cathy, I'm here.

[Speaker 19]

Thank you, Chase.

[Speaker 5]

You're welcome, Chase. Thank you. Appreciate it.

So, everyone, Chase is, I'm sure, I mean, we're all, I think we know who's running. Chase is from Burlington, North Carolina, and he's going to, we're going to go around. So, Cathy Marie, if you can kind of start us off on who's first on the list.

[Speaker 4]

Okay. We're going to go ahead and get started with Sandy Reid.

[Speaker 10]

Hi, Chase. Welcome. Thanks, Sandy.

I'm quite glad that you've let your name stand for the vice president position. I just would like to ask, you know, what you feel you can bring to the table for our NCHA Association?

[Speaker 2]

Yeah, absolutely. I have been doing some of that.

[Speaker 4]

Thank you, Sandy. Hey, I'm sorry to interrupt, Chase. If you wouldn't mind, go ahead and give everybody your introduction.

I'm sorry. We kind of bypassed that part.

[Speaker 2]

That's okay.

[Speaker 4]

That's my fault. Thank you, dear.

[Speaker 2]

I apologize. All right. Sandy gave me such a good question.

I was getting ready to work it right into the question, but we'll go back to it. So, that's okay. As everyone knows, I'm Chase Lackey.

I'm from Burlington, North Carolina. I've been a member since 2013. I currently serve as a director for North Carolina, and I'm also on the Limited-Age Committee.

I'm a business owner with a company in the construction industry that operates across the southeast. On any given day, I'm managing 200-plus people and working on about 10 projects at any given time all the way over to Texas. Those jobs last about a year to two years.

I'm fortunate to have a great staff around me. I believe in surrounding myself with people that are better than me. I think that that helps elevate the whole organization.

I feel very confident Jay has done the same thing. He has an excellent staff, and I have full confidence in him. With the culture at my company, we're goal-oriented.

I try to make sure everyone has buy-in to the goals we are trying to achieve. With my amazing staff, it affords me the opportunity to go to a lot of horse shows. It's given me the time to visit a lot of horse shows and visit with individuals through this process as well, and it's why I believe I have the time and energy to devote to this position.

A little bit about my competition side. I'm an active non-pro and amateur competitor. I have horses that show in the open.

I've done weekend. I've done limited-age. I've done the large limited-aged events.

I've called for the world a couple times. I believe NCHA is more than just a sports arena. It's a large, complex organization, and it needs to be run like a business.

I want to help protect what we have built at NCHA. NCHA is in the best place it's ever been, and I want to help protect that and make strong business-minded decisions that will protect our finances. I believe with my equine industry knowledge, I've shown NSBA, AQHA, NCHA, I've spent my whole life in the horse industry.

I believe with my industry knowledge and my business experience, I'm fully prepared to make business-minded decisions with our industry in mind. With that, I'm looking forward to everyone's questions. Thanks, Chase.

[Speaker 21]

Thank you.

[Speaker 10]

Thank you, Chase.

[Speaker 16]

Absolutely.

[Speaker 8]  
Chase, this is Sandy.

[Speaker 4]  
Sorry, Sandy, if you wanted to reset your question. Sandy, did you get your question answered? Okay.

Yeah. We're going to go to Colton Hall.

[Speaker 10]  
Sorry, Cathy. I kind of got sent out of my screen here, but yes, thank you very much.

[Speaker 2]  
Thank you, Sandy.

[Speaker 4]  
Thank you, Sandy. Colton Hall? Yeah, I'm here.

[Speaker 16]  
Hey, Chase, one question that came to mind right away. The Limited Age Event Committee, could you tell me your probably three top things that you've learned since being on that committee?

[Speaker 2]  
Yeah. I think it's interesting. Just in our very first meeting, we immediately started talking about cattle issues, and we started getting a pretty quick understanding of what's going on and what problems we're going to be facing in the near future with that, and we're going to have to come up with some solutions for that.

I also believe that scheduling is extremely complex, and you don't quite get to see all that as an outsider until you get involved in that committee to understand just how much goes into trying to create a schedule at the Big Three in particular. I believe in addition to that, it's a lot like it has been running for this position. You just figure out that there are a lot of issues out there that are unique to every place, and that includes all the limited age events.

[Speaker 16]  
I hope that answers your question. Absolutely. Yeah.

Thanks, Chase. Absolutely.

[Speaker 19]  
Thank you, Colton. Doug Wiens?

[Speaker 14]  
Yes. Good evening. Hey, Doug.

I'm actually an amateur non-pro rider, and I was just going to ask you, Chase, could you give us any kind of an example that you're aware of or something that could be improved with the amateur non-pro status as it stands right now? I guess I'm saying, is there any issue that could be improved?

[Speaker 2]

When you say issue, do you mean rule?

[Speaker 14]

Yes. Okay. I would say if there's ...

I would probably apply this to rules, that anything that could be improved in the near future, or you're aware of anything.

[Speaker 2]

Thank you. Yes, I have. I've put some thought into it, and I've had an opportunity to talk to a lot of people about it.

Obviously, our non-pro is struggling, and our amateur has been very successful, but I really believe we need to, first of all, encourage our non-pro and amateur committee to challenge themselves to come up with a couple rules that we could go back and look at that could help improve the entries and the experience for both divisions. Excuse me. I believe there is at least one rule right off the top of my head that I feel like could immediately benefit both divisions.

Right now, we have a rule that, if I'm not mistaken, I believe it's 250,000, and an amateur has to make a decision if they're going to show in the amateur or the non-pro. That, to me, doesn't make a lot of sense. I'm sure there was probably a time and a place for that rule, but I don't know that it necessarily serves us that well anymore.

I feel like if someone does choose to stay in the amateur, which it seems like a fair amount do, then we're immediately taking entries away from the non-pro, and that's an immediate benefit just by removing that rule alone. To get people to step up and go show at that division, it doesn't make a lot of sense, and it does not hurt the amateur to remove that rule because they still can enter the amateur. So, I feel like that would be an immediate benefit, and I'm confident we have other rules in the rulebook that we can come up with to help in the immediate future.

[Speaker 14]

Well, that's great. Thank you very much. Yes, sir.

Thank you.

[Speaker 4]

Thank you, Doug. Les, we're going to come back to you. Erin Smith?

Hello.

[Speaker 17]

Hey. Could you tell me how you could see NCHA kind of helping affiliates more with the rising costs in order to produce shows and still being able to produce shows that members can actually participate in, and it doesn't end up costing clubs?

[Speaker 21]

Mm-hmm.

[Speaker 17]

More than they're making?

[Speaker 2]

Yes. I mean, I believe that you are not alone in that area struggling with that. We have the same problems on the East Coast as well.

We've canceled a few shows because of cattle costs, and obviously, that's one of the big driving factors at some of these shows. But just to speak to what NCHA can do, I believe we need to stay flexible at NCHA and make sure that we are not putting shows or areas in a box that they have to fit into. As I've been visiting show secretaries and show producers, that's been their biggest request, is make sure that we are not implementing too many rules and regulations that won't allow them to adjust to their customers' needs in that area.

I mean, as we know, there's some shows that go off of a lot of added money, and that's what their customer base is looking for. And I believe that there are shows like Herriman, Tennessee. I don't know if anyone from your area has ever visited there, but they do a lot of rerun classes, and it works well for them.

It helps them keep their costs down, and that's kind of what their customer base looks for. So, to answer your question, I really believe that we need to stay nimble at NCHA and make sure we're not putting too many constraints on our producers.

[Speaker 17]

Thank you.

[Speaker 2]

Thank you.

[Speaker 20]

Thank you, Erin. Nate Miller?

[Speaker 11]

Yes, can you hear me, Chase? Yes, sir. My question would be on the 8% on the weekend show.

We get 8% of the entry fee. Well, the cattle cost has gotten so expensive that we've had to raise our entry fee portion. Do you ever think that we could lower that 8% for the show producers at the weekend show level?

It used to be 8% and we had a \$100 cow charge and a \$120 entry fee and a \$50 office charge or whatever it was. Now we have to raise that entry fee to \$200 or \$225 because our cattle charge cannot exceed the entry fee. So, the percentage has gotten huge for the same amount of work for NCHA.

[Speaker 2]

Does that make sense? Yes, sir. It does.

I sit on the board of Area 18 and we produce a large show in Georgia and also some weekend events as well. So, I completely understand what you're talking about. I do think it's something we can take a look at and see if there's some areas for us to help.

My biggest concern is obviously NCHA does a lot of give back and if we do reduce that number then we may be tarnishing the member experience as well.

[Speaker 11]

I understand that with the circuit finals and the NCHA days and all that. Yes, sir. A few years ago, I got it passed to where we can have a jackpot cutting via championship show.

Yes, sir. I tried to get just a flat fee on \$10 a run or \$12 a run or whatever that might be. We kind of figured it at that time.

I think it was around \$10 something a run because if it was just a flat fee then it doesn't matter how much on your entry fee to make sure you can cover your cattle costs.

[Speaker 2]

Yes, sir.

[Speaker 11]

Because of that rule, see? So, that was my question. I just want to know your opinion of it.

[Speaker 2]

Yes. Like I said, I think that's a big concern and I do think we need to take a really hard look at that and I hope I get the opportunity to do that for you. Okay.

That would be great. Thank you. Yes, sir.

[Speaker 4]

Thank you, Nate. Let's go to Kelly Fraser.

[Speaker 18]

I would like to circle back around a little bit to what Erin asked you, Chase, if I could, please. You said you would like to see NCHA be nimble, but what exactly does being nimble mean in your view?

[Speaker 2]

Again, I think that is not creating too many rules and regulations for producers. Again, every area is very different and we're not a one-size-fits-all organization. We have to make sure we're not handcuffing or putting straitjackets on our associations and our show producers.

So, I believe nimble is a little bit of a philosophy, I guess. You need to make sure you're open-minded in adjusting and not saying everyone has to do one particular thing. Again, there's reasons why we have rules and regulations, of course, but there's always some flexibility involved.

No different than talking about the 8%. There's always some common sense things you can do potentially to help, right?

[Speaker 18]  
Thank you, Chase.

[Speaker 2]  
Absolutely. Thank you.

[Speaker 4]  
Thank you, Kelly. Let's go to Jack Holt.

[Speaker 3]  
I guess what I was going to talk about was the cost to the local associations and the local cutting because it seems things are quite healthy at the top end, and I think they are really struggling at the bottom end. I think you addressed some of those things, so that would just be a comment, but I really see an organization with two very different ends here, and it's a difficult balance. But my question really is the number of affiliates, and the affiliates that we have are struggling very bad, I think.

And my question would be, how do we get more affiliates? And even more important, what benefits can we offer? Because it's not just finding new ones, it's keeping the ones that we have.

We've got some that are really on the bubble, where I am.

[Speaker 2]  
When you say on the bubble, do you mind elaborating on that for me, just so I understand?

[Speaker 3]  
It's struggling. Oh, okay. Got you.

Struggling to stay viable. We've gone from affiliates that traditionally might put on 10 to 15 shows every year, and this year, they're struggling to put on one show. It's just deteriorated.

The venues have changed. The price of cattle has changed considerably. Costs have changed.

And we're not effective in bringing in new members, and our old members are getting older. And they're just having a hard time with membership numbers.

[Speaker 2]  
So, I believe, you know, we're very diverse everywhere, and I agree with you 100%. I think when we look at membership, we need to figure out how we grow. We've been relatively stagnant over the last few years.

I think Yellowstone was amazing for us. We saw an influx of cutters, but we are on the tail end of that. And I believe NCHA needs to really focus on our growth, and that's something I hope I get an opportunity to work on.

And I feel like I have some ideas for that. I really believe that we, as an association, need to invest in our marketing, and we do a good job with it now. But we can do more, and we

really need to empower our marketing to go out, create more reels, get on social media, and flood the market.

So, we're getting to new viewership, and I believe NCHA needs to look to create an app. We don't have an app, and we don't want to be the dinosaur in the room. So, let's figure out how we take people from seeing something on some of these reels to looking at an app of NCHA.

And then, on that app, they'll be able to see that there's a horse show right down the road. And, say there's a horse show 30 miles from them, they're seeing it on their phone, and it's happening in two weeks. So, let's get them to the horse show, and let's make sure we create an ambassador program that is doing outreach at these horse shows, going to the new faces in the stands, and talking to them, engaging with them, introducing themselves, introducing them to other exhibitors, the trainers.

And, I really feel like NCHA is very unique in the fact that you can go from couch to saddle, and flagging a horse with relative ease. You can have a trainer running that flag. There's not a lot of sports you can do that.

You're not going to go down the fence without building up some skills or roping. So, we're very fortunate to be a sport that is highly addictive once you do it, and it's not hard to at least make that first step. So, I really believe there's opportunity for growth to create membership, which will in turn help exactly what you're talking about, building and creating some more stability at our local level.

[Speaker 3]

I'll tell you something I think would help, and I think I say this every year. It would be really good, particularly for directors, to have three, four, five reasons that you should become an affiliate, or if you have an affiliate that is struggling, or you're talking to a local association. We've probably got more local associations that are not affiliates than we have that are affiliates.

And, I'm sure that from an activity point of view, what I think would be helpful is if we had from NCHA, this is why you should become an affiliate. Because I think their perception is, we're an affiliate, so we can pay the 8% that Nate is talking about and get your annual membership fee. What I think we need to do is be effective in telling these affiliates, and through them, their members, why they should become an NCHA affiliate.

And most of us, if you ask us, would stand there with a blank look on our face.

[Speaker 2]

I understand that, and I think that's a valid point. And, you know, something I can say that we have tried to accomplish in our area is getting the affiliates to try to work together for our show scheduling. And, you may already do that in your area, but it has been helpful for us.

At one point in time, we were getting a little oversaturated with shows just on top of each other. So, that has been one thing that's helped us as these costs have gone up. And, you

know, maybe even doing some co-sanctioned shows might be something worth looking at if you're not already doing that.

And, maybe you are. I'm curious if you know that or not. But, that, I believe, could be helpful for areas that are struggling with some smaller shows.

[Speaker 3]

Yeah, we've tried that a little bit, and it's had some success, and particularly with things like maybe NCHA days or that sort of thing. But, it would be real good to keep reminding directors about that and to keep talking to the affiliates because it's important that they remain. Otherwise, we're going to just wind up with show management and not affiliates.

And, I think affiliates have a chance for a longer life.

[Speaker 2]

Yes, sir. They're extremely important in NCHA. Yep.

Thank you. Thank you.

[Speaker 4]

Thank you, Jack. Marci DeGregorio.

[Speaker 9]

Hi. To build on Jack, since we're in the same area and Oregon is sorely lacking in both shows and trainers, do you have any plans for promoting cutting in the Northern Northwest? I mean, California seems fairly healthy, but Washington, Oregon, Idaho, we're all struggling.

I think each state's having, Idaho's having a couple shows, Washington's having one, Oregon's having one. It's getting scary here.

[Speaker 2]

Yeah, I understand that. And, yes, again, I think that very much goes back to NCHA's marketing plan as we move forward. If we stay stagnant, I consider that just dying.

We want to grow and creating new membership and outreach is, I really believe, where we can advance NCHA. Something we're doing at Area 18 next month is we're doing a flag class. I don't know if you guys have tried that up your way or not.

We kind of got a little bit of a directive from the growth and development to try to do a flag class. And what we're looking to do through that is outreach through some of our trainers and their customers asking their friends and family to come participate on that and get an opportunity to ride a cutting horse on the flag. And we're talking about doing local radio and also reaching out to our local feed stores, putting flyers up, discussing that with them and helping to encourage some participation through that and see if that can help us drive some new local membership.

[Speaker 9]

OK, yeah, we're doing we're putting on the NCHA clinic. Well, they're driving in tomorrow and having the clinic Friday and Saturday. So we're hoping that generates some information or some, you know, more cutters.

But I mean, I've been trying for a month to get the local club as an affiliate and it's been a hurdle. I mean, they don't understand why they need it. They don't.

They don't. Then we lost our secretary, so we can't be an affiliate without a secretary. So we're still working on it.

Yeah, it just feels very lacking here.

[Speaker 2]

Yeah, yeah. Again, I think we've been stagnant. So let's figure out a way to help ourselves grow.

And I think that's going to be through technology, because, you know, again, the younger generation expects it. You know, they get answers on their phone in 10 seconds. We need to make sure we're able to provide those answers to them as well so that they want to be customers of NCHA.

[Speaker 9]

OK, thanks.

[Speaker 16]

Thank you.

[Speaker 4]

Thank you, Marci. Holly Jones.

[Speaker 7]

I like your idea of radio and flag contest. And the advertisements. I agree that NCHA doesn't do a very good job of advertising outside of Texas.

I would like to see that more.

[Speaker 2]

Yeah, I believe we have an opportunity for improvement there.

[Speaker 7]

Yeah. I'm. My sister is a producer of shows in Washington.

She puts on. At least. One show a month, let's say three shows over four days.

She has asked different affiliates to co-sponsor. They, in turn, receive free money if they will co-sponsor. Not very many affiliates want to co-sponsor.

So it's very frustrating to her as a producer. We are NCHA shows and points count towards circuit finals. These paid out last year.

She said she paid out over twenty four thousand in that eight percent. NCHA. So I think maybe sometimes these affiliates need to look beyond their little circle.

And see where they can. Grow within what they've got. But.

As far as. As non pros and I. It's one of those classes that.

Sometimes it fills up here and a lot of times it does not fill. It's something that would be nice to have NCHA look at outside of Texas because we are not the same. Those are my ideas.

[Speaker 2]

Yes, ma'am. And as far as the non pro. You have any ideas that would help specifically to your local area?

[Speaker 7]

Well, I made a suggestion last year and was immediately shut down. I think that a non pro should be able to ride two horses in the non pro. Choose one horse to go to world, one horse to go to circuit.

And allow it would make for classes being able to fill. But. I was I was told that was not a good idea.

So that was my idea.

[Speaker 2]

I've heard some discussion about that, not in any official capacity, but I do believe that is circulating some. There might be some other people that are interested in something like that. I know for us, something that was successful in our area.

Was running the unlimited amateur with the non pro. I don't know if you currently do that at your show, but that that was very successful for us growing our non pro. We found out quickly that the amateurs would enter in the non pro because they figured out they were competitive in it.

[Speaker 7]

Unfortunately, we don't have enough to be the one. And so they combine the two classes. But still, they are not a big class.

But, you know, hopefully, as the year goes on, they'll get bigger.

[Speaker 2]

Well, I sure hope I get in there so I can help push our growth to hopefully create some new membership to grow within that area.

[Speaker 7]

That'd be awesome. Thank you, sir.

[Speaker 2]

Thank you.

[Speaker 4]

Thank you, Holly. Nina Lundgren.

[Speaker 7]

She has company coming, so I don't I think she's. I have been listening.

[Speaker 15]

There you are. I have been listening in Holly.

But I do think that that the 8 percent thing, I think that really does hurt the clubs. So many clubs that are several of them that need to be in teaching members and they don't see the logic and the reason for it. But I think the 8 percent is in the way.

But I think that they also need to know the benefits of getting earnings on their horses and for themselves. And so they can travel a little bit more and participate in other places. So I'm in agreement with it.

But what you said so far.

[Speaker 21]

Thank you.

[Speaker 19]

Thank you, Nina. Hayden.

[Speaker 8]

This is the first time I've attended one of these meetings. And I think I'd prefer to listen and learn a little something before I ask any specific questions. But the introductory statements you made, Chase, was supposed to be my one question was about running the NCHA as a business.

And I'd like to know if you're aware of any specific areas where the NCHA is not running itself as a business, which ought to be looked into or changed.

[Speaker 2]

I think that's a great question. I believe NCHA is on the very top. And the way Jay operates on a day to day basis is amazing.

You know, he really silos everything and holds all of our staff and their departments to a budget. And currently we base everything on a zero based budgeting for when we do something. And I believe that is something that when we instilled that a few years back, we've been fortunate to have some great leaders that are business minded that have helped us do that and get our books straight.

And we need to continue that. And I just cannot emphasize enough how important it is to make sure you have people in place that understand the big numbers and just how big our industry is. You know, we are more than just committees and open circles.

We're a worldwide organization and we have to operate like one.

[Speaker 5]

Thank you. Yes, sir.

[Speaker 4]

Thank you, Hayden. And welcome to Region 1.

[Speaker 8]

Yes, Hayden. Welcome. Glad to be here.

It's nice to visit with you all and listen to what you got to say. And I look forward to seeing everybody in June.

[Speaker 4]

Perfect. Perfect. I do as well.

Let's get a Connie Down-Cicoria, please.

[Speaker 5]

Connie, you're on mute.

[Speaker 20]

Connie, you're on mute. Connie, you're still on mute.

[Speaker 13]

Yeah, I'm trying. Can you hear me now?

[Speaker 21]

Yeah.

[Speaker 13]

Okay. Perfect. Sorry.

Yes, ma'am. So we all know cutting is an expensive sport. And there's a lot of expenses that we deal with.

But I'm just curious. There's other equine events out there that don't require their members to actually own the horse. What's your opinion on that?

[Speaker 2]

If you're talking about the horse leasing, obviously AQHA, you can do that. And I believe it's something worth us looking into. It certainly could help us.

It could help our non-pro grow. And I think it's a worthwhile discussion as it goes through the proper committees and gets vetted. But I believe it's a worthwhile endeavor to check out.

And I appreciate that question.

[Speaker 13]

Thank you.

[Speaker 4]

Thank you, Connie. Is there anybody else from Region 1 that I've overlooked that would like to have a question with Chase? Okay.

Any EC members or officers?

[Speaker 5]

You know, Chase, thanks. I'd just like to just touch base with Chase a little. I'm really glad that you're running for the Vice President.

You know, when you and I visited, when you first introduced yourself to me by phone, we talked. And you touched on it with Jack today about the app and, you know, growth with the technology. I wanted to talk to you about that and get you to explain that to everybody.

But I think you explained it very well when you were explaining it to Jack. Thank you. That was something that caught my ear that day that we talked.

And, you know, like Nate was talking about the costs. We've got 8% on top of some pretty big fees now. And I think we need to look at it in that room that we're in.

And so we've discussed that. But, yeah. But thanks for running.

And I think you answered some very good questions tonight, you guys. Thanks for having some good questions. Thank you.

I appreciate it.

[Speaker 6]

Yes, Chase. This is Dave Costello. Chase, how are you doing tonight?

[Speaker 2]

Hey, Dave. Good to talk to you. I'm doing well.

I hope you are.

[Speaker 6]

Good. Good. I love listening to your introduction.

I really enjoyed listening to the questions. You touched on some of the thoughts and things I was doing. The process of this BP election, I went through this last year.

And this was one of the – I really enjoyed this. One of the most gratifying parts of it for me was talking to all the individuals from all the regions and going through all that process and how I had some follow-up calls the next day. It seems like our average membership, our age is 64.

Yeah, 63 I think it is now. So that means our membership is dwindling because we have no growth from the bottom up. And I've always believed that the growth from the bottom up comes from the younger youth cutters and the new members getting in in the smaller affiliates.

And they all reached out to me last year, and I feel like the smaller affiliates need help to grow through marketing. I loved hearing what you're talking about, the marketing and the app. I think there's a lot more that needs to be done from NCHA.

We need to push that and help the smaller affiliates market themselves. I mean, we can only do so much at NCHA, but we need to give the smaller affiliates the tools to do that. So I love that you touched on that.

And I want to ask your thoughts about this, and let's notice this because we've talked about it. What do you think about the NCHA starting its own horse registry? Our breed of horses right now is in the rodeo world, calf roping, team roping, breakaway roping, barrel racing.

Our breed of horses in the reining, cowhorse, the reiners, every field, our breed of horses that we're breeding has come a long way in the last 10, 15 years. And Jay Touch brought this up in one of our meetings last night. I think a horse registry for the National Cutting Horses is something that really could take off.

[Speaker 2]

Yes, sir. I appreciate you bringing it up. I've actually, I believe, touched on that on every regional call.

I've had, and typically I have a question that will allow me to bring it up. So it's amazing that you actually do that. I've been talking about that myself.

I believe there's so much potential for it for NCHA. It could be an incredible revenue stream the way I envision it, and it sounds like there might be some more discussion happening about it now. But I believe it could be something like an NCHA incentive, and we would have to register these horses in order to be eligible for those incentives.

And it would probably take some seed money for the first few years to get people to want to register so that their horses are eligible to win that. But you could start it out at some of the major shows. But the benefit to it with a massive revenue stream like that, I mean, we could be looking at millions for us.

What we could do with that is amazing. I mean, we could close the gap on our world finals where we say that cost us money to produce. Now, all of a sudden, that's not an issue for us.

We're going to be able to increase the purses at the payouts at that, at our international circuit finals. I mean, heck, we could be paying a million dollars at the Super Stakes to the open winner.

[Speaker 6]

Yeah. I think that's exactly. It'd help our membership, too.

It'll give them another revenue source for them to register their horses and advertise them when they go to sell them privately. I think it's a big benefit all the way around.

[Speaker 2]

And it's going to be felt at the local level, too. It provides us some cash flow to be able to give back for NCHA days and our local circuit finals. We can do so much more, even just the awards.

It could be a game changer for NCHA, and that's kind of hard to imagine because I think we're doing so well right now. You know, Jay's done an incredible job. But I think this is a really unique idea, and I really hope we vet it heavily and give it an opportunity.

[Speaker 6]

Absolutely. Well, thanks so much, Chase. I think so, too.

And I hope you enjoy the process of this election. I know I enjoyed it last year, and welcome into the fray. Thank you for running.

[Speaker 2]

Yeah, thank you so much. It's funny you say that because Les and I had a conversation earlier, and I kind of said the same thing. I said I really enjoyed these calls.

It's been amazing to engage with the membership across the country. We haven't done our international yet, so I say across the country. But it's so unique area to area, so I really do appreciate it, and I appreciate all the questions from everyone because it does help me a lot as well.

[Speaker 6]

Yeah, see you in a couple of days, or talk to you in a couple of days. Yes, sir.

[Speaker 19]

Thank you, Dave. Hi, Dean Rebhuhn has joined us. Dean, do you have any questions for Chase Lackey?

[Speaker 12]

No, I don't. Thank you.

[Speaker 2]

Thanks, Dean. If you happen to think of something, please don't hesitate to reach out to me.

[Speaker 12]

Yes, sir.

[Speaker 4]

Is there any further questions for Chase? Okay, Les, I'll turn it back over to you so Chase can give his closing statement.

[Speaker 5]

Well, there you go.

[Speaker 2]

Give your closing statement, Chase. All right, sounds good. Thank you, Les.

I appreciate it. Thank you, everyone, for your time. I really appreciate the thoughtful questions, and I really look forward to working together to help continue to grow NCHA, and I kindly ask for your vote.

[Speaker 5]

Thanks very much, Chase.

[Speaker 2]

Yes, sir. Thank you, Les. I appreciate it, everyone.

Thank you.

[Speaker 4]

Okay, Les, Chase has left the line. I'm going to text Rock. I just want to express thanks again for y'all's time and joining us on this call this evening.

[Speaker 5]

Well, thanks for running it, Cathy Marie. You've had a busy few days.

[Speaker 4]

It's been busy, but I learned a lot on these calls.

[Speaker 5]

Yeah. Yeah, I bet you would. Yeah.

Yeah, we have so much. Every region has got so many differences to it.

[Speaker 1]

Hello.

[Speaker 11]

Hello, Rock. Welcome.

[Speaker 1]

Thank you.

[Speaker 5]

Well, I guess I'll introduce, I'll just start, we'll start with Rock. Rock is from Wilton, California, and this time I'll ask Rock if he can give his intro because I didn't do that for Chase last time, so I had to back up and Cathy Marie saved my ass again. So if you could give us an intro, Rock.

[Speaker 1]

Thank you, Les. I want to thank you all for the opportunity to talk to you tonight. I know it's been a long night, so I'll try to keep this as short as possible.

My name is Rock Hedlund. I'm honored to be considered as Vice President-elect for the NCHA. I've spent years deeply involved in this industry, building relationships, understanding our challenges, and working to support the success of the members and the future of cutting.

I believe in strong leadership, transparency, and preserving the traditions that make NCHA great while guiding it forward. I'm committed to listening, collaborating, and serving this association with integrity, and I thank you for your consideration tonight.

[Speaker 5]

Thanks, Rock. We'll go, Cathy Marie, you want to get us going around again? I think it starts with Sandy, if I remember right.

[Speaker 4]

You betcha, you betcha. Sandy Reid?

[Speaker 10]

Hi, Rock. Welcome to the running of VP. I'm from Canada.

We're in Region 1. We always have challenges with membership, and I believe a lot of the regions do, just from talking to other people, with the exception of possibly Texas. But I was wondering if there was anything that you feel that NCHA could help with those regions to help some growth with the memberships.

[Speaker 1]

Sandy, that's a very good question. And what I would want to do is hear from you and what your challenges are in your area up there and why you all feel you have a decline in membership or a rise in membership. Because you are the ones that are there seeing it day in and day out.

And I would want to hear from you as to what you feel your problems are or what you would need help with. And then I can take it to the level, the executive level of NCHA, and see how we could help you. But first I'd have to know from you because I'm not there.

I don't know. You all are there. I have to hear from you.

[Speaker 10]

Right. Well, I believe this is my opinion, but I believe just that it's probably costs of everything that are driving a lot of the membership down. But that's just what I kind of hear.

But I think it's a pretty common.

[Speaker 1]

Okay. If that is what the concern is from your area and other outlined areas, then I believe that's something that NCHA needs to look into and look at. Maybe we need to have a different structure in our membership.

I don't have the answer, but I'm willing to listen and hear what the other problems are in our outlying areas. And I'll be willing to help you address them and try to go forward with them to see if we can get this fixed. Because at the end of the day, we need our membership to grow.

[Speaker 10]

Absolutely. Yeah, because if our regions aren't growing, then NCHA is not growing.

[Speaker 1]

I agree with you 100%.

[Speaker 19]

Thank you, Sandy. Colton Hall.

[Speaker 16]

My question, sorry. Hey, hey, hey, Rock. My question was closely aligned with Sandy's there.

And I guess maybe we'll go with the trajectory on how we plan to get further outreach and showing more people what cutting is and bringing in new people.

[Speaker 1]

Okay. Maybe I misunderstood. Is that a question?

[Speaker 16]

Yeah, to expand on Sandy's question there, just how we could some ideas on how we could be bringing in new people and getting more outreach to people who wouldn't know what cutting is.

[Speaker 1]

Okay. I think a lot of that is NCHA runs a pretty, you know, we're trying to reach out and reach more people at the national level. But I think we all need help, including where I'm at here in Wilton, which is the Pacific Coast.

We all need to come together. And maybe we need to have a meeting of some sort where we can all sit down and talk about things and talk about the ideas as to how we need to promote cutting in our own areas. I think sometimes we take things for granted and we don't stop and look at the big picture as to how we need to reach out to new people and to people that are just coming along.

I think there's a lot of things that we need to look at so that we become more something we're selling that has an interest to the general public, getting them involved. I don't have all the answers. I wish I did, but I don't.

The only thing I do know, we need to start talking about these issues and we need to start addressing these issues, and we all need to come together as one so that we can grow our areas and I think we need to start talking about how we can bring this association up. That I do know.

[Speaker 16]

Thank you for that Rock.

[Speaker 14]

Thank you.

[Speaker 19]

Thank you Colton. Yeah, Doug Wiens.

[Speaker 14]

Thank you. Rock for letting your name stand for vice president.

Kudos to you. I guess I don't really have a question to ask right now, but I guess my big thing is in our, in region one, our non-pro amateur classes are fairly small. And do you have any suggestions of how we could improve that to get a little more of an increase, maybe either through some rule changes regarding your eligibility, that kind of thing?

Just a thought, just asking.

[Speaker 1]

I think those are all things that need to be looked at. I think the amateur rule need to be looked at. I think the non-pro rules need to be looked at.

And we need to sit down and be honest with each other as to changes, if we need to make any, if we need to make changes, then we need to look at what changes we need to make so that we can improve the participation in our non-pro and amateur. I don't believe we can make a blanket rule across the whole United States that is gonna fit for everybody. I think there needs to be some flexibility in some of the rules we look at.

I'm not just, I'm talking about all rules, not just the non-pro and amateur, but I think we need to become more flexible to where our outlying areas can make certain adjustments to help them in their area to produce an event and let people get involved in this sport that we all love so much, but every area is different. So every area has its own needs and wants, and there has to become a little bit more flexibility in there so that we can cater to the people that come and support the cuttings where they're at and where we're living and going and showing. If the amateurs think we need to change something, then the amateurs need to come forward with a change, and then it needs to be properly vetted, and it needs to be looked at by every committee that it affects, and then it needs to go forward.

The same way with our non-pros. I'm a trainer, and I've been training and cutting horses for 42 years. I've made a living off of non-pros and amateurs.

I have a pretty good understanding how non-pros and amateurs look at things, but I know it takes all of us to go forward and make the changes that we need to make if we need to make any changes at all, and that's how I look at this.

[Speaker 14]

Thank you, Rock.

[Speaker 19]

Thank you, Doug. Erin Smith.

[Speaker 17]

Hi, Rock. Could you, how do you see the NCHA helping affiliates and private show producers in the future to be able to continue to produce shows with the rising costs involved in that?

[Speaker 1]

Well, you all are probably gonna get tired of me hearing this, but we need to hear from you as to what your problems are, and the outlying areas and the affiliates and the private show producers, we all need to start talking about this because this is something that's gonna, it's happening, and it's gonna continue to happen, and we have to start talking about it now,

and we have to come up with a plan that's gonna help us all going forward. If we don't, we're not gonna have an industry as it goes forward, and that really, really scares me.

I'm just concerned about it, but I know it's very hard for us to make rules in Fort Worth that affect the cuttings that are in Fort Worth because those cuttings are successful, and the cuttings that we're having in the outlying areas, we're all struggling, and these are things that we need to start talking about, and I think we need to get a more open line of communication between our outlying areas, our affiliates, and our local show producers where they feel they can come talk, and we can all talk together to make it go forward.

[Speaker 20]

Thank you.

[Speaker 4]

Thank you, Erin. Nate Miller?

[Speaker 11]

Oh, yeah, hey, Rock. Thanks for running. I don't have any questions, but I just wanted to give you guys all a little bit of what I know.

Rock has taught me a lot. I've served on a lot of committees with Rock, and he runs a meeting excellent. I just wanted you guys all to know that.

Thank you.

[Speaker 1]

Thank you, Nate. I appreciate that.

[Speaker 4]

Thanks, Nate. Let's get Connie Down-Cicoria.

[Speaker 13]

Hi, Rock. Can you guys hear me?

[Speaker 1]

Yes, ma'am. How are you tonight?

[Speaker 13]

I'm good. A little chilly. We had a big snowstorm up here today, but I think we're gonna make it through.

Anyways. Well, I hope so. Yeah, I hope so, too.

I wish winter would quit. We're ready for spring. Anyways, I have a very specific question.

As you know, other equine events do not require all of their competitors or members to own their own horse. What's your opinion on that with regards to the NCHA?

[Speaker 1]

Okay, I missed the first part of that. I'm sorry.

[Speaker 13]

That's okay. No problem. Other equine sports do not require their competitors to own their own horse.

So the leasing model. What's your opinion on that with regards to the NCHA?

[Speaker 1]

That's a very good question, Connie, and I appreciate you asking me. I think that we need to, this is something that needs to be looked at. We've had very, very strong rules on our non-pro and our amateur ownership for many, many years.

Then we went back and we changed our family rules and we opened it up a lot. And I think it might be time to look at that rule, and I think it might be time to look at a leased horse program. AQHA is doing it.

Now, I have not researched AQHAs, but for an example, I've had two customers come to me this year that wanted to get involved in cutting. They came and I gave them a lesson on my turnback horse. They got excited, they wanted to start cutting.

When I told them what it was gonna cost to go buy their cutting horse and to get started in this industry, they said, you know what? I'm not ready to make that kind of commitment. These are things we need to look at.

I'm not saying we need to go to a leased horse program. I'm saying that we need to start looking into it. We need to become a little more user-friendly going forward.

Our rules are pretty, they were very, very strong at one time and now we've loosened them up a lot, but they still need to be looked at. And I would like to put together a task force committee, whatever you wanna call it, to look into a leased horse program to where we could let people come into this and be able to get a taste of it and see what would work and if they like it. Because I agree with you, you can go do a lot of other Western sports, a lot of other things, and you can just get on a horse and go do it and have fun.

And we don't have that. Maybe that's the way we need to stay, I don't know. Like I said, I don't have all the answers, but I do know we need to start thinking outside the box to where we can look at a lot of different things that are going on around us, how other sports are growing, and we're not really growing at the rate we want to, okay?

[Speaker 13]

You bet, thanks. And thanks for running. We appreciate you submitting your time.

[Speaker 1]

Thank you.

[Speaker 4]

Thank you, Connie. Let's go to Kelly Fraser.

[Speaker 18]

Hi, Rock. How are you? Good.

After being in the industry for as long as you have, you've seen a lot of ups and downs in NCHA. What do you specifically see right now that is on the top of your mind that needs to change within NCHA or be improved upon?

[Speaker 1]

Thank you. Yes, I've been around a long time and part of that is because I'm old, but we need to start planning for the future. And I know the EC and the officers, the higher powers there at NCHA are already looking into this but we need to start looking forward as to where we're gonna be in three, five, 10 years.

Because when I first came on the EC nine years ago, we were struggling with our finances. Since then, with good leadership and the right people in the right places, we have turned that into where NCHA is stronger than it's been in its history. And we need to keep it going that way.

And in order to do that, we need to start looking down the road so that we can plan for it. It's not always gonna be like it is today. We all know that.

But we need to be stable enough so that we can with handle the downside and still continue to keep going forward because we need this association to go on for years and years and years.

[Speaker 4]

Thank you, Rock.

[Speaker 1]

Thank you.

[Speaker 4]

Thank you, Kelly. We're gonna go to Amanda Law. She's joined us from Eastern Canada.

Amanda. Okay, I guess we've lost Amanda. She missed you on region four and wanted to join Rock.

She had some questions for you. Okay, let's go to Jack Holt, please.

[Speaker 3]

Rock, what would I do if I went to a non-affiliate and said, these are the, pick a number, four reasons that you should become an NCHA affiliate. What would I tell them?

[Speaker 1]

Well, that's a very good question, Jack. And I'm not sure if I can answer that for you, but I'll give it a shot.

[Speaker 3]

I didn't think you were gonna try to trick me up like this. Well, Rock, it's not a trick. It's something that we've talked about every year on these calls and we keep bleeding affiliates.

And now we've got some that are what I would call on the bubble. And if NCHA cannot tell an affiliate three, four, five reasons why they should be an affiliate, it's pretty hard to keep

them on because they're having to listen to their members too. And we need to do something to have the affiliates kind of sell to the members why they should become NCHA members and they should belong to an affiliate that is an NCHA affiliate.

[Speaker 1]

Right, well, there are certain benefits that come along with being an affiliate, Jack, as you know. One is you get your, the shows that you produce, you get them published on the website. You also get a little bit of advertising, but I believe that NCHA could help out more that way at times.

You get your money count. Towards your lifetime earnings and your horse's earnings, which therefore makes your horses worth more money because as buyers, that's what we all look at. You also get protection when someone comes and enters and doesn't pay or writes you a bad check.

But I think what you're asking me is you would really like NCHA to do more for our affiliates than what they're doing or what they're showing back to the affiliate for what they do. The other thing that helps an affiliate when you go to produce a show, you don't have to come up with the bond like you do if you are a private show producer. Correct.

These things all come into play, but correct me if I'm wrong. I think what you're asking or telling me is that you would like to see NCHA do more than what they're doing right now because at the end of the day, honestly, in my mind, we need to do more. Now, the other thing that makes you eligible to come to for your those members to qualify in that region, come participate in your national circuit finals in their regional finals.

And by going to those shows that are sanctioned and approved by NCHA, you have to have a video, you have to have an NCHA approved judge and that is all recorded and documented. So NCHA is trying to produce, not produce, but to have a cutting that is at a higher level than just going to an actual club cutting. Because we have club cuttings here in California where you don't do that.

You're also governed by our rules. A non-sanctioned, non-approved NCHA show does not have to go by our NCHA rules. So therefore there are no standards.

So there are some benefits to be an affiliate of NCHA, but I think there are times that NCHA needs to do more for the affiliate. But we need to know from the affiliates what they want and what they need to attract more members and how NCHA could help them.

[Speaker 3]

Rock, I think you really pointed out some good reasons to be an affiliate. It would be a real good idea. I think a lot of this, the base problem is communication.

If you're communicating those things from NCHA to an affiliate from time to time or to the directors from time to time, I think that's very healthy. It gives them a reason. But I don't think of any instances where NCHA is contacting the affiliate.

I think it is mostly a case where the affiliate has to contact NCHA. It's like having a website. If you don't go seek it out, you're not gonna find out what's on it.

And it might be worth thinking about to kind of turn that around and make the communication go from NCHA to the affiliate and make them feel like they're getting a little value for their buck and that their members are getting a little value for the buck. In other words, sell the sizzle a little bit. Just a comment.

[Speaker 1]

Jack, I think that is a very good point. And I thank you for pointing that out. I just made notes to that on my paper and that is very, very good.

I appreciate that. Thank you. If you need more paper, let me know.

I'm sure I'm going to before we get done tonight. I'm sure you will too, Ron. Thank you very much.

Thank you, Jack.

[Speaker 19]

Thank you, Jack. Marci DeGregorio.

[Speaker 9]

Oh, hi. Just to build on what Jack says, I am on the board of a non-affiliate that we're trying to get to be an affiliate. And one of the biggest pushes is why?

Why do we need to be one of those? So I agree with Jack. We need incentive.

We need people explaining why we need to do that. Because Oregon is definitely hurting in cutting and we need to really promote cutting. So go ahead.

[Speaker 1]

No, I was just waiting for you to finish, ma'am. I'm sorry.

[Speaker 9]

I'm done.

[Speaker 1]

Okay. Well, did you have a separate question from that or was that just your- Well, yeah.

[Speaker 9]

Well, I kind of have another one. It's like, what do you plan to promote cutting in the, I mean, I know you're in the Northwest already, but you're in California, which I know is struggling somewhat, but I think Oregon, Washington, Idaho, Northern Canada is probably struggling a little more. We're struggling with trainers.

We're struggling with shows. Any ideas?

[Speaker 1]

Well, I think part of that we can control and part of it we can't.

[Speaker 21]

Yeah.

[Speaker 1]

But I think the part that we control is like I've said, and you all are doing this now. You all are letting me know what your concerns, your issues are, and that's where we start. And once we know that and it gets taken to the right places at the NCHA, then we can start dealing with it.

So by us coming together and having these calls, and I honestly believe after doing these calls like I've done, we need to do more of these calls. We need to do more of them and hear from the directors in the outlying areas and the affiliates. And we need to have much more communication here so that we can all work together at this.

I've learned a lot on the last four or five nights I've been on these calls. And what I've learned the most is that we have to have more communication. We gotta be able to talk about our problems.

Okay. And I'm sorry, I don't have the answers and I'm sorry that I can't tell you what my vision is because I don't know what your problems are up there. And in order for us to fix them and get some kind of direction to go forward, we all have to come together and talk about it and see what's gonna work for each and every one of us.

In our own way, because every area is different.

[Speaker 9]

100% agree with you. And I mean, I'm on a committee and I've had two meetings over the last year and I have no idea what that committee is doing. So yeah, there is a total lack of communication.

[Speaker 1]

So that's just the way I view it. I'm sorry, but that's how I view it. We gotta talk about these things.

[Speaker 9]

I totally appreciate that.

[Speaker 1]

Thank you.

[Speaker 4]

Thank you, Marci. Holly Jones.

[Speaker 20]

Hi, Rock.

[Speaker 7]

I appreciate what you've been saying. I agree communication is a huge deal and it's not enough of it's done. And thinking about what NCHA can do to become why affiliates need to join NCHA, to be a part of NCHA.

Is there anything that NCHA can give back to them a discount on a futurity ticket? A silly idea I just thought of with our volunteer fire department made a, every member gets

membership yearly for lifelike medical proctor to the nearest major hospital. Is there anything that we could give to members that would be beneficial to them to make them say, hey, yeah, this might be more than what I normally would get from a membership?

[Speaker 1]

I think that's a very good question. And I think that's something that needs to be brought forward and we need to talk about. What everybody is asking and it's everybody's concerns.

We need to start talking about it so we can do these things to attract new members. And- Or keep going. Well, yes, but we need to take care of what we have and we need to find more and we need to be able to keep them.

And the only way that I know to do this is to start talking about it, to start hearing everybody's concerns, figure out what is the most important, what we can and cannot do. I can't tell you if NCHA could do this or not. Right.

But I know we need to start talking about it and we need to start asking about it.

[Speaker 7]

Another thing, Rock, okay, all of these stallions are now having big incentives that get paid out at futurity, but they don't help those of us in outlying areas. Is there a way to encourage the breeders, the stallion owners to extend those incentives to other areas other than the main events?

[Speaker 1]

Well, that is a whole different can of worms. And I'm sorry, I really don't even know how to answer that.

[Speaker 15]

Okay.

[Speaker 1]

Because stallion owners, they're gonna promote their stallions the best way they think they can to get the best return and be able to breed the most mares. And they're gonna put their money into where everything is happening. And right now, the majority of the money, the majority of the stallion, and the most money is paid out in Texas and Oklahoma.

[Speaker 21]

Yeah.

[Speaker 1]

So that is something that NCHA really can't control. That comes down to the individual stallion owner. Okay.

And I wish I could answer that better for you, but that's a whole different can of worms.

[Speaker 7]

Other ways of getting money back outside of the lower states.

[Speaker 1]

No, I understand exactly what you're saying. And I don't have an answer for you. I'm sorry.

[Speaker 7]

That's okay. Thank you, sir. Good luck with your campaign.

[Speaker 1]

Thank you.

[Speaker 4]

Thank you, Holly. I'm sorry. Nina Lundgren?

[Speaker 15]

Okay, can you hear me?

[Speaker 19]

Nina, are you still with us?

[Speaker 15]

Yes, I am. Oh, yes. Can you hear me?

Yeah. Okay. I thought those were great suggestions as far as helping the affiliates.

Of course, I'm a producer, and I think that what you should do should extend to producers all.

[Speaker 1]

I'm sorry if I didn't say that, Naina. I meant private show producers, affiliate, anyone who's putting on a cutting in our outlying areas. I apologize for that.

I was not clear.

[Speaker 15]

Did you hear me? Yeah, did you hear me? No, I didn't.

Okay, now I can hear you. Okay, can you hear me now?

[Speaker 1]

I can, yes. My answer was, I'm sorry if I didn't make myself clear, but I was talking about show producers, affiliates, and anyone who puts on a cutting in our outlying areas. Okay?

I did not mean just to talk about the affiliates. I'm talking about private show producers, affiliates, the whole thing. I'm talking about our whole picture, okay?

[Speaker 15]

Perfect, okay, great. I agree. Okay.

[Speaker 4]

Thank you, Nina. Dean Rebhuhn?

[Speaker 12]

Thank you, Rock, for your time on this. We all really appreciate it.

I agree. Membership is an issue.

[Speaker 1]

Dean, it's really hard for me to hear you. Okay, is this a little better? A little bit.

Go ahead, I'll try to decipher it.

[Speaker 12]

Okay, I agree. Membership and communication are big problems. Growth and development is working on membership.

And at the convention, that'll probably be the biggest issue is soliciting from our members, directors and our members, ideas and putting together some sort of a strategic plan, which NCHA does not have at the present time, but we need one. We have a lot of talent with our members and with our directors, and we need to communicate with them. And we're working on that.

But communication and everything, just a step at a time to move forward. One issue, we had the free memberships. We had 2,200, maybe 2,400 free memberships that we gave out.

We had a 25% retention. 25% retention is pretty good in anybody's book and anybody's business. That's one thing we could refocus on.

But I agree with you and the conversation you have with Jack Holt, communication is the key. Those are just my comments. And thank you for running.

[Speaker 1]

Thank you, Dean and I wanna comment on that. I appreciate everything that your committee is doing on your growth and development.

And that is very good. And if I spoke at a turn, I just found out today that you guys are already working on those things. And if I overstepped my bounds or I didn't understand it and spoke wrong, I apologize.

And when I heard that today, I was very glad to hear that we're already taking care of that. So I'm glad to hear that, Dean. Thank you.

[Speaker 12]

You didn't overstep anything. It's everything, we're just working on it and we need a lot of help and communication will be the key to this. Thank you.

[Speaker 1]

Thank you, Dean.

[Speaker 19]

Thank you, Dean. Let's go to Hayden Heaphy.

[Speaker 8]

Rock, welcome to the fray. Thank you. I'm very new to this.

I mentioned that this is the first meeting like this that I've ever attended. A lot of the questions have been asked and if you're open to it, I'd just like to give you my comments on why every area is different or the question of every area being different. I'm in Wyoming, Northern Wyoming, close to Montana.

I view us as truly being an outlier to the core of cutting. I don't believe our membership is strong. It's certainly not strong like it is in Texas.

I think our trainers, our number of our trainers are limited. We have talented trainers come here, they can't make a living because owners and prospective cutters are few and far between. The population base is very thin.

Trainers ultimately move to an established industry area where the customers and the money are. Just like a Walmart moves in next door to a Costco, they all want a piece of the same customer base. I think I see people new to the industry, cutters.

I know a couple of them that have never shown a horse in Wyoming or Montana. They have a trainer in Texas, they go to Texas, they go to Oklahoma, they go to Arizona, but we don't see them at weekend shows here. Texas, California are places that people go to buy horses.

They want quality prospects, they want quality talented show horses. They perceive rightly or wrongly that the best of those horses are someplace else. Cutters send their horses to be trained somewhere else on that same perception that the trainers will be better, that they'll get more seasoned at more shows.

We don't have an industry that operates well in the winter months up here. Everybody that is in this business industry, as we call it, as a cutter, wants to be successful for themselves and their horses. The new people certainly wanna be that way.

And all these points I'm raising right now, I don't expect you to try to answer anything, but I'm just trying to make the point of what the problems are that I perceive up in the outlying areas as they've been referred to. And I appreciate that you have expressed an interest in trying to be flexible and trying to have the NCHA look into addressing some of those things. So thank you for running and thank you for offering that up to us.

I'm done.

[Speaker 1]

Well, thank you. Thank you. I have a question for you.

Go ahead. Are you close to Ekalaka? Are you close to Ekalaka?

[Speaker 8]

I'm closer to Ekalaka than I am to Fort Worth.

[Speaker 1]

Well. My mom grew up in Ekalaka. So, and I did spend a little time up there when I was little, and then they moved to Baker.

And so, and I understand exactly what you're saying. But I just wanted to share that with you. Thank you.

[Speaker 4]

Thank you, Hayden. Was there anybody else from Region One before we go to Les?

[Speaker 3]

I've got just a comment, if I could, Jack Holt. You've made a lot of comments about people coming to NCHA. And one thing I would say to that is you've got to show them when they do that, that they're being heard.

Not approved, but being heard. But I think, Brock, it's gonna be real important for NCHA to think differently about this area than they would have 30 or 40 years ago. A lot of things have changed that used to tie people together.

We used to have a stallion stakes up here. And when we had a show in Salem, there were 42 stallions, cutting horse stallions, listed in Oregon and Washington, and some from Northern California, 42. I don't know if there's any- I remember that.

I got that show in 1992. The Futurity, the Northwest Futurity in Salem was the second biggest limited-aged event in the United States, behind the NCHA. I remember that.

We used to have a selection of, yes. Yes, you were. We used to have a selection of trainers.

We have a drought when it comes to trainers. And trainers used to tie people together. It tied their barn together with their customers, and it tied it to other people.

And we were like, like all of these places that had some people that were squabbling between each other, like Matlock and Buster. They would be on different sides of the arena. And we had some of our trainers on the different sides of the arena, but it gave us a reason to live, and a reason to like, and a reason to not like.

And that's important. Yes, sir. Yes.

Our members used to come from rural backgrounds. Today, they come from high-rise apartments. A lot of difference in the way those people communicate and connect.

We used to have, I'm making a list right now of venues that we used to have. I'll bet there, I'll bet right now in Oregon and Washington alone, I've got 75 of them. Today, they're hard to find.

We might have a handful. It's affected our costs, and it's affected the ability of people to go to a show. The costs today are much different.

Yes, Turner used to take his horse out of a two and a half ton truck down a ramp that everybody thought was gonna be the end of the horse. Nobody had a living quarters horse trailer. A lot of people were pulling an inline Miley with a Cadillac.

It was an entirely different time. Some of them had pickups that always overheated going up the hill to Mitchell, always. The cost to get a horse trained and maintained is very high, not to mention the cost of the horse.

But the cost of the horse, even though they're very high, probably is the cheapest part of the horse himself. Yes, sir. Today, we've got videos.

The only way that we could, see you cut before was to go to where you were. Today, we can just get a video. Or we, to connect with people that know what they're doing, we would have to have a clinic and bring somebody in.

And we still do that, and it still has a lot of value. But in the old days, before videos, we, there wasn't much. Our sources of income, people supporting the local associations used to be the local guy that everybody knew, and they bought horse feed from him, or they bought boots from him, or he was their vet or whatever.

And today, most of those people have consolidated, they've gotten bigger, they've gone away. Where at the top end, you've got the Yellowstones of the world, and you've got Texas tax money. And it makes the scene in both areas completely different.

We used to have breeders up here, as I mentioned before, and then we got this thing called ship semen. If you wanted to breed your mare to Ray J, you only had one option, and that was to put him in a trailer.

Put her in a trailer and go to where Ray J was. That was it so a lot has changed.

And my point here is that when they come to NCHA and they have some of these complaints, it's for these reasons of what's happened here, because everything has kind of migrated to Fort Worth. And if you're truly going to help these kinds of areas, you have to have a different mentality, because you have a different cutter. And the people that remember the stuff that I'm talking about are going away, and we've got to do something to talk to people that think completely different and have a different background.

That's just a commentary. But if you think, you said I'm an old guy. Well, if you think you're old, if you treat people like we used to treat people and the situations that we used to make decisions on, if you think that that world is the same, we're missing the boat.

We've really got to think what you mentioned out of the box. Just a commentary.

[Speaker 1]

Thank you, Jack. And I appreciate those comments. And I agree with you as to what you're saying.

And that's why I come back to what I've said earlier. I want to hear if I'm, I shouldn't say if I'm lucky enough, but if I am lucky enough to win vice president, one thing I want to do, I want to hear from these outlying areas where you guys are, and I want to hear just exactly

what you told me so that we can go forward and find out, figure out what we need to do to help you all up there grow cutting the best way we can. Now, I understand that trainers have left and things have changed and times have changed and this and that.

And yeah, like you said, when you wanted to get a mare bred, you had to take the mare to the stud. Now, you don't even have to do that. I mean, we can do ICSI and get 40 babies out of one mare.

So times have really changed.

[Speaker 3]  
From a 40 year old.

[Speaker 1]  
Yeah, I understand that. Right. Yes, or we can still get it from one that's dead.

[Speaker 3]  
Yep.

[Speaker 1]  
And this is a great conversation, but it's something we need to look at. We need to talk about it so that we can figure out what is best for you all and what you all need to do up there that's gonna fit you. And until we can start talking about it and have these types of conversations we're having right now tonight, or even in person, to me, this is what we have to do more of.

Everybody's migrating to Texas because that's where all the money is. That's where the studs go. That's where the incentive is.

That's all of that. But we still have our own entity back when we go back home. And we look at it and see, well, hell, here we are back here at home again.

Boy, that's a good time down there, but we're still not doing nothing up here. NCHA needs to know about that. And so that if there is a way that NCHA can help, we need to know how we could help, what we could do.

But until we open this line of communication and we all start talking about it and addressing the issues that are in all these different areas, because they're different in all the areas. Like I said, we can't make a blanket decision, blanket rules, blanket policies that's gonna cover the whole thing because times have changed. And it's time that we start looking at these outlying areas and the way the cutting industry is in those areas so that they can grow also.

Bingo.

[Speaker 10]  
Rock, this is Sandy Reid again. Hey, I just wanted to point out that I was at the Super Stakes and I watched one particular day. And I think there was like 20 people in the stands.

And I walked over to the other arena and watched the circuit finals. And I mean, those stands weren't right full, but they were very, very, very full in there. Like there was quite a few people.

And I think that's something that a person or NCHA needs to maybe pay attention to where the growth might be going.

[Speaker 1]

Sandy, I have a question for you.

[Speaker 10]

Sure.

[Speaker 1]

What did that tell you?

[Speaker 10]

Well, it tells me that there's a lot of people that are interested in the circuit finals and the world finals.

[Speaker 1]

There you go. So these are things that we all need to look at. We need to talk about.

And I mean, at the end of the day, we need more communication like we're doing tonight. And there's other ways we can communicate too so that we can all talk about our problems and then we can address them and then we can go forward. I agree with you.

I spent one day at the circuit final and one day over in Will Rogers. You can hear a pin drop in Will Rogers and everybody's yelling and cheering over in the Watt building.

[Speaker 10]

Great. Yeah, I think they need to capitalize on that.

[Speaker 1]

I agree. I agree with you. I don't have all the answers, folks.

I just know that I want to hear what you all got to say and I wanna hear your problems. And then I will do my best to take them forward and get them to the right places so that we can start working on these problems that we have that are addressing us in the outlying areas.

[Speaker 9]

Thank you. I appreciate you.

[Speaker 4]

Thank you, Rock.

[Speaker 1]

Thank you.

[Speaker 4]

Les, I'm gonna turn it back over to you. And if you wouldn't mind allowing the EC or the officers if they have any questions to get those addressed as well. Thank you.

[Speaker 5]

Thanks, Cathy Marie. Well, thanks again, Rock. I think we had a good lineup of questions from everybody tonight.

I appreciate that. And as everybody knows, Rock has a lot of experience in the industry, has been on several committees. He's had a pastime on the EC.

The only thing I really wanna touch on is I just want everyone to reach out to as many members as we can to vote. The biggest thing with this vice president selection is to make sure we vote. And we have two great candidates that bring different skill sets, different things to the thing.

And there isn't a real bad decision to be made here. We need people to vote. And voting starts April 20th, I believe, Cathy Marie is somewhere in there anyway.

And it's done at the end of May. It's easy to vote. The technology thing, I can handle it.

So anybody else should be able to handle it. But that's the big thing is we've got two good candidates to vote for. Thanks again, Rock.

Let's all get as many people out to vote for this. So thank you. Is there anyone else?

Is Dave, is he still on or anybody else from the EC?

[Speaker 6]

Yeah, I'm still on. Hey, Rock, how you doing, buddy? I'm good, Dave.

How are you? I'm good, good, good. I hope you're enjoying this process.

I really enjoyed it last year myself. It's great. And you and I have been friends for a long time.

We've had a lot of great times. We chased each other up and down the road for what, 10, 12 years? And we hauled a lot together, showed a lot of horses all over the place.

And you know, the Northwest, we showed everywhere. And it was great. And I'm glad you got your, you're throwing your hat into the ring.

And I'm glad you're part of the process and you've been my friend for a long time. And I thank you.

[Speaker 1]

Thank you, Dave. Remember when I first met you, Dave?

[Speaker 6]

Yeah. Yeah, long time ago.

[Speaker 1]

Yeah. Yeah, it was a long time ago.

[Speaker 6]

Yeah, long time ago. Yeah, I was, I remember, I remember when we used to, well, I remember going to cutting and I was, I used to, we used to turn back for Phil Rapp when he was a youth. That was a long time ago.

Yeah, it was a long time ago. But you bring a lot to the floor, Rock, and you have a lot of knowledge and a lot of sound judgment. And I thank you very much.

[Speaker 1]

Thank you, Dave. I appreciate those kind words. You bet, buddy.

[Speaker 5]

We got anyone else from the EC or from, I don't think we've gone through everybody. What do we got left, Kathy Marie? I think we're done.

[Speaker 4]

I guess we wrap up and let Rock give his closing and call it an evening.

[Speaker 1]

Okay. I wanna thank you all again for the time and consideration. This association means a great deal to me.

And I don't take this opportunity lightly. If given the chance to serve as your vice president-elect, I'll work closely, listen to your interests and to all of the NCHA members. I want this to continue to grow because this is a very, very special association to me.

I wanna ask everyone to step out and vote. That is what we have to do as members. We have to vote.

And I'm gonna ask you to please vote for me. Thank you.

[Speaker 5]

Thanks again, Rock.

[Speaker 1]

Thank you all.

[Speaker 5]

Thank you, Rock.

[Speaker 1]

Thanks, Rock.

[Speaker 20]

Good night. Bye. Good night.

Thank you.

[Speaker 5]

We're all done. I think she's a wrap, you guys. Thanks everybody for participating.

It's a good evening.