

Region 6 Director VP Candidate Call - 4.16.26

6pm Central

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[Speaker 5]

I'm here, what's going on?

[Speaker 8]

This is William Cole, and I'm driving, and anyway, I'm trying to do this while I'm driving, so if I don't respond, you'll know I'm listening anyway. But anyway, I'm just going to let you know, I was on, I thought I'd be home in time, but of course, like everything else, my schedule's all behind, so.

[Speaker 5]

Perfect, perfect. Well, join the crowd. We're all losing it, William.

[Speaker 8]

All right, well, thank you. I was just going to let you know before everybody got home.

[Speaker 5]

Perfect. Thank you, honey.

[Speaker 16]

Thank you.

[Speaker 11]

Cathy, are you there?

[Speaker 5]

I'm here, Tommy. Hello.

[Speaker 9]

Okay, well, how many we got, Cathy?

[Speaker 5]

Tommy, we've got probably 11 from your region right now, plus a couple of EC members. They're still coming in, though, if you want to give it just another minute or so.

[Speaker 6]

Yeah, okay. That'd be good.

[Speaker 5]

Tommy, it looks like we've gained like three more, so if you want to go ahead and get started, and I'll watch for new people to join us and get them checked off.

[Speaker 6]

Do you have a count on total directors that we could have?

[Speaker 5]
Hold on a second.

[Speaker 6]
That's all right. I just thought you might know. Good evening, folks.

We got our task ahead of us is to interview the candidates for vice president-elect. I don't know what he's called, really. The vice president-elect, I guess.

Cathy, if you would call the roll.

[Speaker 5]
Okay, you betcha, Tommy. And that count was 21, Tommy.

[Speaker 6]
And we got how many?

[Speaker 5]
You've got about 13 on right now. Jan Gandy attended Region 5, so she won't be joining us, and that's all I've heard from, so.

[Speaker 6]
Okay. Okay.

[Speaker 5]
You want to go ahead and call roll?

[Speaker 6]
Yes, please.

[Speaker 5]
Perfect. Thank you, Tommy. Good evening, everyone.

Thank you for joining us on this Region 6 VP Candidate Call. Here we go.

Diana Cunningham.

Lewis Wray. Here. Thank you, Lewis.

Toddy Pitard. Here. Thank you, Toddy.

Tommy Williams. Here. Thank you.

Bruce Richerson.

Elizabeth Quirk.

Gwen Coie.

Keith Deaville.

Robert Charles Brown. Here. Thank you.

Trey Rogillio. Here. Thank you, Trey.

Mason Griffin. Here. Thank you, Mason. And welcome to Region 6.

Ricky Lewis. I'm here. Thank you, Ricky.

Taylor Flowers.

William Cole. Yeah, I'm here. Thank you, William.

Billy Emerson. Here. Thank you, Billy.

Bradey Davis. Here. Thank you, Bradey.

Cynthia Patty.
Jan Gandy attended Region 5.
Punk Carter.
Ronnie Smith. I'm here. Thank you, Ronnie.
Sylvia Fuentes. Here. Thank you, Sylvia.
Okay, Tommy. Back to you.

[Speaker 6]

Thank you. I'm sure everybody's aware of the purpose we're calling this tonight.

We'll be interviewing Rock and Chase tonight for the candidates. Feel free to ask any questions. We're going to have a question and answer period after each talk.

Rock will be first and then Chase will be next. And other than that, unless somebody has some questions, we'll just get on with it. Well, Kathy, can you...

Did I miss...

[Speaker 5]

I'm sorry, Tommy. I've already texted for Rock. He should be joining us shortly.

Did I miss anybody from the Region 6 roll call? No? Is there anybody joining us from another region that would like to be recorded?

Okay. Thank you. Rock, are you with us?

[Speaker 1]

Yes, ma'am.

[Speaker 5]

Perfect. Thank you.

[Speaker 6]

Rock, welcome to the meeting. I know you've had... I think...

I know you've had multiple meetings, so you know the format. Introduce yourself and give us your qualifications and any other pertinent information you think we could use, and then we'll have a question and answer. Without any other ado, let's go ahead and start.

[Speaker 1]

Thank you, Tommy. I want to thank you all for giving me the opportunity to speak to you this afternoon. 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 our industry, building relationships, understanding our challenges, and working to support the success of our members and the future of cutting. I believe in strength, leadership, transparency, and preserving the traditions that make NCHA great.

I'm committed to listening, collaborating, and serving the association with integrity. Thank you for your time and considering me. Thank you.

[Speaker 6]

Are there any questions for Rock? I'm sure we got something. This would be the shortest meeting we've ever had.

[Speaker 5]

Well, Tommy, I was just going to go down through the roll call and give everybody an opportunity.

[Speaker 6]

That'd be great.

[Speaker 5]

Perfect. We're going to start with Toddy Pitard.

[Speaker 13]

Thank you, Cathy. Hey, Rock. I've served with you on Judges Rules and several other, and I know you've got a wealth of knowledge, but other people may not, but just give us your information on your capacity and what you've done for the NCHA and since you've been a part.

Just give us your strengths and what you've helped us with and what committees you're on. Please.

[Speaker 1]

Okay. Thank you, Toddy. I've served on the Judge's Rules Committee off and on at times.

I say that because you can only serve so long and then you term out. I've served on it for over 20 some odd years. I've been past chairman of the Judge's Rules Committee four different times and filled out all terms.

I got appointed to the Grievance Committee when Lindy Burch was president of the NCHA, and I've been chairman of the Grievance Committee for the last eight plus years. I've served on the Trainers Committee. I've served on the Stallion and Foal Committee, and I've been chairman of the Stallion and Foal Committee for the last three years.

Believe that? No, maybe six. I'm not sure.

But anyway, when I came on the EC nine years ago, I was appointed to a task force to go on the hunt for an executive director. The course of that task force led us to Jay Winborn, and that has been a huge step for the NCHA going forward. I was chairman of the task force when we needed to go find a new director of judges, and we went through a couple, and I was also involved in the hiring of our last director of judges, Andy Adams.

Andy Adams has brought an awful lot to the table, and we have a long ways to go yet, but he's brought NCHA judging to the next level. When I was on the EC, and I served on the EC for six years, two terms, I was involved when we started the leveling, and I've been involved in a lot of the other programs that we did during my tenure on the Executive Committee. I feel that the background that I've had and have done in the past gives me the qualifications to lead this association forward.

This association has come a long, long ways, and the direction it's going now is very, very strong, and I don't want anybody to get the wrong idea. I'm not wanting to change anything. I want to pick it up and keep on going forward because we're going in the right direction and the correct direction.

NCHA is stronger financially than it's ever been, and I want to keep it going that way so that it will be here for years and years to come, so that our grandkids and their grandkids can enjoy the sport of cutting, the family that this community has built around, and the horse. Thank you, Toddy.

[Speaker 13]

I thank you, Rock. That's all I have. And thank you for your time, Rock.

Thank you.

[Speaker 10]

Mr. Wray?

[Speaker 9]

Yes, ma'am.

[Speaker 10]

I've served with Rock on quite a few of those committees, and so I know him from that standpoint, but I'd like to answer questions. There's a lot of rumor mill right now, and it's come up again about looking at money one to place our contestants in the different positions, which would almost do away with the amateur division if that happened, in my opinion. But I'd like to know where you stand on that and what your direction would be dealing with the money's one.

[Speaker 1]

Thank you, Lewis. That's a very, very good question. What I would want to do is I would task the non-pro committee to discuss it, look at it, work it over, vet it fully, along with the amateur committee to do the same thing.

Because what we're talking about is their divisions. And if we're to make any changes in this, it has to come from the non-pro and the amateur. Those two classes and the leveling that's done inside those classes, that's where they show.

That's where they compete. And if the non-pro and the amateur committee feel that this is the best way for us to go forward and to grow our membership and to entice new members to come in and play and want to stay in, then I believe that's the way we need to do it. But any change like that has to come from the non-pro and the amateur committee.

[Speaker 9]

OK. Thank you, Rock.

[Speaker 1]

Thank you, Lewis.

[Speaker 9]

That's all I've got. Thank you. Cathy, are you still there?

[Speaker 1]

Cathy? Cathy?

[Speaker 6]

Are you there, Cathy?

[Speaker 13]

I just got with somebody who didn't talk, Tommy.

[Speaker 6]

Yeah, I don't have a list. Look, one of you go ahead and ask. Just do it.

I don't know who else to.

[Speaker 10]

Tommy, it looks like. Robert Charles.

[Speaker 15]

This is Robert Charles. I don't have any questions. I just want to thank Rock for taking the time and getting in this deal.

And I know it's a big, a big deal. And I know it's a lot of work and just appreciate you, Rock.

[Speaker 1]

Thank you, Robert Charles. I appreciate that very much.

[Speaker 10]

OK. Tommy, Mason Griffin's next, if you want to say. OK.

[Speaker 12]

Hey, Mr. Rock, appreciate you again. The one question that I have, and I don't know if there's an answer to it, but I feel like it's a growing concern nationwide is the cost of cattle. And I just want to know your opinion on that and what and if there were any steps that could be taken from the top end of our association to help alleviate the cattle cost.

So.

[Speaker 1]

Thank you for asking that question. Yes, our cattle costs are going up and up and up. And that is something that we're going to have to start looking at and trying to figure out how we can deal with that.

We can't control that cost because the price of cows themselves are going up. And that's a whole different industry. And we need to have our cows so that we can have our cutting.

So I believe that what we need to do, I would like to hear from the outlying areas what their concerns are, what their problems are as to the price of cattle and what they're having to

pay and what ideas they have that they think they need to do to continue to have cuttings and supply cuttings to their cutters and their customers that are coming to support them. And we have to go, if we want NCHA to try to help them, they have to come to us with their questions and their problems and their concerns. There's changes that we might have to make on the East Coast that would be different than the changes that we make on the West Coast.

And I think we need to have a little bit more latitude in our rules so that each affiliate and show producer in the outlying areas can have a little bit more room to adjust things in their pricing, maybe in the amount of time they got to get a show approval in, maybe in a surcharge. We're working on those things already, I know. But I think those need to be looked at.

NCHA at the top needs to hear from the outlying areas and the grassroots cutters as to what their concerns are, what they want, and what's going to help them. And then NCHA can figure out a way to help us all.

[Speaker 12]

Yes, sir.

[Speaker 1]

Thank you. Sorry.

[Speaker 5]

Okay, perfect. Thank you. Sorry, guys.

I don't think my mute button can handle my trigger finger. Ricky Lewis, let's go with you, please.

[Speaker 7]

Hi, Rock. I don't think we've ever met. I don't think I've had the pleasure of meeting you.

I look forward to it in the future. I don't have any specific questions that really just come to mind. However, I'd just really like to know, maybe, what's your goal in becoming vice president and then eventually president of the association?

What prompted you to want to run? Do you have anything in mind? Do you have any goals?

Or like you said earlier, is it just thought you'd like to carry the torch on with the good, fortunate, I guess, past few years that the association has had? So that's probably my only question. And again, not knowing you is what prompted that from me.

And thank you. Thank you for even considering running. And I'll let you speak now.

[Speaker 1]

Thank you. When I first came on the EC, NCHA was not very financially strong. We were in tough, tough times.

And I was a part of that for the six years that I was on the executive committee. And I saw what it took and what we all had to go through to get to the level that they're at today. You asked me, the reason I feel, I'm a lifetime member of NCHA.

And I've been training cutting horses and working with non-pros and amateurs for 42 years. Non-pros and amateurs have helped me make a good living in this industry. And I care a lot about this industry and the direction that it's going forward.

And I feel it right now that I have the time to give back to this association. When I was on the EC, yeah, that takes time. But I know how much time it's going to take to go through the chairs.

And I have the time to devote to that. And I want to see NCHA to continue to go forward the way that it's going forward now and be able to build the future that we need to have going forward so that this association can go on and on and on. We're stronger now financially than we've ever been.

But it's not going to stay like this forever. And we have to build programs and policies to go into place when times aren't as good as they are now. And because I have seen the down and now helped the association come up and get to where we're at now, I feel that I have the ability and the leadership and the experience to continue to keep this association going forward and on the track that it's on now.

[Speaker 7]

That's it. Very good. Thank you.

[Speaker 5]

Thank you, Ricky. Have we already heard from Robert Charles Brown?

[Speaker 16]

Yes, ma'am.

[Speaker 5]

Okay. And Trey Rogillio as well?

[Speaker 10]

No. Cathy, we're at William Cole.

[Speaker 5]

Okay. But have we already heard from Trey? Yes.

Okay. Okay. William Cole, please.

[Speaker 8]

All right. Rock, like everyone else, I appreciate your willingness to serve. I'm on the amateur committee, so I really appreciate your comments regarding the task force and the money earned and letting the committee do their due diligence to make sure that it's the right fit if any changes are made.

I guess the question I have, since I'm on that amateur committee and I get a lot of questions, is there anything specific to amateurs that you would like to see changed or improved? Obviously, it's thriving right now. Just specific to amateurs, is there anything there that you can put on our radar?

[Speaker 1]

At the present time, no, because our amateur is doing very, very well. Like you just said, it is thriving. What I would ask the amateur committee to do is to continue to looking forward so that you can continue to grow and attract new members into this because the amateur and the limited am and the intermediate and the non-pro, or not the non-pro, but the open, the top-end amateur, that's how we bring people into this association and into our sport.

I would task you with do not get comfortable with the fact that you're growing and thriving now, but start looking forward to where you can continue to keep it growing and where it's going to be down the road three years from now. Five years. That's what I would talk to the amateurs about.

[Speaker 8]

Thank you. I appreciate that. That's all I have.

[Speaker 1]

Thank you.

[Speaker 5]

Thank you, William. Billy Emerson?

[Speaker 3]

Hi, Rock. I just want to thank you, buddy, for taking the time and the effort to agree to take on this task, and we all know that it's a hell of a task. In the back of this money, since everybody's talking about it, and I'm not trying to talk down to you, don't take this the wrong way, but I want to remind everyone else, first, let me say I'm fully in agreement that no major changes should be made in our four-class division, if you want to include the youth.

No changes should be made without vetting completely with the amateur and the non-pro committee. But if you remember, the bylaws require that policy be made by the executive committee, not by individual committees. I just wanted to be real clear that you're in agreement that you should listen to what the amateur committee and the non-pro committee says, but regardless of what they say, your fiduciary duty is to the general membership as an EC member, and you decide what's best for the general membership, not the non-pro committee.

Are we in agreement with that?

[Speaker 1]

Yes, sir, but can I answer for a second?

[Speaker 16]

Sure, sure.

[Speaker 1]

I want the membership, which you just brought up, to understand that if the membership feels that if there are to be changes, and if we need to make changes, then that's the direction we go. I want the membership to have more of a say, and I want to hear what the membership has to say about changes as we go forward, if we are to make any changes. Does that make sense, Billy?

[Speaker 3]

Yeah, it makes sense in principle, but in reality, you run into problems because, I mean, as much as I hate to admit it, we have too many members that aren't engaged. There's too many that don't know what's best for them, much less what's best for the association. That's why all the power was within the directors, which has been delegated to the EC, and so I hold the EC responsible for doing what's right, and we can't be too transparent.

There's no such thing as too much transparency, and the more educated the membership gets, the easier your job to govern would be, but my only point is that I don't want the non-pro committee or the amateur committee deciding whether we eliminate the amateur class. I want it to be dealt with from the financial committee standpoint first, and then the EC committee to determine what's best long-term for the association, because you and I have had these kind of conversations before. Personally, I think it would be suicide to go away from the three divisions that we currently have, but that's enough on that unless you want to comment about something else.

[Speaker 1]

No, I'll just say this, Billy. I agree with what you're saying. I am understanding what you're saying, and like I said, I agree with you, and I thank you for bringing that up.

[Speaker 3]

Okay, and the only other thing I have is I've had two other directors call and ask me if I knew anything about you originating or possibly Ernie originating or the two of you collectively originating an EC vote of confidence on Jay Winburn some six months or to a year after he was employed, and could you comment on whether that happened, and if so, what was the reason behind doing such a thing? Because it's pretty insulting, and you've already said that you're fully behind him now, and I could never vote for someone that wasn't behind our executive director as well as the amateur class, so could you comment on that?

[Speaker 1]

Boy, you're digging deep, Billy. Well, you know what?

[Speaker 3]

The other directors didn't have enough nerve to ask you, so I'm asking you.

[Speaker 1]

Yes, I will comment to that.

[Speaker 3]

Okay.

[Speaker 1]

When, and I don't remember the exact date, but there was a time when we were all on the EC where we had some leaks where things were getting discussed that weren't ready to be discussed outside of the executive committee body, and I asked if we could go into executive session, and I asked if Jay Winborn would leave the room so that the executive committee could have a discussion as to what was going on, because we were getting a lot of different conversations going on outside of the EC, and that didn't need to be done at that time.

We're trying to get everything pulled together and everybody get on the right track, and we weren't getting on the right track. And so, yes, I did. Ernie and I talked about it.

I did. We had our discussion, and then I asked, and I said this before we asked Jay to come back in. I said, I believe at this point, because Jay Winborn was getting frustrated also, I asked that we need to give Jay Winborn a vote of confidence that we are all behind him, and we are going to support him, and that's the way it went, Billy.

[Speaker 3]

Okay, and the vote was obviously that you had a vote of confidence. Was it a unanimous vote, or do you remember?

[Speaker 1]

It was, as I remember.

[Speaker 3]

Okay, that's good news. Thank you, sir.

[Speaker 1]

Thank you.

[Speaker 3]

That's all I've got, and once again, thank you for being willing to serve.

[Speaker 1]

Well, I'll probably get fired or kicked off this now, because I talked about something that we did in executive session, but oh well, that's the truth.

[Speaker 3]

Well, let me comment one other thing. That's another burr under my saddle blanket, you know, although what you're speaking of now does qualify for executive session, but through the years, I've noticed the EC, and I don't know who's responsible. It's probably various people through the years, but I'm of the opinion that the EC uses that executive session, they abuse it, because under case law and statutes in the state of Texas, you know, a 301c can only go into executive session to discuss financial or legal matters, or I don't think it's even financial.

It's legal or employment matters. So what you're talking about fell with under employment, so that's fine, but just to throw something out there, watch out for me when you're elected president that you don't allow them to go into executive session on issues that are abusive

and that are really just intended to hide from the membership issues that should be transparent. Just follow the rules, okay?

[Speaker 1]

I will do my best, Billy, and thank you very much for that advice. Thank you.

[Speaker 5]

Thank you, Billy. Bradey Davis?

[Speaker 14]

Hey, Mr. Rock. I just want to say thank you for running. I just have one question.

So you say you don't really want to change anything. You want to make sure everything keeps moving forward, which is great. Do you have anything specific that you'd like to implement to help it keep moving forward?

[Speaker 1]

I think it's going forward well. I want to keep it going forward like it is, and I would like to try to implement so that our directors feel like they are more of a part of a working body. I feel a lot of times our directors just feel like they're a regular member, and we got to be voted on by the members in your area to become a director.

And I want our members to feel that they enjoy this sport. They love this sport, and they want to be members. And if you're elected to a director, you want to be a director.

I don't know how to do that, but that's how I feel.

[Speaker 14]

You're fine. No, I agree. I wish that directors could be even more heavily involved than they are now, but thank you.

That was my question. Thank you, sir.

[Speaker 1]

Thank you.

[Speaker 5]

Thank you, Bradye. Ronnie Smith?

[Speaker 11]

I don't think I have any other questions. I mean, I've known Rock a long time, and I consider him a good friend. I would just say that the years we served together on the EC were very turbulent and very stressful, and we came through it.

Extremely well over the past few years, but that wouldn't have happened if we didn't have people like Rock that was serving on that executive committee. So I appreciate him doing this, and I appreciate him for his time served.

[Speaker 5]

Thank you, Ronnie. Thanks, Ronnie. Sylvia Fuentes?

[Speaker 4]

Can you hear me? So I have a couple of questions. First, when I was at the Super Stakes this year, they were talking about the cattle shortage.

You mentioned that at the beginning. They were possibly talking about even collapsing the amateur division as far as you get two runs for one cattle, basically, to help with that shortage. Is that just rumor mill, or is that something you're looking at for the cattle shortage issues?

[Speaker 1]

That's a very good question, and I really can't answer that for you, because I'm not involved in the executive committee at this time, so I would not know about that information. I've never heard this before until you just brought it up to me. So I'm sorry, but I can't give you an answer on that.

[Speaker 4]

OK. That's fine. Well, I overheard it, and it came from someone else.

Reliable sources. So I was just trying to get a little bit more information on that.

[Speaker 1]

I wish I knew more information, and I could talk to you about it, but I don't. I'm sorry. I don't have all the answers.

[Speaker 4]

And I have a couple more questions. You were talking about if both amateur and the non-pro committee decide, hey, we're going to go with the monies won versus leveling what we have now. My question is, you said we're doing, like right now, we're at the best we've ever been.

But looking back at numbers and stuff, I show the amateurs are driving. The amateurs have the strongest shareholder when it comes to NCHA, over 60%. It basically is driving that.

So when you're going with money won, and now they're competing against, of course, we've heard this a million times, the kids of the trainers, the wives of the trainers. Why are we so hard on pushing that when we're doing so well money-wise? It's kind of like, why fix something when it's not broken?

Because NCHA is at its best right now financially. And I feel like when you're going to vote on that or you're going to vet that, I don't know. I just feel like it's going to hurt that association.

In the long run, a lot of people are going to feel like I'm not going to be able to compete in those levels, the money levels. And I spoke to a couple of the EC people, and they were like, well, the wives and the kids, they'll eventually earn out of those. Yeah, but then you have that next wave.

So it's just my concern with that because NCHA amateurs have such a strong sharehold with NCHA. We make up higher than 50% of members. We hear about this every year, and they table it every year.

And I see it more and more that I guess it's coming. So my question basically is, why fix something when it's not broken? We're doing so good right now.

We have plenty of money. We're having great turnouts. And you look at the amateurs, it's days and days of entries down at the super stakes.

It's just my concern. I think if we go down that route, it's not going to end well.

[Speaker 1]

Maybe I misspoke or I didn't explain myself properly when that question was asked to me earlier. I'm not advocating that we go to a put the non-pro and the amateur together and go on money one. I'm not advocating that one bit.

All I'm saying is that if that is the direction that the amateurs and the non-pro feel we need to do, then I will help get that through if that is the best way for us to go after all of the vetting and after everybody understands completely what we're going to do. I'm not saying we need to change the amateur. I'm not saying we need to change the non-pro.

I'm asking that if the amateurs think there needs to be a change, then the amateurs need to come forward with whatever changes they think they need to make. If the non-pros feel they need change, then they need to come forward with what changes they think they need to make, and then I will do my best to see that it gets to the proper committees, gets the proper vetting, so that it can go forward. That's what I'm saying.

[Speaker 4]

Okay. That's all I have. Thank you for running.

[Speaker 5]

Thank you, Sylvia. Let's go back to Tommy.

Tommy?

[Speaker 6]

I'm sorry. I had it on mute. I don't really have any questions.

I've known Rock, and we were on the EC, and I got to know him pretty well. I know he would do a good job. That's all I'd have to say.

[Speaker 5]

Okay. Does anybody else have any further questions?

[Speaker 6]

Diane, is she on now?

[Speaker 5]

Diana Cunningham, are you with us? Okay. No, sir.

Okay, Rock, if you want to give a closing statement.

[Speaker 1]

Thank you, Cathy. Once again, I want to thank you all for taking the time to consider me. This association means a great deal to me, and I don't take this opportunity lightly.

If I'm given the chance to serve as your Vice President-elect, I will listen closely, and I will put this association and its members first. And once again, I just appreciate the opportunity you've all given me to speak to you tonight. Thank you very much.

[Speaker 6]

Thank you, Rock.

[Speaker 5]

Tommy, I'm going to reach out to Jake.

[Speaker 1]

I'm still here, yes.

[Speaker 3]

Yes, Billy, again, I fail to thank you for all you've done in the past. It's remarkable, the efforts and the time you've given us in the past, and I wanted everybody to know the reason that Rock has continued for eight years to be the Chairman of the Grievance Committee is we won't let him off. He's too damn good at his job.

That's all I got.

[Speaker 6]

Thank you, Billy. Any other questions? Thank you, Rock.

Thank you. I appreciate your time. Good night.

And good luck.

[Speaker 5]

Thank you.

[Speaker 6]

Cathy?

[Speaker 5]

Yes, sir. I'm going to text Chase. Okay.

[Speaker 6]

You're on the deal, huh?

[Speaker 5]

Cathy, this is Ora. I just want to take a minute and tell you that I finally got on. Thank you.

Thank you, Ora. Okay, Chase should be with us momentarily.

[Speaker 6]

Are there any other thoughts? Well, we've got a moment that you'd like to air, anybody? Ricky, you want to plug your show in Memphis?

[Speaker 7]

Always. Memorial Day weekend. We've got lots of money up in the age demand, and then we'll have NCHA weekend there too.

We'd love to have everybody. Hey, Cathy, I'm here.

[Speaker 5]

Thank you, Chase.

[Speaker 6]

Thank you. Thank you, Chase, for getting on. The format tonight is similar to what you've already done, so I'm going to turn it over to you, and you can give us a synopsis of yourself, and then we'll open up for questions.

Talk to you.

[Speaker 2]

Go for it. Yes, sir. Thank you very much.

For those that don't know me, I'm Chase Lackey. I'm from Burlington, North Carolina. I've been a member since 2013.

I currently serve as a director in North Carolina, and I'm also on the Limited Age Committee. I'm a business owner working in the construction industry. I operate across the southeast.

On any given day, I'm managing 200-plus people and working on 10-plus projects all the way over to Texas. Those projects last anywhere from 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. I think that's very similar to Jay and his approach to hire incredible staff. We have a great culture, goal-oriented, where everyone buys in to where we're headed.

And having that staff around me affords me the opportunity to go to a lot of horse shows, and it will give me the time to be able to serve in this position. As far as competitor, I'm an active competitor in the non-pro and amateur divisions. I have horses that compete in the open.

I've shown on the weekend the limited age, the major limited age. I've hauled for the world a few times, and I believe that NCHA is more than just a sports arena. It's a large, complex organization, and it needs to be run like a business.

And I'm here to help protect NCHA. We're in the best place we've ever been financially, and we're on the right path. I want to help protect that and add value to it to help us grow.

And I believe my business experience, along with my equine industry knowledge, I've shown NSBA, AQHA, NCHA, I've spent my whole life in horses. And I believe the combination of my business skills and my knowledge of the industry will be a valuable asset to make decisions to help move NCHA forward. And I'm looking forward to everyone's questions.

Thank you.

[Speaker 6]

Cathy, go ahead and call the roll then.

[Speaker 5]

Thank you, Tommy. Let's start with Lewis Wray.

[Speaker 10]

Okay. Glad you're on here, young man. I'm going to start with the same question that I asked Rock.

I'd like for you to comment on where you stand on the program of Money's One, which would redesign the amateur committee completely and where you would stand on that program on using money earned to place you in the categories where you show.

[Speaker 2]

Yes, sir. I appreciate that question. And I've had talks with individuals that are interested in that.

What I can tell you is financially, NCHA is as strong as it's ever been. And we are a four-division system. I call it four instead of three.

A lot of people call it three. I include the youth because I think they're important. That system has got us to the point that we are at now.

The participation in our amateur has helped drive our association. And I don't believe we can make any changes without having an actual format and plan with data to investigate. And no different than my experience in my business, if something is working, I don't throw it out the window to change to something without knowing dang sure it's going to work.

So if you're asking me how I feel about it, we are currently a four-division system. I don't see that changing until we have a viable option to actually investigate.

[Speaker 10]

Appreciate it. Thank you.

[Speaker 2]

Yes, sir.

[Speaker 5]

Thank you, Lewis. Toddy Pitard? Toddy, are you still with us?

Okay, let's go to Robert Charles Brown, please.

[Speaker 15]

Hello, this is Robert Charles. Chase, I don't have any questions. I just appreciate you running and taking the time to give your services to this association, and which means so much to me.

And I just want to thank you.

[Speaker 2]

Yes, sir, thank you. And if a question does come to mind, I encourage you to reach out to me, please. I will reach out to you.

Thank you. Thank you.

[Speaker 5]

Thank you, Robert Charles. Trey Rogillio? I think we've lost Trey.

Let's go to Mason Griffin, please.

[Speaker 12]

Hey, Chase. Thanks for being on with us this evening. Hey, Mason.

I had asked Rock earlier, and I want to hear your response. And I talked to you at the Eastern Nationals about this, what your thoughts were on the problem with the increase in cattle cost. And what, as an association, can be done, if anything can be done, to try to combat the rising cattle costs across the country?

[Speaker 2]

Yes, sir. Yes, sir. And I appreciate our conversation at Eastern Nationals as well.

Cattle costs are going to be difficult. It's not something we necessarily have direct control over. And I've had a lot of discussions with many, many show secretaries, producers that all share your same concerns.

So we're not alone. If we're affected in North Carolina and the East Coast, just as it is across the country, there's so many people that are hurting. I believe, first and foremost, NCHA is going to have to remain flexible.

We need to make sure that areas and show producers are able to produce shows that best suit their needs and their locations. We are not a one-size-fits-all. Every area is different.

So I think, first and foremost, NCHA has to remain flexible on that. And, you know, as far as a potential solution, at least at our big three, I've heard discussion about owning our cattle. I'm personally not a big fan of that.

I think it exposes us to a lot of issues. We could lose a lot of money. That market can be quite volatile, as we can see.

I would like to see us potentially look bigger. What if we own the land where the cattle are being raised and fed? We could lease that land back to a feeder lot, and it would allow us to have access to large sums of cattle.

And help control some costs for us internally. That's a very big idea, and it does need heavy vetting. But I do believe it is a possible solution, or at least a start to a possible solution.

And on top of that, you know, when we're investing something like that, we own an asset, which I believe is greatly beneficial to us as well.

[Speaker 5]

Mason, did that answer your question?

[Speaker 12]

Yes.

[Speaker 5]

Perfect, thank you. Ricky Lewis?

[Speaker 7]

Hi, Chase. I guess I'll just, like everyone else, I think it's only fair to just ask a similar question that I asked Rock. And that's just, what are your goals for running for this position?

Are they, do you have anything specific in mind that you would like to do, that you would like to change? Or is it simply, you know, taking something that's going well and carrying the tours forward, which I can appreciate too. So that's pretty much it.

[Speaker 2]

Fine, I know we've had some discussions as well. And you know me, I'm good at bringing ideas. So I do have some.

First and foremost, I want to protect what we have. We need to make very strong business decisions that are taking into account our financial stability. And that would be my first and foremost goal.

But beyond that, I really believe we need to focus on our growth. NCHA has been relatively stagnant over the years, over the past few years. You know, we did well during Yellowstone and we went up in membership and now we have kind of found the tail end of that.

I believe NCHA needs to start addressing this issue now. We can't depend on Yellowstone anymore. And we're going to have to come up with ideas and marketing that is going to get us new viewership and new membership.

I believe we can achieve that in a few different ways and I'm going to get long winded for a second. So bear with me. I really believe we do a great job marketing.

Let's continue to push our marketing. Let's give our marketing department the ability to do more. We need to be creating as many reels as possible.

We need to be getting on the social media sites. We need to be on Instagram, Facebook, all the social media. And I believe if we can tie that back to an NCHA app that that will allow us to garner viewership at these locations, bring them to an NCHA app that will have the ability

to see your location from your phone and tell you that there is a horse show right down the road from you.

And if those individuals had enough interest to see that video clip, download the app, I think we got a pretty dang good chance they're going to come to the horse show too, especially when they see that there's one right down the road, 30 miles in two weeks. And if we then take that a step further and really put an ambassador program to work and enlist our membership, that we have so many social butterflies in our membership that will go out, talk to the new faces in the crowd. Let's engage them, ask them why they're there.

Are they interested in cutting? Have they ever shown a cutting horse? Where do their interests lie?

Let's introduce them to some of the exhibitors. Let's introduce them to the trainers. I believe NCHA is one of the most addicting sports you can ever do.

I think pretty much anyone would agree. If you get on horseback and flag or cow, you're pretty much hooked. And we are really fortunate, unlike roping and down the fence, some of those things are a pretty high skill level to get into.

We are very fortunate that you can go from couch to saddle. And with a trainer helping you on the flag, you can flag a horse right then. And again, like I just said, it's pretty dang addicting.

Once you do it that one time, you're probably in. So I really believe marketing is going to be a big factor for us moving forward to help our growth. And I hope that answers your question.

[Speaker 7]

I agree with everything you said there and love to hear that train of thought there. And just remember Mason Griffin. He is an incredible influencer.

So include him in that. Seriously, thank you. Thank you for your time.

Thank you. I appreciate it.

[Speaker 5]

Thank you, Ricky. William Cole.

[Speaker 8]

Hey, Chase. Like everybody else, I appreciate you are willing us to run and serve. And you addressed the money earned issue.

I'm on the amateur committee. So that's a big issue with a lot of people that I've talked to. Just maybe hit on anything else related to amateur that's kind of on your radar.

If there is anything, I know we're doing good and we're thriving. But just curious, you got anything else to add there?

[Speaker 2]

Yeah, I think we always need to continue to be innovative and come up with ideas. Being stagnant, it can be the death of anything, business or an association. Let's not be happy with the status quo.

Let's continue to push and find new ideas. I would really encourage both the non-pro and the amateur committees. I believe we need to go through our rulebook.

It looks like a phone book. We need to go through it and find some rules that maybe are no longer applicable to our association. As we all know, a lot of the rules have a name attached to it.

They were created for some problem we had at some point in time. The first thing that comes to mind for me is we have a rule in place that stops the amateurs from showing or at least having to choose if they're gonna show in the amateur or the non-pro. I believe that number is 250,000, but don't hold that to me.

I don't see why that rule's really in place or why it's relevant anymore. To me, it's taking away non-pro entries if they choose to go in the amateur. If they're choosing to go in the amateur, the amateur's not losing the entry anyways.

It only enhances growth within our association. Multiple entry, dual entry, and having choices for our entry has proven to be very successful. I don't understand why we would stifle that, and I really believe that's something that needs to be looked at.

I would encourage both the non-pro and amateur committee to try to come up with at least two rules that could potentially be looked at for removal. I know it's not necessarily an amateur issue, but in the non-pro, we really need to be looking at potentially letting people be able to enter the intermediate instead of just the top level. I think there are so many amateurs that are very interested in pursuing entry into the non-pro, but they may not necessarily want to enter at that upper level yet.

And again, that's been wildly successful for the amateur. I think it's time to try it in the non-pro as well.

[Speaker 8]

Thank you. Yeah, good points. I appreciate it.

That's all I have.

[Speaker 5]

Thank you, William. Billy Emerson.

[Speaker 3]

Hey, Chase. I'm sorry, buddy, that we didn't get a chance to meet at the Super Stokes. It was my fault, and I apologize.

I look forward to shaking your hand one of these days.

[Speaker 2]

That's right.

[Speaker 3]

I don't really have any questions. I mean, I think you've covered all the issues that I was interested in, except for the fact that I want to point out that as a young business executive like yourself, building your business and your career, it's so admirable that you'd be willing to take on a three-year commitment like this to serve on the EC in the last year as our president. So I'm highly impressed by that.

I just want to thank you.

[Speaker 2]

Well, I appreciate that, and I think it's super important that we get people involved that understand big business. NCHA is way more than a show arena. We all know that.

We're a worldwide organization. We better treat it like it is. It's more than just committees and going in circles, and we better understand all the parts involved.

[Speaker 3]

Couldn't agree more. Thank you, sir.

[Speaker 2]

Thank you.

[Speaker 5]

Thank you, Billy. Bradey Davis?

[Speaker 14]

Hey, Chase. I just want to say thank you so much for running. You've already answered all the questions I had with everybody else's questions.

Just thank you for your time. I really appreciate it.

[Speaker 2]

Yes, sir. Thank you, Bradey. I appreciate it.

[Speaker 5]

Thank you, Bradey. Ronnie Smith?

[Speaker 11]

Same thing. I really do appreciate you putting your name on this, and certainly I think you have some wonderful ideas, and I would just hope you keep going in the future. Whether you win or you lose, we need people like you in the future.

Thank you for doing this, and that's all I have to say. Thank you very much.

[Speaker 5]

Thank you, Ronnie.

[Speaker 4]

Sylvia Fuentes? Hey, Chase. We spoke a little bit at the Superstates, so I just have a couple questions.

You answered the money one versus the leveling for me when you opened up with your opening statement and all. I did hear at the NCHA the Superstates about them possibly, and it's, like I said, it may be rumor that they were thinking for the amateurs doing the cattle where they were dealing with the cattle shortage. They were talking about doing the top level AM and the intermediate be one run.

I mean, is there any truth to that, or is that just hearsay?

[Speaker 2]

I can't say if there's truth or not to that. I mean, I've heard discussions about that, but not in an official manner.

[Speaker 16]

Okay.

[Speaker 2]

I would have concerns with that. I believe it would really cost our structure as it is set up now, and I believe that potentially could hurt our bottom line. Unpopular opinion, but what we probably need to talk about if push comes to shove in that situation is potentially looking to reduce our number of cattle in the semifinals and finals.

If I'm not mistaken, we've done that before, and in a time of crisis, it might be something we need to look at again, and it doesn't mean we can't go back to higher numbers once the cattle market eases.

[Speaker 4]

Okay. All right. And you answered the other questions for me, and I appreciate you taking time out to visit with me at the Superstates.

I'm in agree with Brady Davis. I mean, we need to look at, I think, new things. You're like a breath of fresh air for NCHA with all your ideas.

I took notes on everything. So it's just good to have a different perspective on things.

[Speaker 2]

I'm super passionate about NCHA, and I just want to give back, and I have the time and ability to do it. So I'm just happy to be here and have the opportunity.

[Speaker 4]

All right. Well, thank you, and thank you for running.

[Speaker 2]

Thank you.

[Speaker 5]

Thank you, Sylvia. Is there any further questions for Chase from Region 6? I'm going to turn it back over to you.

[Speaker 17]

Tommy?

[Speaker 6]

I had you on mute again. Chase, thank you for participating and putting your name in the hat. If you have a closing statement, we'd appreciate it if you wanted to do that.

Yes, sir.

[Speaker 2]

Go ahead and do that. Yes, sir. I appreciate it.

I want to thank everyone. There were some great, thoughtful questions on here, and I really appreciate that. As I go through this process, it helps me come up with some new ideas as I go through the process.

So thank you all for that. I really look forward to working together and continuing to grow NCHA. Again, I believe this is a big business and a large organization, and we must treat it as just that.

Thank you, and I kindly ask for your vote.

[Speaker 6]

Well, Chase, thank you. I think you have answered the questions well, and good luck to you. Thank you, sir.

Does anybody else have any questions they'd like to ask before we hang up?

[Speaker 3]

Hey, Tommy, this is Billy. Yeah. Being that you're not quite as old as I am, so you'll at least agree that it's easy for me to forget all my questions while I'm supposed to remember them.

One last question, Chase. Through the years, I've really had a disappointing attitude in the transparency of the NCHA, although in recent years, it's gotten significantly better. But I think there's still areas that need to be worked on when it comes to transparency to all members.

And I would just like to hear if you have any comments on that and whether you're a tremendous advocate of transparency.

[Speaker 2]

Yes, sir. Thank you very much for that. I don't know if you saw the media release that I did.

I am happy to say that myself with a couple directors and a couple other members have requested that these audio recordings through the directors get released to our general membership. I think it's really important that they hear what goes on on these calls. And I

believe they need to understand how their directors are representing them as well as their potential candidates and how they will represent them.

So I'm very pleased to say that transparency is high priority for me. I want the membership engaged and understanding because it does matter who you vote for. So yes, I'm big on that.

And I also believe I've been, believe me, since I signed up for this, I have dug through EC minutes after EC minutes. And I want to make sure that when and if I get the ability, the EC is extremely transparent when I'm there. I want to know that the membership understands how someone's going to represent them and how they're voting to represent them.

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

And I believe, you know, we've had some times in the past where that maybe wasn't the case. I want to make sure NCHA does not go backwards. Let's move forwards.

[Speaker 6]

Thank you. Well, appreciate that. Any other questions?

Thank you, Chase. Well, you've been a very informative evening for us. Thank you, sir.

Anybody else got any comments before we hang up? That hearing none, I'm going to say let's close it down. Thank you, everyone.

Good night.

[Speaker 9]

Good night. Good night, guys. Good night.

Thanks, everybody.