

Region 2 Director VP Candidate Call - 4.15.26

8pm Central

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[Speaker 8]

Hey Bob, what's up?

[Speaker 9]

Good morning, good afternoon. I'm just coming in from Vernon Brush.

[Speaker 8]

Nice, nice. Yeah.

[Speaker 9]

So, let's see how long this is going to go for.

[Speaker 8]

Right.

[Speaker 12]

We'll see. Hey Phil.

[Speaker 17]

Yes ma'am.

[Speaker 12]

Sorry guys that were delayed on this call. Region five just adjourned. So, give me just a second.

And looks like we still got some people coming in. But if you give me just a second, I'll be ready to go. Thank you.

[Speaker 17]

Thank you.

[Speaker 3]

Well, good evening, everyone. This is Fiina. Hi, Fiina.

How are you?

[Speaker 4]

Good. Thank you. How are you?

[Speaker 3]

I'm recuperating. I had another knuckle fused on Monday. you know, this aging process is not easy.

It's for the birds. You know, if they don't figure out a cure for arthritis, or a major prevention of getting it, you know, it'd be nice. Tomorrow.

[Speaker 12]

Okay, Phil, I'm ready when you are.

[Speaker 4]

Okay. Does it look like we got a bunch of them checked in?

[Speaker 12]

We've got 13 on right now.

[Speaker 4]

Okay. Okay, guys. Before we get started here.

I want to thank first of all, thank you, Cathy Marie for all you've done. I know you're doing two of these at night. It's a lot of work.

I want to welcome Bob Cooley new to the board. Welcome, Bob. Thank you so much for joining us.

Joining us. As we get. After we take role.

And I believe Chase is first. Is that correct? Yes, sir.

[Speaker 12]

We'll start with Chase Lackey.

[Speaker 4]

Okay. So we'll go down. We'll get them on.

We'll ask them to tell us a little bit about himself. And then I'll go down. The list as we take role.

And you guys can each ask questions. So. If you don't mind, would you take role?

Please.

[Speaker 12]

Absolutely. Let's get started again. I want to apologize for the delay in starting this call.

I'm just trying to make it all happen. Okay. I appreciate your time this evening.

Here we go. Let's start with Ashley.

Ashley Bosack, are you with us? Thank you. Thank you.

Don Chapman. Here. Thank you, Dawn.

Deborah Winard. Here. Thank you.

Glen Nelson.

Mike Wood. I'm here. Thank you, Mike.

Brent Young.

[Speaker 4]

Excuse me real quick. Hey, can everybody mute our phones? When we're not talking, please.

Thanks.

[Speaker 12]

Thank you. Dana Azevedo. Here, Thank you, Dana.

Fiina Jolley. Here. Thank you.

Kathy Cardon. Here. Thank you.

Katie Fonsen Young. Here. Thank you.

Norm Clark.

Phil Benadum. I'm here. Thank you Phil.

Bob Adams.

Rock Hedlund will be joining us later.

Suzy Silverberg.

Tim Castilaw.

Bob Cooley. Here. Thank you. Welcome Bob to region two.

Stan Williams Jr.

Cookie Banuelos, Here. Thanks.

Patty Lund. Here. Thank you, Patty. Is there anybody else from another region joining us on this call this evening? Okay, so I'm going to turn it over to you.

[Speaker 11]

Hey, Cathy, this is Stan Williams. I couldn't get off of mute, but I'm here.

[Speaker 12]

Thank you, Stan.

[Speaker 4]

Thanks, Stan. Okay, guys, I think most of you have been through this process before, so Cathy Marie, I think we're ready, and we don't want to keep you up all night. If you want to get Chase on the phone, that would be great.

[Speaker 12]

Perfect. Let me text him now. Chase should be joining us momentarily.

[Speaker 4]

Thank you, Ma'am.

[Speaker 1]

Hey, Cathy, I'm here.

[Speaker 12]

Thank you, Chase.

[Speaker 4]

Hi, Chase, this is Phil Benadum. Welcome to Region 2. Hey, Phil, thank you.

Yeah, hey, before we get started, I really want to thank you for throwing your name in the hat. I think not everybody, or we all know how much time and effort you're putting into this. And, you know, one thing about it, I'm pretty excited.

We have two great candidates, and I think either way we're going to win. So I just want to thank you so much for joining us and throwing your name in the hat. And if you want to, just tell us a little bit about yourself and why you're running for this position.

[Speaker 1]

Sure, I'd love to. Well, 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.

I work in the construction industry. I operate across the southeast. On any given day, I'm managing about 200-plus people, and I'm working on about 10 projects at any given time.

Those projects last about a year to two years. I'm very fortunate to have a great staff around me. I believe in surrounding myself with people that are better than me.

And we have a culture that is goal-oriented, where everyone buys in, and I believe that very much fits NCHA and Jay and his staff as well. With having great people around me, it affords me the opportunity to go to these horse shows, and it's allowed me to spend a lot of time visiting with everyone. And it's going to give me the opportunity to have the time to do this position.

On a competition level, I'm an active non-pro and amateur competitor. I have horses showing in the open. I do the weekend, limited-aged events, major limited-aged events as well.

I've hauled for the world a couple times now. And I'm running because I believe this moment matters. I want to help protect what NCHA has built.

And I believe my combination of business skills along with my equine industry knowledge I've shown in NSBA, AQHA, and NCHA, I believe those two together give me a unique opportunity to make business-minded decisions with our industry in mind. And I'm looking forward to everyone's questions, and thank you.

[Speaker 4]

Thank you, Chase. So I'll go down the list. We have a pretty big region, as you know, Chase, so we'll try to get through this as best we can.

David Booth, do you want to start us off?

[Speaker 10]

Sure. Chase, what do you feel like is our biggest challenge as an association that we can tackle realistically?

[Speaker 1]

I think membership growth. I think we have been very stagnant for years. We went up during the Yellowstone effect there, and we also had the free memberships we were offering.

So we saw our membership trend up, but it wasn't necessarily long-term members, so we trended right back down on that. I believe membership growth is something that's vitally important to us. Again, we've been stagnant.

If we don't find ways to reach new people, then we're still going to continue to struggle. I mean, we've done a great job of creating opportunities where people can enter multiple times, but I think we've squeezed all the juice out of that. So bringing in new members is going to be extremely important.

I think we need an app. NCHA does not have an app. There's no reason for us not to.

We don't want to be the dinosaur in the room. So if we want to grow, we need to make sure we're appealing to these younger generations. You know, the kids, they have a phone in their hand.

They could get an answer in 10 seconds to any question. I believe an app would provide us an opportunity to do the same. Let's get a rulebook on it, make it easy to locate things.

Going a little further than that, I know we've got a lot of people to answer some questions with, but I think that with that growth, if we're investing in our marketing and creating reels that go out to Instagram, Facebook, all the social media sites, when people are clicking on that, we're getting new viewership. Let's get them to click on it where our app's linked to it. They download our app, and then on our app, I would see an app where they can do a location feature on there, and you can see that there's a horse show right down the road.

And if they see there's a horse show 30 miles down the road and it's happening in two weeks, now we're getting them to the actual horse show. And to build upon that even further, if we have an ambassador program, and including our engaged membership, there are plenty of them out there that are social butterflies, we need to be locating those individuals in our stands. Finding the new faces, going and introducing ourselves, introduce them to the exhibitors, introduce them to the trainers.

We're very fortunate that we are in a sport that you can take someone from couch to saddle, and a trainer can help them flag with very little skill set. You don't have that in a lot of industries. So we all know how addicting this sport is.

Once you go flag or work a cow, most people are in. So I believe that that's where we need to spend a lot of time focusing for growth and opportunity. That's great.

Thank you. I know that was long-winded.

[Speaker 10]

That was good. A quick follow-up question to that. As far as growing membership, I think the app's a really great idea to help make things easier for people to find shows.

With, obviously, there's a lot of stigma around amateur non-pro divisions. Where do you see that going in the future?

[Speaker 1]

So, I believe, I call NCHA a four-division system. Most people call it three. I include the youth because I think it's vitally important.

As far as where we go from here, I think the way our system is set up now is proving to work as a whole. Clearly, we're in a very good financial place. We're in the best financial position we've ever been.

So any adjustments we make to that structure, and I know you and I sat down and talked about this specifically, I think if we have ideas of structure change, they need to be detailed so that we can investigate them and analyze the data to understand how it may affect our industry. Things change, so we do need to be able to adapt to that. But we need to thoroughly vet it before we do something like that because it is the lifeline to our association.

So, as of now, I believe we're a four-division system. Could that change in the future? Sure, but we just need to make sure we have a true plan of action and know the risk involved.

Awesome. Thank you. Yes, sir.

[Speaker 4]

Thanks, David. Dawn Chapman.

[Speaker 5]

Okay. Hi, Chase. This is Dawn Chapman.

Nice to meet you.

[Speaker 17]

Hi, Dawn.

[Speaker 5]

So, you know, there's a lot of talk in Arizona about cattle because we rely on the border so much. And I know cattle is getting a little more expensive, and it's kind of a weird world we live in right now with, you know, these diseases that come across or that exist, and it's kind of scary. We rely on another animal other than the horse.

[Speaker 1]

Yes, ma'am.

[Speaker 5]

So, I just got back from the Super Stakes. I know you were there. I'm sorry I didn't meet you, but I saw you around and did very well.

But, you know, the show – we use so many cattle, right? And what do you think the future of that is? Is there talk amongst the, you know, the industry other than – I just kind of talked to the people in Arizona.

We rely on a totally different system of the border. You guys don't so much. But is there talk of, you know, getting cattle for these big shows?

And what is that looking like, and what do you see?

[Speaker 1]

When you say big shows, are you meaning in Arizona or Texas?

[Speaker 5]

No, no, I'm talking like the Super Stakes and, you know, in the future of the industry with cattle. And do you think there'll be a problem?

[Speaker 1]

Yeah, you know, we always had that potential. I wish I had the crystal ball to give you that exact answer. But I believe we do need to actively be looking for answers to that problem.

You know, no different than in my business. If I have a problem, I don't just sweep it under the rug. We need to be looking for solutions.

A big idea, and I'm going to emphasize big idea on this, and I don't think it's something that fixes it in the short term. But what would it look like – you know, there's been some talk about NCHA buying cows. I don't know that I'm a big fan of that.

I think that's a risky market for us to get in, and it could cost us as much as it could gain us. What if we own the land where these feeder cattle are raised? What if NCHA was to invest in land and lease that back so that we controlled an asset that should go up in value?

And it will help us control the amount of cattle we have access to and what those potential costs may be. I think that is a potential idea. You know, the unpopular thing to talk about is combining classes so you have less runs to use less cattle.

Yeah, right. And I don't know how that looks for us financially. That's something we would heavily need to vet to do because we need to make sure we're not tanking our shows simply by making that adjustment.

[Speaker 5]

Yeah.

[Speaker 1]

To look a little further than that, maybe it is adjusting the amount of cows we have in the semifinals and the finals. You know, we provide a lot at the big three, and there was a time when we did have a reduced count. So that might be a short-term fix to our problem until hopefully the border does open back up and help alleviate some of the stresses to our market.

[Speaker 5]

Right. Okay. Yeah.

Thank you. That was interesting, the owning the land aspect. I had not thought of that.

[Speaker 1]

That's a big idea. I'm not saying it works. We need to heavily vet it.

But it's an idea, and I think it's really important we bring ideas to the table. You know, you can't just sit there and wait for someone to fix the problem. So we need to be actively engaged in trying to come up with solutions.

[Speaker 5]

Right. Okay. Thank you so much.

[Speaker 1]

Thank you.

[Speaker 4]

Thanks, Dawn. Deborah Winard, you're next. Deb, you're on mute.

We'll come back to Deb. Mike Wood.

[Speaker 13]

Hi, Chase. This is Mike. Thank you for putting your time into NCHA.

It's a big job, and we appreciate it no matter what extent you're going to be in. So I don't want to take forever, and we're not going to try to solve any problems. But give me your thoughts on the world finals, the circuit finals, and the problems that lie within, like people saying that the circuit finals pay too much and they're going to draw away from the world finals, and our world finals are going to dwindle.

You know, just some of those thoughts. Can you give us your thoughts on that?

[Speaker 1]

Sure. I feel like both provide a great opportunity for our cutters, and they are two very different paths. I mean, I've hauled for the world finals, so I understand what that takes, especially from the East Coast.

It's a lot of travel. The circuit finals, I think, is amazing as well. I mean, as you know, I got to spend the super stakes down there and spend every day watching the international circuit finals.

I think it's a big hit. As I'm talking to everyone, they really enjoy that. I have some thoughts.

I have an idea. I bring a lot of ideas to the table. So I have an idea that could help with world finals.

I would like to see what it looks like if NCHA had a horse registry, and what I mean by that is it would be somewhat similar to AQHA, but we would have an incentive tag to it, and it would take some seed money for the first couple of years, but what does it look like if we were encouraging people to register their horses at NCHA, and maybe they decide to dual register AQHA and NCHA, but when we register horses at AQHA, we sign up for a membership, we pay the registration fee, and NCHA doesn't necessarily benefit from that.

So if we had an incentive that paid, and maybe it just starts at a couple of major shows, if we had an incentive that says you sign up at AQHA or your NCHA, register your horse there, then you are eligible to win this incentive.

I think we have the potential for a massive revenue stream through that. As it grows, there will be so many horses involved in that, because everyone's going to want that opportunity. It works a lot like a stallion incentive, and I'm getting to your point, just bear with me.

So I believe if we can create a revenue stream like that, we can close the gap on what it costs to run the World Finals with that idea alone. I mean, we talk about how much that show costs us to produce, and there's a pretty big gap, and we have to look for sponsorship. Imagine if we had a multi-million dollar revenue stream from horse registration.

What can we do with that? We could be doubling our purses at the World Finals, tripling our purses. We could be paying more at the Circuit Finals.

We could be paying close to a million dollars at one of the Triple Crown events just from the incentive alone. The opportunity to give back at the weekend level, to provide better prizes, to help host better Circuit Finals in our areas, there's so much potential for something like that. And again, it needs to be heavily vetted, but there's a lot of potential there, and I would like to see how that could help both of those avenues because I think they're both very important to NCHA.

[Speaker 13]
Sounds good.

[Speaker 1]
Thank you.

[Speaker 13]
Thank you.

[Speaker 4]
Thanks, Mike. Dana, how's the video?

[Speaker 8]
Hi. Okay, so your idea on this dual horse registry, we already have a lot of different registries and associations that we need to belong to as cutters and AQHA members, and if we're doing other events as well. Don't you think that's just nickel and diming us, again, to have to pay into another incentive that is only going to benefit us from the World Standings or the Circuit Finals or whatever you want to call it that this NCHA horse registry is going to do?

[Speaker 1]
I think that's a good question. So first of all, I would see that benefiting every member because it's going to, again, provide us an opportunity to let that trickle down all the way to our weekend shows and our Circuit Finals at our local areas. And I believe, in my opinion, we should want to invest in NCHA.

And if given a choice, if I was showing a horse at only NCHA events, I feel like I would want to register at NCHA and NCHA would be able to benefit from that and help all of our

members. And if we're choosing to invest that money at other associations that don't provide us anything, it's a personal choice to do that. But it seems like if our intent is to show at an NCHA show, we would want to invest in ourselves and help NCHA help its members.

[Speaker 8]

Well, that's true. And as an NCHA member, we contribute to Pacific Coast and all the things that we pay into in order to be able to show out here. And how do you think you could benefit the West Coast and helping grow our revenue out here and our shows and our producers and help us, you know, up our entries out here versus just in Texas and just back east?

[Speaker 1]

Well, again, I think something like a registry does benefit you directly. You know, this is not a Texas-only thing that, you know, everyone is showing at their weekend shows. I'm sure you probably attend NCHA days or the finals in your area.

This is an opportunity for that, to give back to that. And again, this isn't a forced entry. You don't have to pay to register your horse.

Maybe you buy the horse and it's already registered. It's just an added benefit for the individual themselves.

[Speaker 8]

Sure. I'm also a member of NSBA, and I have to register my horse for NSBA every year as well to make sure it's active. And so it's just one more thing to have to register for, but I'm only going to register for it if I'm going to show the NSBA world.

So I appreciate that. And you talk about the app, which the app is a good idea. I can appreciate that.

Do you know the average age of our membership?

[Speaker 1]

I know that we are, I believe 60% of us are above the age of 50. If I'm not mistaken, it might be a little bit higher than that. And it's always going to lend itself to being an older age group.

You know, just by the sheer cost to do what we do, a lot of people are later in life when they can afford it. But I do believe, even I think I understand what you're asking is, you know, maybe they're not that interested in that. But if we're not thinking ahead now, what happens when the 20-year-olds and the 30-year-olds are 50?

And they do expect that information.

[Speaker 8]

Right. And the 20- and 30-year-olds will be 50 in another 20 years, and then we'll need another new thing. Also, do you think that serving on the EC would help prepare you for the vice presidency?

[Speaker 1]

Are you meaning a term on EC before vice president? Right. You know, I know of at least one person that has done that.

You know, Mark, if I remember right, Mark Senn had not been on the EC before then, and I could be wrong about that. But, no, I don't think that's necessary. I'm very comfortable dealing with problems on a daily basis, and I feel like I'm an effective leader, and I like to have buy-in around me.

I can work well with others, and I understand the task it takes to do it. I'm even pretty sure maybe Barney, Barnwell Ramsey, I don't think served on the EC before he was president. I'm 99% sure, Ora Diehl also did not.

So I think there's plenty of people that have done that, just going straight into it.

[Speaker 8]

True, true. I would check the facts on that. But thank you.

[Speaker 1]

Yeah, absolutely.

[Speaker 4]

Thanks, Dana. Okay, up next, Fiina Jolley.

[Speaker 3]

Okay. Hi again, Chase. It was nice speaking with you a couple weeks ago.

And I'm interested in all these kinds of things you have, and I kind of wanted to chip in, but I'm going to go straight to what I came in with my written question. And that has to do with the family horse rule, and where do you see that going? Do you see it going, continuing on as broadly as it is in the rule book now?

Or do you see perhaps a need to change that a bit?

[Speaker 1]

Well, first of all, I enjoyed speaking with you. I think we had a great conversation. I really appreciate that.

And I believe that we need to look into that and certainly figure out if that needs adjustment. But I believe that needs to come out of our committees. And NCHA needs to continue to adapt to what the needs of our membership are.

But I believe a lot of that will come to our committee to answer your question.

[Speaker 3]

And then I have another one. And this one just came up as I was watching the celebrity cutting online the other night. The rule book states that no non-pro amateur shall show a horse outside of that family rule in any exhibition or competition, whether approved or not approved.

And yet there were non-pros riding and showing horses that they were not associated with. You know, they weren't out of their family. How's that being handled?

[Speaker 1]

I think that's a great question. Have you taken that to any of your EC rep? I guess it would be Phil.

Have you addressed that with Phil?

[Speaker 3]

No, because I just watched it on Saturday night. And, you know, I mean, I'm sure you know which horses were being ridden by people that didn't own them, who are sitting on non-pro cards. And, you know, I've always been under the impression since I have an amateur card that I could not do that anywhere, anytime.

And so I was a bit surprised to see them come in on those horses. And I just wondered, it really is a violation of the rule book, any exhibition, any competition. And, you know, there's penalties involved.

And I just wondered, number one, how did it happen? And then number two, what's going to be done about it? And is it going to continue?

[Speaker 1]

Sure, yeah. Let me look into that. I am very curious myself.

I would be happy to look into it and call you back.

[Speaker 3]

Okay. You know, and I can see the point. I mean, it was a, you know, that's a fundraising, you know, thing.

But it's still an exhibition. And, you know, I'm the school teacher at heart here who follows rules pretty darn carefully. And that one hit me just watching the show at the time.

[Speaker 1]

That's an interesting question. And Phil may be able to provide some insight on that. But I'm happy to check on it and follow up with you.

[Speaker 3]

Okay.

[Speaker 4]

Thanks, Chase.

[Speaker 1]

Thank you.

[Speaker 4]

Yeah, Fiina, let's visit tomorrow and I'll also look into that for you. Okay? Okay.

[Speaker 1]

Phil, will you follow up with me also? I'm curious if you have any thoughts on that.

[Speaker 4]

Yes, sir. I will.

[Speaker 1]

Thank you. You bet.

[Speaker 4]

Well, thank you so much, Fiina. Kathy Cardon, you're next.

[Speaker 7]

Hi, Chase. I'm sorry. No, I'm here.

I think I'm here. I keep hanging up on myself, so I'm not really sure if I'm here or not. So I'm still trying to wrap my head around some of the things that you've said already that are very interesting for sure.

And that's owning the land, basically, i.e. owning a feedlot or such in order to bring cattle into the fold and then basically have the contract on them to use them, I would assume. And then the other thing of your dual horse registry, I'm assuming that's going to be you're thinking of it patterning after like Chrome cash or something like that. Am I correct there?

[Speaker 1]

Yeah. I think that would be a fair comparison.

[Speaker 7]

Okay. Okay. Again, all interesting thoughts and stuff outside of the box.

And you being from the East Coast and we're being from the West Coast, we have a lot of problems outside of what the Texas Oklahoma crew has as far as membership and deterioration of our membership and getting shows going and rolling and stuff like that. Is there anything that you have seen on the East Coast that would maybe benefit our West and Northern Coast people and affiliates, I would say, in order to help them with their shows that are declining?

[Speaker 1]

You know, I think on a grand scale, I think investing in our marketing and getting new viewership and trying to drive new members is going to be beneficial across our industry, not just in Texas Oklahoma. So I think that's one part of it. But I can say something we are doing at Area 18, we have a show coming up for NCHA Days, and we're hosting a flag class.

I use the term class loosely. And we're still trying to figure out all the details as it's coming up. But we're going to try to advertise that and use some flyers, go into our local feed stores, potentially even go to our local radio and have it advertised there.

And to do outreach through the customers of our trainers and see if everyone can try to invite somebody, invite a family member, invite a friend, and let's bring them in and give them an opportunity to ride a horse on the flag and try to generate interest through that.

I'm very curious to see how that works. I believe that may have been done a few years back in another area, but I know this initiative has come out of the Growth and Development Committee, and we're really excited to be one of the first ones to try it out.

[Speaker 7]

We actually Pacific Coast did that during the pandemic, and it had a lot of a very positive attitude, and I'm surprised that we didn't follow through with it, to be honest. And just going forward, that may be the way that we have to curb some of our cattle costs.

[Speaker 1]

Absolutely.

[Speaker 7]

And then the last thing I would tag on to would be, what are your feelings? Our rule book is very convoluted. There's a lot of stuff in there.

What would be your first attack on the rule book? Or do you think it's sound the way that it stands?

[Speaker 1]

I have a couple of thoughts on it. So I feel like we need to take the time to go through our rule book and identify some rules that are no longer relevant. Let's face it, it looks like a phone book, not a rule book.

It's a lot of pages. So let's take the time to go through it and identify some rules that are no longer relevant, or we feel like hinder our association. I would like to see that.

And then as far as navigating it, I wonder what it looks like if some of us use like chat GBT and some of the AI software that's out there. What does it look like if we had that integrated through our rule book, or I mean through our app, or through our website, where we could easily search and get answers about questions we have in our rule book. I believe there's a lot of opportunity for us to use either a third-party software or some type of plug-in and upload that information to help navigate that quickly.

[Speaker 6]

Okay, thank you.

[Speaker 1]

Thank you.

[Speaker 4]

Thanks, Kathy. Katie Young, you're up next.

[Speaker 15]

Hi, Chase. Thanks for your time tonight. As an active youth mama, I appreciate you acknowledging the importance of our youth program because as we know, certainly they are the future of our sport.

But I would like to ask you, what does success look like for NCHA in three to five years and what needs to change in order to get there?

[Speaker 1]

Well, I think first and foremost, growth. Well, let me back that up. First and foremost is protection of our financials and making sure we're making sound financial decisions.

Beyond that, growth. We need to see it. We can't remain stagnant.

And I do believe a lot of the marketing will help drive for our youth as well. And you being a youth mama, something I would like to talk about is a potential collegiate cutting. So, you know, we lose kids.

When they get to the end of their youth career, we lose quite a few kids that go off to college. What is something that we could do to help keep them in our sport? And some of them do show in the amateur and non-pro, but the vast majority of them end up leaving.

And I would love to see us have some type of college age class. Maybe we could host it during the Youth World Finals and try to help retain our membership through that. And, you know, maybe if you attend a college, you're eligible to come participate in this event.

And hopefully that could grow into getting colleges participating, you know, say they go to, I'm going to use Duke University because it's right down the road from me. So it's easy to say, but if they attend Duke University and they go show at this cutting horse show and they win a collegiate cutting title, that's something that the university is able to tout to their boosters. So I think there's some opportunity there to bring in local colleges and have them set up booths.

So all of a sudden we have them recruiting the kids that are showing in the actual youth classes as well. Hopefully that could all tie in together and provide opportunity for us.

[Speaker 15]

That's a really interesting idea. Thank you so much.

[Speaker 1]

Absolutely.

[Speaker 4]

Thanks, Katie. Up next, Stan Williams.

[Speaker 11]

Hey, Chase. Thank you for committing your time to run for vice president. It's a lot of work.

Appreciate you donating your time the way you are. And I don't have any questions. Thank you.

[Speaker 1]

Thank you, Stan. If you do happen to get a question, please don't hesitate to reach out to me.

[Speaker 11]

Okay, no problem.

[Speaker 1]

Thank you.

[Speaker 4]

Thanks, Dan. Tim Castilaw, you're up next.

[Speaker 14]

Can you hear me? Yes, sir. Hey, I got on late.

So I'm just trying to get caught up here. But I guess I'd like to tell Chase, thank you for running. But Chase, because I missed the early part, tell me something about you that's going to make me want to vote for you.

[Speaker 1]

Tim, I believe that I have a business skill set that will allow me to make sound business decisions for NCHA. I also have a long history of showing horses through AQHA, NSBA, and cutting. Through NCHA.

I think that combination of business knowledge and understanding our equine industry gives me a unique perspective to make great decisions for NCHA and this advancement.

[Speaker 14]

Well, I appreciate you sharing that with us. Yes, sir. Thank you.

[Speaker 4]

Thanks, Tim. Up next, Bob Cooley.

[Speaker 9]

Okay, thank you. And thank you, Chase, for your time. And dedication.

I'm an amateur. And I do sit on the amateur committee also for NCHA. And I was wondering what, it's just kind of in the early stages of, about the leveling ideas or if it's not broke, don't fix it.

Do you have any ideas on that?

[Speaker 1]

Are you talking about as far as change or as far as leveling specifically?

[Speaker 9]

Well, I guess if we went to a leveling system, it'd be a big change. And I know it's in the early stages, but I was just curious what you thought or if you think the divisions are pretty fairly set up now as they are.

[Speaker 1]

You know, I think everyone has their personal opinions on it, but I try to look at it from a business standpoint. And I want to know how it affects NCHA if we make a change like that. I feel like thoroughly vetting something and some of the problems I've seen in the past at

the conventions is we'll talk about leveling, but there's no real outline for what that looks like.

And I think it's important that the committees bring a true outline. And I know there is a task force right now working on that. And hopefully we'll get some information so that we can make a decision on this once and for all.

You know, we need to know if it's going to work or if it won't work. But I think the first step is to vet it financially and understand if it will help or hurt NCHA. Because we all know if we make a change and we can't sustain, we're in trouble.

And we don't want to go back to where we were eight or 10 years ago.

[Speaker 9]

Right. Okay. Thank you very much.

[Speaker 1]

Yes, sir.

[Speaker 9]

Thanks, Bob.

[Speaker 4]

Cookie Banuelos.

[Speaker 16]

Yes, sir. Mr. Chase, thank you so much for your time. Since you're a competitor and have been in the business for a while, what do you think about our judging department?

[Speaker 1]

You know, I think our judging department is vitally important. You know, it's at the core of our association. If you don't have confidence in the judging, then you don't have much of an association.

I believe we have come a long ways and the judging has gotten more consistent and better. And I think we need to continually emphasize education for our judges. And as much as anything, we need to encourage people to become judges.

You know, I'm sure you know, as well as most people on this call, we have a judging shortage and we want to continue to grow that, encourage young individuals to join so that we do have options and it is sustainable.

[Speaker 16]

Yes, sir. Do you... What would you do as far as...

Like, how can we make people try to get their judges cards?

[Speaker 1]

I think we've done a good job of creating seminars where people can get educated and build confidence that it is something they can do. I attended one myself at Eastern Nationals and I

believe that's super important for us. You know, we have to have a place to get started and some way to be comfortable and get away from the fear factor of jumping in to do something like that.

[Speaker 16]

Yes, sir. Thank you very much. Thank you.

That's all I got.

[Speaker 4]

Thanks, Cookie. Patty, you're up next.

[Speaker 6]

Thank you for coming on tonight, Mr. Lackey. We do appreciate the opportunity to pick your brain. I do have a couple of questions for you.

One has to do with your creating a new registry. I've been part of this for many, many years. I have seen where we have horses showing under one name in one area, another name in another area.

When they get traded back and forth through the barns, it gets very difficult to track their earnings. And that is an imperative part of our association now. Especially for your stallion owners.

And I'm just a little concerned with if you go to a dual registry, how are you going to be able to manage tracking all these earnings where you have the potential, unfortunately, for dishonor?

[Speaker 1]

Sure. I think I understand your question. Your concern is if they register through NCHA, maybe they register under another name?

Is that what it is? Or when you're saying we take them to a show that they show under a different name? I guess I'm just clarifying before I answer that.

[Speaker 6]

I would be very concerned that they would be registered under one name in one association and either jumbling up the name so that it changes in another association. I mean, when you're selling horses or you're standing your stallions, earnings are all important. How would you manage that?

[Speaker 1]

Well, we actually already have a way to register horses with NCHA. You can show a horse that's not registered. And I'm sure you're probably aware of this.

I don't mean to talk about this like you don't know. Just for everyone, we have a way to register horses with NCHA. You can show a horse that's unregistered.

So we are already currently tracking things like that. And I understand errors happen. There are problems.

We want to continue to monitor that and improve as best we can. But I do want to say that this is a high-level idea that we thoroughly need to vet and make sure we put safeguards in place to control it out. This is not something that is a knee-jerk reaction to do.

[Speaker 6]

Okay. I understand that. And then you were talking about possibly having a flag-cutting or something involving people in your community.

I've been part of several of these types of things. And it seems to have worked very well to have somebody from radio, TV, some sort of media, a team that would also have a trainer or a professional on it. And then you can bring in a novice person and just have it as a team event.

[Speaker 17]

Mm-hmm.

[Speaker 6]

It seems the ones that I've been involved with, that we've been able to grow the interest in the sports.

[Speaker 1]

That's very good knowledge. If you don't mind, I'd love to get your number after the call because we want this to be successful when we do it here next month. So I would love any input from you to make it.

[Speaker 6]

I'd be happy to help.

[Speaker 1]

Thank you so much. I really appreciate that.

[Speaker 4]

Okay. Thanks, Patty. Deb, were you able to get back on?

[Speaker 5]

Phil, she texted me on the side. She is traveling and has really bad service. Okay.

And she hears about every other sentence. So she's going to get on another call. Okay.

Okay.

[Speaker 4]

Thanks so much, Dawn. Of course. And I don't think I'm just checking.

Do we have any other board members that got on after Cathy Marie took role? Perfect. Well, Chase, thank you.

I know you probably have some final thoughts. Again, we at Region 2 want to thank you for your time and for getting on here. I know you've had a busy two or three days already and the rest of the week you've got to go through all this.

So if you want to wrap up with your final thoughts, we appreciate everything you're doing and we appreciate your time.

[Speaker 1]

Absolutely. Thank you for everyone. I appreciate the questions, the thoughtful questions and the time.

I know you guys spend a lot of time on here listening to this. So I appreciate all the directors and their involvement. And I really look forward to working together to continue to help grow NCHA.

And I kindly ask for your vote.

[Speaker 4]

Thank you so much, Chase.

[Speaker 7]

Thanks, Chase. Thank you.

[Speaker 1]

Thank you, everyone.

[Speaker 12]

Phil, I'm going to text Rock.

[Speaker 4]

Yes, ma'am. Thank you.

[Speaker 2]

Hello.

[Speaker 12]

Hey. Hey, Rock.

[Speaker 2]

How are you all doing?

[Speaker 12]

Hi, Rock.

[Speaker 4]

Doing good, Rock. Thanks for joining us tonight. And thank you for putting your name in the hat, buddy.

I know it's a lot of work and I know what you're going through and I'm proud of you for putting your name in. And get rolling. If you want to tell us a little bit about why you're running, we all pretty much know you, but give us your spiel.

[Speaker 2]

Thank you, Phil. I want to thank you all for the opportunity to talk to you all tonight. My name's Rock Hedlund.

I'm honored to be considered as the NCHA vice president-elect. I've spent years deeply involved in this industry, building relationships, understanding our challenges, and working to support the success of our 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 again for the opportunity to talk to you tonight. Thank you.

[Speaker 4]

Thanks, Rocko. All right, we'll get started. David Booth, you're up first.

[Speaker 10]

Hi, Rock. Hi, David. NCHA today, two questions, I guess.

First being, what do you think is the biggest challenge facing NCHA in the next couple years that you might take on during your tenure? And how do you feel about the idea of some unified divisions between the non-pro and the amateur?

[Speaker 2]

Okay. You might have to ask me the second one here in a minute because I'm focused on one at a time. Your first question was about the hurdles or what I think are our biggest challenges of NCHA going forward.

[Speaker 9]

Yes.

[Speaker 2]

I believe that the issues we have in front of us is very plain for everybody. It is the rising cost of cattle. And we're going to have to take a long, hard look at this as to how we're going to go forward with our shows to deal with the high price of cattle.

The cattle are priced where they're at because of what the cattle are bringing and what they're worth. And there's something that we need to have for our event. So we're going to have to look at that going forward.

I think we need to look at how we need to restructure maybe some of our entry fees, some of our other fees as we go forward. That's all something that needs to come from the finance committee and from different committees at NCHA so that I think some of our rules might need to be looked at where there might be a little more leniency in there to make adjustments for our outlying areas, our grassroots cutters and the private show producers that are outside Fort Worth and the Oklahoma area that are still trying that these areas that

are outside they're still trying to put on cutting and take care of their cutters that are in that area and supply a service to them. And these are all things that are going to need to be looked at going forward. And if we don't take a look at them now, pretty soon we're not going to be able to afford to cut.

[Speaker 10]

Agreed. Your second question was around just kind of alluded to it just looking at the rule books and the divisions. But, you know, you talked about the potentially a new leveling system for basically anybody that's not an open writer.

Where do you stand on that? And how do you see that maybe changing in the next few years?

[Speaker 2]

I think right now, David, we have a very strong amateur division and it's doing well. Our non-pro needs help and I think that the non-pro committee needs to come together and they need to figure out what kind of changes they would like to see going forward that would help benefit the non-pro. I think the amateur committee needs to come together and talk about their needs and wants and issues.

And if there's changes that need to be there, then that needs to come from the amateur committee. Then together, the two committees need to sit down and talk about it and discuss how this is going to benefit the NCHA going forward. To grow its membership, to grow the participation so that we can have build our cutting stronger going forward.

And we need to reach out not just to the directors, but to our members. We need to get everybody's input on this because at the end of the day, it affects all of us. And this is the one thing that we and to me, we got to start looking at.

We got to get a lot more input from our committees going forward to deal with these changes. I agree. If it is the best thing to go and I'm going to say this because it's been asked to me last night on a call about changing the non-pro and the amateur to money one.

If that is what the non-pro and the amateur feel is best, for this association to grow and go forward, then that's what we all have to get behind. But if it's not, then we need to figure out if there's changes that need to be made in the non-pro or the amateur. I'm not going to try to tell you what I think.

I need your input and how we all want to go forward.

[Speaker 10]

Awesome. I mean, I think that certainly ties into just the cattle costs and even getting cattle when it comes to scheduling and for some of the, obviously the Triple Crown events. I think there's a potential benefit there, but I agree it needs to be a community decision, but it's an interesting perspective there.

Thank you. Thank you.

[Speaker 4]

Thanks, David. Up next, Dawn Chapman.

[Speaker 5]

Hi. Hi, Rock. I want to thank you as well for putting your hat in the ring and also for your years and years of service that you've already put in through the NCHA.

My concern is also the cattle, especially here in Arizona. We rely on the border to open and our cattle prices have gone up substantially, and I am afraid that we're going to price out a lot of people, and it's kind of sad to think that way. Maybe when the border opens, this will be something not even thought about, but I do know that, like you said, cattle prices are going up.

It's an expensive sport, et cetera, et cetera. So I think, I wonder, I don't know, but I wonder about combining classes. I mean, we just got back from the Super Stakes.

It was a very, very long show, especially for those of us who don't live close by and can haul in and out. Our horses are sitting there for 30 days in a stall. I mean, we get them out every day, blah, blah, blah, but I mean, it goes on and on and on, and so how do we not go through so many cows?

How do we make those events where we don't use so many cattle, how do we do that and also to protect the horse from having so many runs as well as staying in one facility for so long? So what are your thoughts on that, Rock? And you kind of did help answer that with David's question, so if you want to refer to that, that's fine too.

[Speaker 2]

No, ma'am. I'm happy to talk to you about this. I think what you're asking me, Dawn, are two different questions.

One is we're dealing with our aged events, basically our triple crown events, okay? And to me, that has to go back to our limited aged event committee to discuss this. If we feel that we're putting too many runs on these horses and we feel that our days are too long and we're having to stay in Fort Worth too long, then those are things that need to be discussed at the limited aged event committee.

And they need to come up with ideas on how to restructure that show. Do we take out a go round? Do we have one go round and a semis and take more horses to the semis and then have a finals like you do in the amateur?

There's a lot of different ideas that we could throw around, we could talk about. I understand your concerns. And at the end of the day, that's why I ended up buying a ranch back there because it was cheaper to own a ranch back there than it was to go back there and stay for 30 days at a time, 90 days out of the year.

So I understand what you're saying. And by doing that, yes, then we're gonna cut down on the number of cattle that we use, which therefore is gonna cut down on the cost of the cattle. All these things are very important concerns that we have in front of us that we have to get ready to deal with.

Because if we don't, it's gonna hit us like we're hitting a brick wall. And then, then what are we gonna do? We're gonna try to rebuild it?

No. We gotta start planning ahead for the future. The second question you asked me about your local shows and the cattle issue that you're having down there.

And I'm gonna go back to what I was talking to David about, the fact that I wanna hear from you as to what your concerns are in Arizona and how you have to deal with the cattle and what you, what Arizona thinks they need to do to be able to accommodate your membership and the people that are supporting the Arizona Cutting Horse Association day in and day out. Because that's where we get our growth. I don't know for a fact if your membership is down, but I know Pacific Coast is down and I know NCHA is down.

And that, that bothers me. Because we're not attracting new members to come in. And then once they come in, are we doing the right things to keep them?

And these are the things that I believe have to get looked at. I don't have all the answers, but I know we need to start talking about it and we need to start asking the right questions so that we can find an end and a fix to this so that we can continue to go forward. I agree.

Yep. Thank you, Rock. Thank you, Rock.

Thank you, Dawn.

[Speaker 4]

Thanks, Dawn. Mike Wood, you're up next.

[Speaker 13]

Hi, Rock. Thank you. Thank you for your time tonight and thank you for putting your effort into making NCHA better and grow.

Just your thoughts on the World Finals versus the Circuit Finals, meaning I hear a lot of positive things about both of them, but there are problems that have arisen or whatever, and I just want to know your thoughts because people say that the Circuit Finals pay a lot, they're worried that the World Finals don't pay as much and that the World Finals might diminish. Just your thoughts on those two things.

[Speaker 2]

It's a very good question, Mike, and thank you for asking me that. I agree with you. I was on the Executive Committee when we brought the Circuit Finals and brought it into its place, and my concern at that time was the way it was structured.

Over time, it could end up paying more than our World Finals does, and then what are we going to do with our World Finals? Our World Finals is the limelight of the weekend holler, and that, in my mind, is what we need to keep. That has been the lifeblood of our association from day one, was the weekend cutter, calling for the world.

When NCHA began, that's what we had, and I'm old, and I come with history, and I don't want us to ever lose that. The Circuit Finals is very, very good for the cutter that is our grassroots cutter, the cutter that has a five-day-a-week work job, and then they can load up and go to the cutting and then come back home, and we need to make a place for them too,

but it's hard when we try to build up an event like our Circuit Finals. We want to pay all this money to attract the people to come to it.

If we're not careful the way it's designed, and I still believe this today, it could end up paying more than our World Finals. The plus to the World Finals, in the Open and the Non-Pro, you get four rounds of the Pencil Finals. In the rest of the classes, you get two rounds.

In the Circuit Finals, you got one go. You're guaranteed that, if you're good enough, you get to go to the Finals. I'll tell you, this is an issue in my barn.

As a trainer, my amateurs like going to the local shows around here. They like going to our little Circuit Finals, and they get qualified to go to the National Circuit Finals, but for them to make a commitment to load up their one horse that they've been hauling in the five Novice Non-Pro and go to Fort Worth for one time is very hard for them to swallow when our economy is what it is today. These are things that NCHA has to look at going forward.

We need to talk about it. We need to look at it. We have to find a way to preserve our world standings.

Because it is what NCHA is about, and we have to preserve that going forward. It should be the best of the best. I've done it.

You've done it. There's a lot of people on this phone that have done it, and that's what it is. That's what it's all about.

When we set out in January, we're going to go. You get to May, and you think, well, it's all worthwhile. That's the feeling we have to continue to keep.

Sorry if I took the wrong way around the barn, Mike.

[Speaker 13]

I understand. I agree. Thank you.

[Speaker 4]

Thanks, Mike. Dana Azevedo, you're up next.

[Speaker 8]

Hey, Rock. How are you?

[Speaker 2]

I'm good.

[Speaker 8]

Well, I've ridden with you since I was a youth, since I was 12, and I still ride with you as a Non-Pro now. I clearly agree with what you're doing with NCHA and the history you've had with it. You've got my vote.

I've got no questions. Thank you.

[Speaker 4]

Thank you, Dana. Thanks, Dana. Fiina Jolley, you're up.

[Speaker 12]

Rock?

[Speaker 2]

Hi, Fiina. How are you? I'm good.

I've been so much looking forward to talking to you. Good. I enjoy talking.

[Speaker 3]

So, I just want to, before I ask the question that I've prepped for, just to go back to Mike's thing right now, because I've been at the convention and I've listened to this whole thing about how much money is being won in the, in the circuit finals versus the world finals. And I think part of that question needs to be looked at is, are we talking added money into those events or are we talking entry fees? Because, you know, like for David to go into the non-pro world finals, there's 15 horses going in.

And when you look at the circuit finals, there may be 60, 70 horses in there. So, there's a lot more entry fee money going in. And so, you know, as that gets looked at, I would think somewhere that needs to be looked at as well.

You know, like, I don't know that you're going to take the, you know, more than 15 to world finals, but the understanding of how come the monies are more, the payout is bigger. Anyway, my question though, Rock, is, and I know you've been on the, around there for a long time and well before the family rule of ownership of horses and what can be shown by a non-pro amateur. But I, I'm going to ask, like, do you see that having any changes coming in the future because of it being such a broad range of who can ride what horse?

You know, it's not like it's immediate family. It's like this extended family. Do you see anything being done with that in the future?

[Speaker 2]

That's a very good question. And I want to thank you for asking me that. We, that rule got put into place years ago when we were, we were wanting to get more entries into our non-pro and our amateur division at that time.

So it became very broad. The problem when we put that rule in place, nobody had the foresight to look forward down the road far enough to see where we would be five years, 10 years later. You're not the first one to ask me this question.

And I would task, if I was to be elected as vice president, I would task the non-pro and the amateur to committee to go back and look at this rule and see if they're saying, if they feel it needs to be changed. I'm not one to tell non-pros or amateurs how they need to change their rule. I want them to come to me with how they need to fix their class, the non-pro or the amateur.

If they feel this is a problem for them, then they need to look at how they want to change it and then they need to bring it forward. I think it does need to be looked at and I've had many people ask me about this. And so there is a little bit of concern out there.

And if it is a concern, then that warrants the discussion. So I think it does need to be looked at. So to answer your question, yes, I would advocate that the non-pro committee and the amateur committee take a long look at it.

If they need to appoint a task force or something to look into the dollars and everything, that's what needs to be done. But I think it does need to be looked at.

[Speaker 3]

Thanks, Rock. And then my second part was, you know, I watched the celebrity cutting on Saturday, you know, online. And our rule book says that a non-pro amateur cannot, you know, I mean, it goes to that family rule.

You cannot exhibit or compete on whether it be an approved NCHA approved show or any like a exhibition. I think the word is exhibition or competition. And yet there were non-pros going in there riding horses that didn't fall into the family rule.

I mean, completely outside horses. And there's like even disciplinary action in the rule book about this. If a person does that.

So, I mean, it was only Saturday night. I mean, I, you know, I saw it when all of a sudden I'm reading through the list of who's riding what horses. And I thought, whoa, you know, I didn't think you could do that.

So, you know, how did it come about? I mean, did somebody not pay attention to the rule book? Is there disciplinary action?

Will it happen again? You know, that's, you know, I'm a rule follower, Rock. So, you know, it's.

[Speaker 2]

You're as much a rule follower as I am, Tina. And I know the rules pretty well. I've served on the grievance committee for 25 years.

[Speaker 3]

Yeah.

[Speaker 2]

If you feel, and I didn't see it, but if you feel this is a concern to you, then as an NCHA member, you have every right to write up a complaint and turn it in. Or let this be known that you feel this is a violation of the non-pro amateur rules. You as a member have every right to do that.

[Speaker 3]

Right.

[Speaker 2]

And as a director, it doesn't cost you anything.

[Speaker 3]

Okay.

[Speaker 2]

So, you.

[Speaker 3]

Yeah, I think it's incorrect. I think, I mean.

[Speaker 2]

Okay.

[Speaker 3]

Like I said, you know.

[Speaker 2]

If that's how you feel.

[Speaker 3]

Yeah.

[Speaker 2]

Then you put pen to paper and send it to NCHA. Send it to Jay Winborn. And then it'll get heard.

Okay. That's the way our system works.

[Speaker 3]

Okay. Thank you. Thanks.

I mean, and I understand that's a fundraiser kind of a thing. And, you know, but I also know what the rule book says. So.

[Speaker 2]

There you go.

[Speaker 3]

Okay.

[Speaker 2]

You do what you need to do. Okay.

[Speaker 3]

And yes. And I will. All right.

Thank you. All right.

[Speaker 2]
Thank you, Fiina.

[Speaker 3]
You're good.

[Speaker 4]
Thanks, Fiina. I'm going to go a little out of order here real quick. Bob's got to jump off.
So I'm going to go to Bob Cooley and then I'll come back to you, Kathy.

[Speaker 9]
Okay. Thanks. Thank you, Phil.

And. Thanks. Thanks rock for your time and effort.

You're putting into this. I do sit on the amateur committee and we are. Looking and discussing.

The family rule. As it is. We're trying to get before the convention to come up with a.

An agreeable solution to part of that. I do know that when it went into effect. It's the same as the quarter horse rules were.

They were looking for a way how to increase entries. And I know that. Rock I've known you since the Santa Rosa cutting days and.

You. Done a great job on the executive committee and the other committees you've sat on. So it.

This time I don't have a. I don't think we need to ask him twice. A real question.

You guys are going. And asking all the questions. I don't think we need to ask him twice, but.

Thank you, everybody. I have another. Dinner engagement that I had to get to.

And. Thank you.

[Speaker 2]
Thank you, Bob.

[Speaker 4]
Thanks, Bob. Kathy Cardon. You're up.

[Speaker 7]
Hey, Rock. How are you? I'm good, Kathy.

How are you? Fabulous. So, I mean, you know, my normal question is basically.

The thoughts, your thoughts on the rule book, but I already know your thoughts on the rule book. So. I want to just stray.

To your opening statement. Real quick. You said.

You were interested in preserving the traditions of the NCHA. What traditions do you think are the most important in preserving? So I found that very interesting.

I like that statement.

[Speaker 2]

I feel that. Our world finals. We need to preserve.

I feel that the accolades that we.

We give out to our outstanding horses and riders need to be preserved. In a way that they have been preserved.

I think that. As a lot of us came up through the chain.

It scares me. To think that if we start changing too much, too fast. We forget where we came from.

That's what I'm talking about. The traditions. A lot of these things.

We did them. We started doing them and we do them this way because. That's the way it has to be done.

That was a very good question, Kathy. And I have to really think about that one. But.

I do. It just bothers me when I start thinking about. We start changing this all the way around.

And now we're going to do it this way. We still got to remember where we came from and what we're doing. And the end goal at the end of the day.

Is we all love cutting. We all love this sport. And we love the horse.

And our heritage. And I don't want that to ever, ever slip away.

[Speaker 7]

Thank you. And. Because I am a firm believer that history and tradition and rules.

Are our bedrock. So thank you very much and good luck. Thank you.

Thank you, Kathy.

[Speaker 4]

Thank you. Katie Young, you're up.

[Speaker 15]

Hi, Rock. Hey, I just want to say, I appreciate your time tonight. I want to thank you so much for running for this very important position.

I'm super proud to have someone with such extensive experience running from our region. But I would like to ask you, what does success look like for NCHA in three to five years? And what needs to change in order to get there?

[Speaker 2]

Good question, Katie. Thank you for asking. I'll tell you this.

Nine years ago when I first came on the EC. NCHA didn't have much money. And we were doing a line of credit with Frost Bank so that we could pay our bills.

Because we were relying strictly on the money we were getting from the state. Year to year. Since that time.

NCHA has grown stronger financially than it's ever been in its history. And if we don't put together a three year. Five year and 10 year plan.

Going forward. We'll run out of money. We all know that nothing lasts forever.

And we got to start looking far enough down the road. To where we have an association. For generations to come.

Now I've been told that there is a committee in place already looking at that. And that's great. Because that's what we have to start looking at.

I want to see NCHA going stronger as we go.

But we also got to start planning for that rainy day when it's not good. And we got to be ready for that when it hits. And it will hit.

That's the cycle of life. And we have to be ready.

[Speaker 15]

Thanks, Rock.

[Speaker 2]

Thank you, Katie.

[Speaker 4]

Thanks, Katie. Thank you, Katie. Up next, Stan Williams.

[Speaker 11]

Hi, Rock.

[Speaker 17]

Hi, Stan.

[Speaker 11]

Hey, Rock. Thank you for putting your name in the hat. You know, you've been around a very long time.

You know. The work that it's going to take to throw your name in that hat and jump back in the ring. That's awesome.

You got my support. On that. I do have one question for you.

You know where we are on the Pacific Coast, up in our region are, you know, cutting is kind of dwindling down for several different reasons. As president, if elected, what do you think we can do to increase our participation in sport and to grow it through the clubs and, you know, you know what I mean?

[Speaker 2]

What I would like to see, Stan, is I'd like to see our clubs come together and have a meeting and talk about your concerns and talk about what you all think you need to do to help cutting grow. A lot of times we get separated with cutters or different clubs or whatever. But I think at this time in our history, in the way our world is working today, we all need to come together and decide what's gonna be best for our clubs.

We've lost some cutters, our cattle prices are going up, and when we have two cuttings on the same weekend, neither one prospers. We all have to start working together at this so that we can let cutting grow on the West Coast. And then if there's something that NCHA needs to do, then I will help lead the charge to NCHA to see if we can get help, whatever that could be, to help us on the West Coast, to help in Arizona, to help on the East Coast, wherever.

Because the way we grow our association is from our outlying areas and our affiliates and our show producers. And that's who we need to start talking to. We need to listen to them.

They need to hear our concerns and we need to hear theirs so that we can all work together.

[Speaker 11]

Yeah, that's right. I think that's a good idea. I think maybe whether it's NCHA working with the Pacific Coast, bringing all the clubs together, but I think it'd be a good idea to do something like that.

Maybe like at NCHA days or something like that, try to call a meeting with all the surrounding clubs to hear their concerns and where they're hurting and what we can do from NCHA or Pacific Coast standpoint to help them out to grow the sport out here on the Pacific Coast. So yeah, that's a good idea. Thank you.

[Speaker 2]

Thank you, Stan.

[Speaker 4]

Thanks, Stan. Up next, Tim Castilaw.

[Speaker 14]

Hi, Rock.

[Speaker 4]

Hi, Tim.

[Speaker 14]

Hey, we go a ways back. We've served on a lot of committees together and I have always appreciated how professional you conducted yourself. I appreciate the extent that you've given your life to this business and I appreciate you running for this office.

That's it.

[Speaker 2]

That's it?

[Speaker 14]

That's it, bro.

[Speaker 2]

You're not gonna ask me anything else?

[Speaker 14]

Well, you're welcome to say anything you want. There's always that question you say, man, I wish somebody would ask me, but you're welcome to say anything you want, but we're just glad that you're running.

[Speaker 2]

Thank you, Tim. I appreciate the kind words. Thank you very much.

[Speaker 4]

You're welcome, brother. All right, man. Thanks, Tim.

Cookie Banuelos.

[Speaker 16]

Mr. Rock? Cookie. How we doing, buddy?

Thank you so much for doing what you're doing. We really appreciate it. What is your thoughts on our judging department?

How do you think we're doing? And yeah, so how do you think we're doing in our judging?

[Speaker 2]

Cookie, that's a very good question and I wanna thank you for asking me that. I feel that our judging right now is getting better. I feel that we still got a long ways to go.

I've been involved in the Judges Rules Committee for 20 years. And I came involved when Mike Kelly was just stepping out and Russell McCord was taking over. And I've seen a lot of changes come through the years.

And a lot of the problem with our judging is none of us in this business are in any business like change. And we have thrown a lot of changes in our judging in the last three years. And it's taken a while for everyone to get their arms around it.

I believe our judging is getting better. We have a long ways to go. But I believe our card that we're putting out now is much easier for cutters to understand.

In the beginning, it wasn't because the cutters weren't educated yet. Now that our cutters are getting more educated and our judges are getting more educated on how to fill the card out properly, it's gonna become easier. We, like I said, we have a long ways to go.

I don't know all the answers to this, but I do know with more education for our judges and for our membership to how judges see run and how judges mark cards and what is good and bad in runs. We used to do a lot of clinics back in the day and Russell McCord headed them up where he would do clinics for cutters and the membership as to how to judge a run, a live run. I would like to do a little bit more of that where you judge a live run and then discuss it.

What happened in that run? What was good or bad about it? And have open discussion about it.

Sending someone a video in the mail is good. You can sit at home, you can turn it on, you can have you a beer or two or whatever you wanna do and talk about it, but have an open discussion where you gotta stand up and say what you think. That's where we learn things and we all have to learn things together going forward, not just the judges, but the membership also.

So to answer your question, I think our judging has come a long ways. Russell McCord brought our judging to the next level. Andy Adams is trying to take it to the next level above that and he's ran into a lot of hurdles and we need to help him overcome those hurdles, but we also need to start educating our membership more.

He's trying to, but there's things I believe we can do that will help our membership more. Understand how we're judging today.

[Speaker 16]

Yes, sir. Awesome, buddy. Very good.

That's all I got. Thank you very much. Thank you, Cookie.

[Speaker 12]

Patti Lund, thank you.

[Speaker 6]

Okay, I'd be happy to talk to Rock. Hello. Hello.

And as far as you being old, young man, I'm older than you and you better remember that back in the day. Anyway, we have had a lot of discussions over the years and I've sought your advice many, many times. Probably to my detriment, I did not always take it, but I always listened and I always appreciated what you had to say.

I agree that it would be wonderful to be able to talk with our membership more about judging. We did something to that effect the first time we did the Redwood Circuit Finals here in Reno. We had a panel of three of you.

Don Wood was kind enough to give us some runs and you guys knocked it out of the park. I just got to say, it was just wonderful. And where it really showed up was on that third day.

People came to the party. By God, they came to show their horse. So Rock, keep up the good work and I'll see you down the road.

[Speaker 2]
Thank you, Patti.

[Speaker 12]
Phil?

[Speaker 5]
Did we lose Phil?

[Speaker 4]
What happened to Phil? Sorry about that, I was on mute. I thought it was off mute.

Sorry about that. Thanks, Cathy Marie. Rocko, we're all finished up.

And I just wanted to know, you have some final thoughts for us before we're all done?

[Speaker 2]
I do. I have a little closing statement here. And as you all know, I might cry.

I love you all. I grew up out here, raised a family out here. We've never had a vice president elect run.

We've had some run, but we've never had one win. I would love to be the next vice president from the Pacific Coast. I love you all.

I hope you all vote for me. Thank you.

[Speaker 6]
Thank you, Rock. Thanks, Rocko.

[Speaker 14]
Thanks, Rocko.

[Speaker 6]
Thanks, Rock.

[Speaker 4]
Cathy Marie, I want to thank you too for your time and you need to get some sleep. So thank you so much, Cathy Marie.

[Speaker 12]

You betcha, anytime. Good evening, everyone.

[Speaker 4]

Thank you. Good evening.

[Speaker 12]

Good night.

[Speaker 4]

Thanks, guys.

[Speaker 17]

Good night.