

# Region 7 Director VP Candidate Call - 4.13.26

## 7pm Central

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[Speaker 20]

Cathy, can you hear me?

[Speaker 6]

Hey Cathy Marie, can you hear me?

[Speaker 4]

I can Steve.

[Speaker 6]

Okay.

[Speaker 4]

How are you this evening?

[Speaker 6]

Fine and you?

[Speaker 4]

Doing well, doing well.

[Speaker 6]

Good.

[Speaker 6]

Well, it was a good show. It was a good circuit. It was a good celebrity.

[Speaker 4]

Yeah, I think everything went really well.

[Speaker 19]

It really did.

[Speaker 4]

So Steve, you're familiar with how we need to run this evening, right? We'll let everybody get on, run through roll call. You'll introduce the first candidate which tonight is going to be Rock Hedlund.

[Speaker 19]

Right.

[Speaker 4]

And I'll text him. He'll jump on. He'll give his opening.

Then we'll go down through roll call and let each director have an opportunity to address the question if they have one with Rock one-on-one and then we can circle back if we need to or whatnot. But we try and give them, I've got these calls spread out so that we're not cramped for time. You know, at first we tried to do them for an hour.

Last year they ended up going an hour and a half to close to two hours and I don't, I definitely don't want to cut anybody short but we want to try and give each candidate the same amount of time to address questions, right? So we want to make sure that we keep that in line and then you'll give them an opportunity to give a closing statement and then I'll text the next candidate to come on and that one the first candidate will jump off so.

[Speaker 6]

Well hopefully we'll have the stores.

[Speaker 12]

Cathy Marie, this is Ora.

[Speaker 4]

Yes ma'am. Thank you. This is Coleta Rosson.

[Speaker 14]

Hi Coleta. Hi. I'm gonna go ahead and give a pre-notice.

I'm caring for my mom tonight and it is time to put her to bed. I will have y'all listening but I will not be asking any questions. I'll just be listening.

[Speaker 4]

Sounds good. When you get done with your mom will you come over and be my mom? I'm about maxed out tonight.

I know. I'm telling you. I'm dragging it.

My mom's 97. At least we're here and we can do it. Yeah I get it.

I get it.

[Speaker 9]

Cathy this is Janice Little.

[Speaker 4]

Hi Janice.

[Speaker 6]

There's 13 on Cathy Marie. I think we ought to go ahead and do roll call. It's 7:06pm.

I know you got another call tonight.

[Speaker 4]

No we actually don't tonight. We had to move that one to Monday the 20th.

[Speaker 19]

Yeah.

[Speaker 4]

So yeah let's go ahead and get started. Thank you Steve.

[Speaker 19]

Yep.

[Speaker 4]

Okay I'm gonna call out Region 7 and if at the end if there's anybody joining us from another region if you wouldn't mind just stating your name just so that I can get your attendance recorded. Okay here we go.

Richard Hicks. Here. Thank you.

Bobby Hunt.

Caroline Collins. Caroline Collins Here. Thank you Caroline.

[Speaker 5]

Cathy Bobby's not going to be on.

[Speaker 4]

He's not. Okay perfect. Thank you Skip.

Coleta Rosson. Here. Thank you.

Constantine Caloudas. Here. Thank you Constantine.

Denise Bendele. Here. Thank you.

Frank Bowen.

James Davison.

Jimmy Eakin. Mr. Jimmy are you with us?

Okay let's go to Janice Little. Here. Thank you.

Liz Bray. Here. Thank you.

Sam Wilson. Are you with us? Mr. Sam. Okay.

Sherry Graham. Sherry. Okay.

Skip Jones. Here. Thank you Skip.

Steve Smith. Here. Thank you

I want to welcome Mary Garbett. Welcome Mary to Region 7. Thank you.

Is there anybody joining us from another region that would like to be recorded for attendance? Okay Steve I do know that we've got a couple of EC members on with this as well with some officers. So we're just going to keep it to Region 7 and if they want to jump in I'll give them an opportunity after we run down through the roll.

Okay. Thank you.

[Speaker 6]

Welcome everybody. Kind of let y'all know this is very difficult to find two quality candidates and we feel like we have two good people. Most of y'all know Rock Hedlund and a lot of you

know Chase Lackey but I think when you look at their credentials they certainly fit the model for a good officer.

So what I'd like to do before we get them on the phone does anybody have anything that they would like to say before we get the candidates on the phone?

[Speaker 15]

Hey Steve this is Kirby Smith and I just joined the call. I'll be on mute. Hey how are you doing pal?

Good. Good. Thank you.

Good. Yeah. Oh is that all right if I listen in?

Yes sir. Okay. I just need to know how to do this.

Okay. Thank you.

[Speaker 6]

Well Cathy you want to go ahead and get Rock on?

[Speaker 4]

Yes sir. I'm texting him now.

[Speaker 20]

Okay. Excuse me.

[Speaker 1]

Hello. Hi Rock. Hi.

How is everybody?

[Speaker 6]

Good. Thank you.

[Speaker 1]

Good.

[Speaker 6]

Well Rock this is Steve Smith and welcome. We're ready for you to do your introduction and then we'll go around the call and find if anybody have any questions to ask you and stuff and then we'll wrap up.

[Speaker 1]

Okay. Thank you Steve and thank you to Region 7 for letting me speak to you tonight. My name is Rock Hedlund and I'm running for NCHA Vice President Elect.

I've been involved in the National Cutting Horse Association over 40 years. I started off as a youth and became a non-pro and then was a trainer. I'm very, very passionate about the NCHA.

It has allowed me to have a good living, raise a family, raise a son that started off as a youth, became a non-pro and now he's a very successful young trainer and I could not be more proud of him. But if it wouldn't be for the NCHA and what they have offered me in the last 40 years that none of that would have been possible. I've served on committees for the last 25 years for the NCHA and the Pacific Coast Cutting Horse Association and I feel that I have the experience and the leadership to lead this association into the future.

And I thank you for taking the time to listen tonight. That's all I have at this time.

[Speaker 6]

Thank you, Rock. Cathy, you want to just go around the group?

[Speaker 4]

Absolutely. Okay, here we go. Richard Hicks, you're going to start us off.

[Speaker 10]

Hi, Rock. Thanks for taking the time to be on this call. My question is just what would be the main thing that you see that you could change or influence or make better during your time as president if you was elected?

[Speaker 1]

Very good question and I've thought a lot about that and what I would like us to do going forward, we need to reach out to our grassroots cutters and our outlying producers and I'd like to hear from them what their issues are and what their concerns are. I don't have all the answers, but I do know that our membership is down and we need to look at that and see how we can start growing our membership back again. We've got a big concern going forward, which is our rising in cattle costs.

Therefore, that cost is passed right on down to the cutter. And I think this is something that we all need to come together on and figure out what is the best way for us to go forward. Every area has its own issues and their own set of problems that they have to deal with.

So a blanket rule across the whole association, in my mind, is not the way to go. I think we need to listen to each area's own problems and figure out how we can go forward. And I ask the directors and the membership for their input.

And with my experience that I've had, we can come together and we can get this headed in the right direction.

[Speaker 10]

Very good. Thank you, Rock.

[Speaker 1]

Thank you.

[Speaker 4]

Thanks, Richard. Caroline Collins, were you able to join us? Okay, let's go ahead and go with Cheryl Callis.

Hey, Rock. Glad to have you on. Hi, Cheryl.

The last maybe couple years, and it looks to be surfacing again, there's discussion concerning the world standing, whether possibly a point system might be better to determine those champions rather than money. Would you like to comment for and against or just thoughts on that topic?

[Speaker 1]

My thoughts on that would be that's something that would have to come from our weekend show committee, and they would need to vet that, what is best in their mind for us to go forward. It's hard, like I said before, it's hard for us just to make a rule. I've heard both sides of your question.

At this time, I could not make a decision one way or another, because at the end of the day, we have to do what's right for this association and what's right for our membership and those weekend haulers that are paying those entry fees week in and week out.

[Speaker 4]

Thank you, Rock.

[Speaker 1]

Thank you, Cheryl.

[Speaker 4]

Thanks, Cheryl. Coleta, are you in a good spot, or do you want us to move on? Constantine Caloudas.

[Speaker 16]

Yes, ma'am. I don't have any questions at the moment, but I sure am listening. If I have one, I'll chime in if that's okay.

[Speaker 4]

Thank you, Constantine.

[Speaker 16]

Appreciate it.

[Speaker 4]

Denise Bendele.

[Speaker 13]

Yeah, thank you. Thank you, Rock, for joining our call. This may be a little bit similar to some other questions you've had, but I just wanted to see if you could summarize what you think is going really well with our association now and what you maybe see some of our weaknesses might be.

Thank you.

[Speaker 1]

I think the positive, where the direction NCHA is going right now, we are stronger financially than we've ever been in its history. With that being said, we have some big hurdles ahead of

us. One of them is the rising cattle cost and the rising fuel costs and how our cutters are going to be able to deal with this increase in cost as we go forward.

And I think that's something that we need to start looking at. Like I said, NCHA is stronger now than it ever has been. I believe it's time that we put a three-year, a five-year, and a ten-year plan in motion to go forward because we're riding the wave and the wave is at the high right now.

But we're not going to stay there forever. Nothing does. We have to be prepared for when we hit the down times.

And I think that's very critical to our association at this time going forward because it is strong. Our horse sales are strong. Our entries are up at our major events.

We're struggling at some of our outlying affiliates, our outlying grassroots cuttings that are going on. They're struggling with entries. They're struggling because of their cost of cattle and the cost that it takes everyone to get you to cutting.

I think those things need to be looked at going forward. Did I answer your question correctly? You did.

[Speaker 13]

Thank you very much.

[Speaker 4]

Thanks, Denise. Frank Bowen, are you with us? Okay, what about James Davison?

Mr. Jimmy, are you with us? Okay, Janice Little, we'll go to you, please.

[Speaker 9]

Yes, thank you. Yes, Rock, thank you very much for throwing your hat in the ring and trying to tackle all this and help us all out. I'm going to bring up, this is the age-old question, of course.

We have every time we have a question with the non-pros and the amateurs. What are your thoughts on collapsing the two, the amateur and the non-pro into one and then going on money one once you've done that? I've been hearing a lot of talk that that's what we kind of wanted to head in that direction.

I want your thoughts on that, please.

[Speaker 1]

That's a very good question, and I'm glad you brought that up because, yes, that question has been asked to me. That was a question that was brought up a long time ago when Bronc Willoughby was president of the NCHA, and he tried to get that same thing put through, and it didn't fly very well. I look at this as that could very possibly be a way that we might need to go forward, but that's something that the non-pros and the amateurs need to work out between themselves.

If they feel that by putting the two classes together would be the best way for this association to go forward and to help us grow, then I believe that's the way we should go. But I don't believe that we can make any decisions or make any changes until it has been thoroughly researched, thoroughly thought through, and thought how it's going to make changes as we go forward. A lot of times we make changes in the rules, but we don't take the time to see where it's going to be five to ten years down the road.

Any changes that are going to be made going forward need to be thoroughly vetted, thoroughly thought through, and worked out to try to do the best job we can do to make sure this is the best way for this association to go forward.

[Speaker 9]

I just know in 2013 several of the trainers stood up and said they did not think it was fair for them to have customers and clients, and then they have their family trying to show against their clients, and they're the ones that pushed for the amateur to stay.

[Speaker 1]

So that's probably just curious. And there's a lot of they brought up some good points. But I also think, you know, the trainers are a very, very important part of our industry as the non-pros, the amateurs, and the youth.

But the non-pros and the amateurs are the ones that pay the entry fees, and you're the ones that show in those classes. And you are the ones that need to decide what classes you want to show in, whether it's on money one or whether it's the two divisions. It's not fair for someone else to step in and make that decision for you.

That should be your choice. And basically what I'm saying is we need to utilize our committees more and get their input. The committees get their input from the people that are on the committee, and then they reach out and talk to the members and the other directors so that we get the input of the entire membership.

That's the only way we're going to be able to go forward and make this association thrive.

[Speaker 17]

Thank you. But you don't have one way or the other that you personally would like to drive this association?

[Speaker 1]

No, ma'am. No, no. I would put that back to the committees, the amateur and the non-pro committee, for them to come forward with their suggestions and their comments as to how they felt.

[Speaker 9]

Okay. Thank you very much.

[Speaker 1]

Thank you.

[Speaker 4]

Thank you, Janice.

[Speaker 3]

Liz Bray. I think Miss Janice kind of touched on exactly what I was going to ask. Mr. Rock also just combined it. It was brought up during the non-pro meeting at the convention, combining the amateur and the non-pro. And I know it's been brought up historically also, but I know it was touched on there. And I kind of I stood up during the meeting, Mr. Rock, because, you know, I'm a non-pro. I'm married to a trainer, but I made a very small, small fish in a very big pond. And, you know, I work full time. I'm not at the barn full time.

So I don't get to ride very often. And I feel like there's a group of us, you know, trainers, coaches, you know, that have to show us a non-pro. And I feel like we kind of get lost in the shuffle.

And I'm sure, you know, there's others that feel that way too. But I think a major concern that I've heard in the past from some amateurs is, you know, having a show against non-pros that are really good. But I feel like there would be a way to make it work if it's based off of money.

I mean, if you show that good and you have really good horses, you're going to win yourself out of the lower levels anyways, regardless non-pro or amateur. So, I mean, like you said, it's something that probably the committees need to talk about, but it's definitely something that's been on my mind. And we touched on it with Bull last year during the meeting last year too, but I don't know.

That was my, Ms. Janice, that was my same question for him. And the other thing was just the leveling system within the open class. I felt like it needs, you know, probably needs a little work there, but I don't know what your thoughts are on that, Mr. Rock.

[Speaker 1]

Can you tell me what the parts that you think it needs work?

[Speaker 3]

So, you know, I've always felt like within the, and within the limited class, you cannot roll back into the limited, but you can roll back into the intermediate. And so I'm curious what your, what, what is your thought on that on Hall of Famers being able to roll back into the intermediate at the big shows?

[Speaker 1]

At the, at the present time, that's the way the rules were laid out. Now I'm not, I'm not going to say whether it's, it's right or wrong. I do know that by allowing the older, open Hall of Fame writers, it is given them an opportunity to come show at some of the major events that they probably wouldn't come show out.

Because as we get older, our timing isn't as good and we're not going to get horsepower. The younger trainers are getting fun here. I know that because that's where I'm at.

But to put my NCHA hat on, I think that if this is something that we feel needs to get looked at and it needs to get changed, then that's what we need to do. If that's going to increase our entries and that's going to increase our membership, then that's the direction we need

to go. Because this association has been around a long time, and I want it to be around a whole lot longer so that my granddaughter and her kids can enjoy everything that I and my family were able to enjoy in this sport.

[Speaker 3]

Sure, yeah, and I think there's a way to make it work for everybody. I know, I mean, there's a senior division, so I kind of feel like that does cater to some of you guys. And it's a different ballgame for me because I have a lot of eggs in one basket right now with my husband still being an intermediate.

But I also, there's got to be a way to make it work for everybody where at these big Fort Worth shows, we pay the full fee regardless if we only want to enter the intermediate or not, that's not an option. Now you can just enter the limited, but you can't just enter the intermediate. So I think that's something that could possibly be looked at too, maybe like a combo or separating the two, where it still works for everybody because I think there's a lot of guys too that maybe have fallen back into the intermediate because that's the level of horses they have.

They have intermediate horses. And I'm not trying to cut that out either, because everybody can get to that point. So I think there's a way to make it work.

And I just, I didn't know if you had any particular input on it, but I appreciate your time and thanks for hearing me out.

[Speaker 1]

Thank you for listening to me.

[Speaker 3]

Yes, sir.

[Speaker 4]

Thank you, Liz. Sherry Graham has joined us. Sherry, do you have any comments for Rock?

[Speaker 7]

Yes, and it kind of ties into what the last couple of people have talked about. So it's probably, it's been what, four years since the competition committee was dissolved. What are your thoughts about possibly bringing back something like the competition committee?

Because it seems like some of these bigger projects and bigger issues, once they come out of the committee at the convention, they're getting lost. We lose a lot, and I know it's like the non-pro amateur issue that we've been talking about for the last couple of years. You know, there was a lot of really good discussion on both sides about that last year.

And then it got to the EC level and it was handed off to an individual and it's kind of just sold out instead of going into a committee to do more research on that and figure out is this viable, you know, pros and cons of what it worked. And, you know, that's kind of what the competition committee did. Like we were basically the research think tank for the EC and they sent us issues.

And then amongst all of us, we, you know, would go into subcommittees and each one worked on one of these big projects. And then, you know, would bring our findings. That's how we got leveling done.

We brought our findings back to the EC. And then they decided that the committees were working well enough that we didn't really need that. But now it kind of seems like maybe there's a need to bring something like that back again.

[Speaker 1]

Sherry, I could not agree with you more because right now we are in some very changing times in our world and in our industry. And that competition committee was put in place for the reasons you actually said. And at that time, there was a lot of good things that came out of that competition committee.

If it wouldn't have been for the competition committee, I don't believe we would have got leveling done the way we did. If, and I agree with you, that is something that does need to be brought back because we have some very big issues in front of us, like I said. I would advocate that we bring that committee back so that it can look into all these different things that everybody has concerns about.

Because everybody I've talked to in the last month has concerns and they all come back to the few things that you folks have all asked me about tonight. And it's hard for me to give you a definite answer one way or another when I don't know all the facts and all the history. So I don't want you all to think that I'm being vague or beating around the question because I'm not.

But bringing that committee back and using it for what it was designed to use when we put it in place five, six years ago, in my mind is exactly the direction this association needs to go.

[Speaker 4]

Okay, thank you. Thank you, Sherry.

Skip Jones.

[Speaker 5]

Afternoon, Rock.

[Speaker 1]

Hi, Skip. Can you hear me? Yes, sir.

[Speaker 5]

I've got a couple quick questions. We've talked about that the non-pro needs some help. And this is, well, it's both weekend and limited agent event I think that most of the focus is actually on the shows that happen in Fort Worth.

So currently the non-pro has a single entry system for the Fort Worth shows like the open. However, the amateur is allowed to enter each individual class or combo as necessary. Do you think, but if we change that non-pro system to match the amateur, that it might enhance the non-pro intermediate and limited classes some with the additional amateurs that may choose to participate?

[Speaker 1]

I do. I think it's something that we need to take a very long look at and we need to run the numbers and we need to see how we believe that would, could improve our participation in the non-pro. Our amateur is doing well.

Yes, I think our age events in the Fort Worth area are doing very well. But I think in our outlying areas, they're suffering. They're suffering.

And I think that needs our attention too.

[Speaker 5]

Okay, great. Thank you. The other thing deals with the circuit program.

I think the circuit programs have been a really large benefit to the association since it was admitted or since it was started. And we just completed a pretty successful International Circuit Championship in Fort Worth. But that program cost the NCHA quite a bit of money.

I mean, we just spent 300,000 in Fort Worth on added money alone, not mentioning prizes and associated costs. In your opinion, is that investment warranted? And have we received enough benefit throughout the United States by investing that money?

[Speaker 1]

Yes, I believe that that program is warranted. I think we need to look at it. From the information I got, we were down 30 entries from last year.

And we need to take a look at that and see what we need to do for our outlying areas to get those people to come participate. It's well supported from the close areas in around Fort Worth, because that's where we hold the finals. But we need to find a way to attract the people to come from the East Coast and from the West Coast, so they wanna come participate in it also.

And that's the question in my mind that we need to look at and figure out if there's a way we can do that. Maybe there's not a way, and it's just gonna have to stand like it is. I believe it needs to run another year or two till we are gonna have a good understanding financially if NCHA is seeing an impact on holding that National Circuit Finals.

But at the present time, I believe it's something to keep going. I know on the West Coast, our Regional Circuit Finals is doing very, very well. It's grown every year and it's doing good.

And it is doing exactly what it was designed to do. It gives the people within a closer proximity of the cuttings to be able to go show at the weekend level and they don't have to go travel eight, 10 hours to a cutting for a two or a three day show. So that is creating more cutters to come to it.

But now we just gotta find a way to get those cutters to come to the National Circuit Finals.

[Speaker 5]

Great. Yeah, thank you, Rock. I will say that 30 entries, one way or the other over a given show is not a really a change when we had over 700 entries.

And, but anyway. I would like to thank you for running. I think you are more than qualified for the position and I appreciate your efforts in the past and in the future.

Thank you, Rock.

[Speaker 1]

Thank you, Skip.

[Speaker 4]

Thanks, Skip. Steve, we're gonna come back to you. Mary Garbett, welcome.

And do you have any questions for Rock Hedlund?

[Speaker 18]

I did, but I think we touched on so many of the topics and I could have talked about it. But thank you for being here, Rock.

[Speaker 1]

Thank you.

[Speaker 4]

Thanks, Mary. Steve Smith, do you have anything to add?

[Speaker 6]

No, I'm kind of like Mary. Y'all have touched on many things that have been discussed this past week with some people. And Rock, I appreciate your input.

And I also, like Skip, I appreciate you stepping out and taking on this election. I know it takes a lot of time and effort, but we certainly feel like you're a very qualified candidate and we appreciate your efforts.

[Speaker 1]

Thank you, Steve.

[Speaker 6]

Does anybody else have anything else?

[Speaker 8]

Hey, this is Caroline Collins. I came on late to the conversation, so I'm a little, I think I may be missed the roller, but I had one question if there's time. Yes.

Yes. Mr. Rock, I appreciate you running and your time and all of it. Early on, you mentioned the concerns about the rising costs of the grassroots and the smaller affiliates.

Is there any thought or has it ever been brought up to, we're down here in South Central Texas, we run into a lot of shows on the same weekend. So it divides up our cutters. And it doesn't seem like at the NCHA level that they don't approve any show.

When a show application gets submitted, it seems like it gets approved. I know there are some logistic rules, but has it ever been discussed to do more of like a graduated scale

instead of just a solid flat NCHA fee? If a show had, let's say less than 80 entries or less than a hundred entries, would it help those smaller affiliates if they didn't have to pay that flat fee?

[Speaker 1]

That's a very good question. When you're asking about the flat fee, you're talking about the 8%?

[Speaker 8]

Yes, sir.

[Speaker 1]

That you have to pay NCHA?

[Speaker 8]

That kind of hits a smaller, yes, sir. Like when we only have an 80 or a hundred entry weekend, like that hits a small affiliate pretty hard versus when you're going against a bigger affiliate that pulls bigger money, you know, that has a three or 400 entry weekend. I'm done.

[Speaker 1]

Sure. I've put a lot of thought into that and Pacific Coast is looking into that same thing at the present time because we have basically the same thing out here with our approved shows and we're running the numbers on that right now. I believe that is something that does need to be looked at because we have...

I have four lines and four stalls.

[Speaker 19]

And when you get them in yards, somebody needs to leave.

[Speaker 4]

We're gonna put them in a pen. Hold on a second. Coleta, I'm gonna go ahead and mute your line, honey.

[Speaker 1]

But for the smaller shows that are just trying to put on their cuttings and I understand there's other shows that other people, you know, when we have too many shows on one weekend, that gives us all of us cutters too many choices. So then we're gonna pick where we're gonna go. And on that weekend, there's gonna be one or two shows that aren't gonna have as many entries as the other show.

I think that's something that does need to be looked at because those smaller shows are not gonna be able to compete producing their cutting and provide a service for those cutters in that area if they can't make some money. So I agree. That's something that definitely needs to be looked into.

They do have a plan for the smaller grassroots cutting where you just pay a hundred dollars a day or something like that, but then you're limited on how much money you can add. So

that is something that definitely in my mind needs to be looked at. Like I said, it's something that Pacific Coast is looking at now because we are up against the same problem out here.

And we'll get a cutting that has 60 or 70, 80 works in it, but yet we still gotta pay the same price as you do if you have a three-day show and you're doing 150 works a day. And that's really hard to compete with, okay? So I think you have a very, very valid point.

And like I said, it is something that is on my agenda. I'm glad you brought this question up because it's something that I brought to Pacific Coast and they're looking into it right now. So I agree with you 100% on that.

[Speaker 8]

Okay, thank you very much. And thank you again for running.

[Speaker 1]

Thank you.

[Speaker 4]

Thank you, Caroline. Was there anybody else from region seven that missed their choice or their chance to address any questions with Rock? Mr. Jimmy?

[Speaker 11]

Yes, how are you doing Rock? How are you? I'm great and yourself?

Good. I'm doing well, Jimmy.

[Speaker 1]

Thank you for asking.

[Speaker 11]

Thank you. We appreciate you putting your time and effort into this. Have you and Kathleen got on the same page together?

You mean Kathleen Moore? Yes, sir.

[Speaker 1]

Kathleen Moore?

[Speaker 11]

Yes, sir.

[Speaker 1]

I have talked to Kathleen a little bit. She's been awful busy at the Superstakes. So I have not had a chance to really talk to her since it just got over today.

But no, I do plan on reaching out to her and talking to her, but we have not talked a lot. We did about three weeks ago when I was considering running for this position.

[Speaker 11]

Okay. We wish you luck and you'd really need to work on the Fort Worth area votes. That's where most of the votes come from.

And good luck to you on your best and you'll do a very good job. Thank you very much.

[Speaker 1]

Thank you, Jimmy. And I appreciate your advice. I will take you up on that.

Thank you very much.

[Speaker 11]

Yes, sir.

[Speaker 4]

Thank you, Mr. Jimmy. Okay, Steve, I'm gonna turn it back over to you.

[Speaker 6]

Yeah, if nobody has anything else, then we can excuse Rock and have Cathy get Chase.

[Speaker 5]

Steve, let me ask one other quick question.

[Speaker 6]

Yes, sir. Yes, sir.

[Speaker 5]

And actually, I had one of my members that I talk to regularly brought this up here the other day. So currently, NCHA charges \$3 on an entry for a weekend show that goes to World Show Fees, ICC, and basically our weekend supported shows in Fort Worth. This year, let me back up.

This is the third year of the International Circuit Championship. The first two years, the trophy saddles, which I think everybody agrees were wonderful, were donated by Mr. Steve Norris, which is an unbelievable act and highly appreciated. This past year, the saddles were sponsored, which is wonderful if you can find sponsors.

It was a little bit of a challenge, and several of the different affiliates and regions from around the country came together, and they were all, pretty much all of them were covered. But I had one gentleman suggest to me that we go from \$3 to \$5 on that championship fee to help cover the cost of those saddles, which is roughly \$65,000, \$70,000 total for that show. How do you feel about that?

Do you have a comment on that? And I know that's out of the blue, but you probably hadn't heard it.

[Speaker 1]

I think that's something that we would have to look into, Skip. My first reaction would be, boy, that would scare me because our costs are going up with our cattle, and we start tacking, I mean, I know it's only two or three dollars, but we start adding that on over the

course of the year, and that's gonna add up to a lot of money. If that's the direction we need to go so that we can keep producing these saddles going forward, then I believe that's what we need to do.

But I would have to put a pen and pencil to that because I just hate it to have to start charging our cutters more money than they're willing to pay. And I mean, every time we turn around, our cattle prices are going up and up, and our diesel prices are going up and up. And pretty soon, we're gonna price ourselves out of the market to where it doesn't become fun.

And at the end of the day, we're doing this because we love it, and we enjoy it, and that's what we have to keep in mind.

[Speaker 5]

Very well said, thank you. I have one other comment right quick for everybody on the call. When we talk about the 8% that goes to NCHA from a weekend show, that is actually deducted from the purse, and it does not come directly from the affiliate.

The affiliate writes a check, but the money comes from the purse structure that goes back to the cutters. And that's something that most people do not understand.

[Speaker 1]

Thank you, Skip, thank you for clearing that up. I forgot to mention that part. Thank you very much.

[Speaker 5]

Thank you, Rock, I appreciate it. That's all I've got.

[Speaker 6]

Thank you. Thank you, Skip.

[Speaker 5]

Thanks, Skip.

[Speaker 4]

Rock, did, Steve, do you wanna give Rock an opportunity to give a closing statement?

[Speaker 6]

Yeah, Rock, if you'd like to give a closing statement, floor is yours.

[Speaker 1]

Okay, well, I just wanna thank you all once again for your time. I wanna thank you for considering me to be vice president elect of the NCHA. I think you all know now that I'm very, very passionate about this association.

I love it. I've been involved with it my whole life. And I just wanna see it grow and go forward.

And anything that I can do to do this, I wanna be a part of. I'm at a point in my life where I can devote the time that it's gonna take to do the things that we all need to do for this association to go forward. And I just thank you for listening.

[Speaker 6]

Well, thank you. Cathy Marie, everybody. Yeah, thank you.

You wanna go ahead and get Chase on?

[Speaker 4]

Yeah, Rock's up. And I just text Chase. Thank you everyone for joining us this evening.

[Speaker 9]

Thank you very much, Cathy, for taking the time to put all this together. Oh, yeah.

[Speaker 4]

You know, I learned a lot on these calls. Oh.

[Speaker 11]

What is the other calendar schedule?

[Speaker 4]

Chase, are you with us?

[Speaker 6]

Yes, ma'am.

[Speaker 4]

Perfect. Thank you, Chase. Go ahead, Steve.

[Speaker 6]

Chase, Steve Smith, welcome. Thank you, I appreciate it, Steve. We'll give you a chance to kind of an opening, and then we're gonna go around our region with questions.

And then when we get through with that, we'll give you time to do closing statements.

[Speaker 2]

Great. Thank you. Hey, everyone.

I'm Chase Lackey, and 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, operating across the Southeast. On any given day, I'm managing 200-plus people, doing 10 projects all the way over to Texas.

Active competitor, I show in the non-pro and amateur divisions. I have horses that show in the open, and I've shown in everything from weekend to limited age events. I've also hauled for the World Finals multiple times.

I'm running for NCHA. I'm running for this position to keep NCHA strong and moving forward. I believe my combination of business experience and equine industry involvement will be valuable asset to this position.

And I look forward to everyone's question.

[Speaker 6]

Okay, thank you. Cathy, you wanna go around?

[Speaker 4]

Absolutely. Richard Hicks, let's start you off.

[Speaker 10]

Yeah, good evening, Chase. Thanks for being on here. And I guess, what is your main agenda that you might work on changing for NCHA in your term as president, if you were elected?

[Speaker 2]

Well, I appreciate that question. I really would like to see NCHA focus on growth. I think we're in an excellent position financially, best we've ever been.

I think Jay's done a great job. I would really like to see us grow. Our membership has been stagnant.

Come down a little bit since the Yellowstone effect, and we are gonna need to start investing in our marketing, getting new membership, new views, and some creative ideas to help grow.

[Speaker 10]

Okay, with the rising cost of cattle and fuel and the rising cost of the sport, like what would you recommend how to do that growth?

[Speaker 2]

That's also a great question. So a couple of things. I feel like NCHA needs to focus on investing in ourselves.

So something like a horse registry for NCHA. What would it look like if we created a horse registry where we register our horses at NCHA, just like they get registered at AQHA, but with the revenue stream we could create, it would offer a tremendous opportunity for us. We could fill so many gaps with what quite honestly could be a multi-million dollar stream for us.

I mean, we could figure out how to close the cap on the world finals where we take a loss. We could be providing bigger payouts at our circuit finals, at our international circuit finals. So much we could do there.

And I think on the cattle cost too, even with like the big three, I've had some conversations where it was suggested that we invest in the cattle, maybe owning the cattle. I think we could look bigger than that. I think we can look to own the land where the cattle are and lease that back to give us some areas to control cost.

But those are just a couple of ideas. And I think they need to be thoroughly vetted, but we need some out of the box thinking to help as these costs grow.

[Speaker 10]

Very good. Thank you, Chase. Yes, sir.

Thank you.

[Speaker 4]

Thanks, Richard. Caroline Collins?

[Speaker 8]

Yes. Thank you, Chase, for running and thank you for your time. I had asked the same question that I asked in the last meeting.

What are your thoughts on, and you might not have the same struggles in your area, but down here, we end up with a lot of shows on the same weekend. And one show will be significantly bigger than another show. And some shows, some affiliates will only have an 80 entry weekend.

And the fees tend to be, the NCHA fees tend to be pretty heavy on those smaller affiliates where they end up losing money. Is there any thoughts on what the NCHA could help do? Because it seems like they approve almost any show that gets submitted to help with when one show falls short of another in a small concentrated geographic area.

[Speaker 2]

Sure. Yeah. You know, I think first and foremost, we need to encourage all of our affiliates and show producers to try to work together.

We deal with the same thing on the East Coast. We'll have some shows that get on top of each other or maybe get scheduled same weekend. Most of our people work really well to try to adjust their schedules.

So we don't do that. So I think we need to encourage that first and foremost. And I know there's been talk about the 8%.

I feel like the 8% is pretty important to NCHA. That area, if we cut that down, could jeopardize NCHA's position. We provide a lot of awards, a lot of money back.

If we reduce that, then we're gonna be providing less to our customers as well. Maybe something out of the box that I feel like is something we could consider is can NCHA look to maybe help cover the cost of a judge at a show? Maybe that's something we could look at to provide to help reduce the cost, at least in the interim.

And it might provide some opportunity for some younger judges that may not necessarily have somewhere to judge right now, get them some experience, or maybe there's some judges out there that just haven't been called on lately. So I think it might help us out on two ends right there.

[Speaker 4]

Yeah, that's a great idea. Thank you, and thank you for your time.

[Speaker 2]

Absolutely, thank you.

[Speaker 4]

Thanks, Carolyn. Constantine Caloudas? No, I think, thank you for being on.

I think you've covered anything that I might've had.

[Speaker 2]

Thank you, ma'am.

[Speaker 4]

Thank you, Coleta, are you in a position to address questions with Chase? Okay, let's go to Constantine Kalita.

[Speaker 13]

Okay, Denise Bendele? Hi, Chase, thank you for running. I just wanted to get your thoughts on what you think is going really well, or what are some strengths of the NCHA today, and what are some areas for improvement or weaknesses that we might have?

[Speaker 2]

Yeah, absolutely, I think it's a great question. Again, I think, again, we're doing a lot right. We're not looking for drastic change right now.

NCHA is clearly in the best place it's ever been. We just need to continue to make small adjustments along the way that can improve our industry. And I believe heavily that we need to look into growth and bringing in new membership.

And I really feel like NCHA needs to focus on ways to be more self-sufficient and reduce our cost. I would like to see us do that.

[Speaker 13]

Thank you.

[Speaker 2]

Thank you.

[Speaker 4]

Thanks, Denise. Frank Bowen, are you with us? James Davison?

Okay, Mr. Jimmy.

[Speaker 11]

Chase, I appreciate you telling me that in the ring. What's your thoughts on the Weatherford project?

[Speaker 2]

I can't say that I am overly familiar with all the details of it, but I'd be happy to get back with you on it. If we're talking about what got brought up at the convention as far as potentially moving some of our shows there, I think it's an interesting concept, but we need to weigh the risk reward for that if we're gonna make such a big adjustment and change.

[Speaker 11]

Thank you, sir. I appreciate you on it. Thank you.

[Speaker 2]

Yes, sir. I hope I'm answering your question if there's something more specific that you wanna speak to. I'm happy to talk about it.

[Speaker 11]

That's sufficient tonight. Thank you.

[Speaker 2]

Thank you, sir.

[Speaker 9]

Thank you, Mr. Jimmy. Janice Little? Hi, Chase.

How are you? Thank you for offering your time and doing your bit in the ring and trying to help us all here. Well, like I asked Rock earlier, this is an age-old question that keeps rearing its head is what are your thoughts on collapsing the amateur in with the non-pro, pros and cons, and what are your ideas on that?

And if they did go into the non-pro, like doing it as many as you want. So what are your ideas?

[Speaker 2]

Well, I think right now we're a four-division system. You know, we're an open, non-pro, amateur, and youth. And right now that works for us.

And the data says that we are very skilled at turning a profit to reinvest in ourselves as we're set up. Who knows what the future holds for us? We have to continue to adapt and change and maybe our customer base decides they want something different.

I would just think that we need to thoroughly vet that. It needs to go to the proper committees to get reviewed. And we need to bring a firm plan.

I think it's been brought up in the past, but we've not had any kind of detail. So we need some kind of structure to vet. And we need to consider the big cost in this that sometimes don't get talked about.

I mean, I highly doubt our software could handle a change like that, which means we're gonna have a pretty significant investment to change our software as well. Not to say it's not worth doing, but we need to understand the full aspect of the cost to go to that. So I think to summarize, I would say, we need to stay open-minded to what serves our association best, but we got to thoroughly vet it.

[Speaker 9]

Thank you very much.

[Speaker 2]

Absolutely.

[Speaker 3]

Thank you, Janice. Liz Bray. Hey Chase, thanks for meeting with all of us tonight.

I think that Janice has touched on the same question that I had was kind of just combining the amateur and the non-pro. It was brought up in the non-pro meeting at the convention. And so you pretty much answered my questions on that.

I will say that I think the amateur, some of the amateurs that I've spoke with are having a really hard time with the idea of doing that. But I think that we need somebody in office too that is open-minded to helping the NCHA as a whole, not just the open, not just the non-pro and not just the amateur, because I do feel like the amateur is huge. I mean, it's thriving and I can appreciate that, but the non-pro is struggling and has been struggling for quite some time.

And so I would like to see someone to come in and help that division some, I guess.

[Speaker 2]

Yeah, absolutely. I think, again, we have to be open-minded to what the possibilities are, but we also have to make sure the data supports a change like that. But I would also encourage us just in the short term, I mean, obviously it's gonna take a lot of time to vet something like that, but in the short term, we really need to encourage the non-pro and amateur committees to get together to figure out some solutions within our rule book.

I mean, that thing, it's pretty thick. And I think we can go through there and find a few rules that probably were created along the way that may not be as applicable anymore and look to adjust some of those to see if we can help some of the non-pro entry in the short term. Just one idea right off the top of my head is we have the rule that limits amateurs from showing in the non-pro.

I think it's at 250,000, if I remember right. And I kind of questioned that. I wonder if we should maybe look to see if that rule really applies anymore.

I mean, I can think of quite a few amateurs that chose to show in the amateur because they were put to a decision that very easily would be a non-pro entry as well as an amateur entry. So I think there's certainly rules in there that we can review right now until we come up with a long-term solution.

[Speaker 3]

I definitely agree. I think the same thing applies to some non-pros that are forced to show as a non-pro, but ideally, and there's not many of us. I'm not saying that there's a whole lot of us, but I'm married to a trainer.

I live under the same roof as a trainer. Well, I'm forced to be a non-pro. I didn't grow up with horses.

I didn't grow up showing horses. I work a full-time job away from the barn, yet I'm forced to show in a class that's much more difficult for me to compete in. I don't have the time.

I mean, there's amateurs that go and practice way more than I do, but, and there's not a whole lot of us. I'm not saying that there is, but I do think that there's some rules just like you were saying that need to be looked at. You know, same thing with some youth.

They have to sit out so long before they can show back in the amateur. And, you know, I definitely think there's some things all the way around that could be looked at, but I think that you bring a lot to the table on the business side, and I appreciate that. And I'm pulling for you, so great job.

Thank you, I appreciate that. And that's it.

[Speaker 19]  
All right.

[Speaker 3]  
Thanks, Chase. I know there was plenty of questions. I know.

So. Yeah. No, that's it.

That's what my husband told me, that's enough.

[Speaker 2]  
Thank you. I appreciate that feedback, and I'll certainly keep that in mind. And if I am in that position, I wanna make sure everyone's represented.

Thank you. Yes, ma'am.

[Speaker 4]  
Thank you, Liz. Sherry Graham.

[Speaker 16]  
Oh, got my phone off, I think, finally.

[Speaker 7]  
Hi, Chase. I asked you the same question I asked Rock, and it ties into a lot of the discussion that a lot of the questions that people are asking about these bigger topics that have been talked about for several years now. Several, it's been, I don't know, four or five years since it was disbanded, but the competition, there used to be a competition committee, and they were basically the think tank for the EC, and they sent things to that committee, and it was comprised of people from every committee, every level, every area of expertise.

It was a very wide, varied committee of expertise, and covered, there was representation from every committee on it. What are your thoughts about bringing that committee back?

Because a lot of these big things, like the non-pro amateur issue, we've had a lot of research done.

We had a lot of momentum going, a lot of really good discussion on both sides after the convention last year and during the convention, and then it is basically stalled out in the EC because it hasn't been sent to another committee for research or anything. What are your thoughts about bringing back the competition committee for these bigger issues and just to do the research and to get to those numbers? Because every one of these issues, the numbers is truly what, and the statistics is truly what tells us which way we need to go on all this kind of stuff.

[Speaker 2]

Sure. I guess I have a question to your question before I answer. You said it stalled out.

Do you mean in the past it stalled out? Currently, there's something stalled out?

[Speaker 7]

Well, yeah, the non-pro amateur, the EC kind of took that over after the convention, and then there has not been anything done on it. There's not been any research done. There's not been anything done on it since it's been taken over by the EC, and so I know for a fact that that one has stalled out.

[Speaker 2]

Okay. Yeah, from my understanding, there's a special task force right now working on that specific issue.

[Speaker 7]

Yeah, that task force is comprised of one person.

[Speaker 2]

And I believe we, again, need to go back to the non-pro and amateur committees and make sure they're heavily involved if we're talking a non-pro amateur leveling system. I think it's not to one person like myself to make a decision on that. That's an association-wide debate, and we have to heavily vet that.

You know, as far as the competition committee, I feel like if the EC is operating efficiently and correctly, which I feel like it does, they should be able to answer those questions, and I would question if that is needed at this time.

[Speaker 19]

Okay.

[Speaker 4]

That was all I had.

[Speaker 2]

Thank you, Sherry. Appreciate it.

[Speaker 4]

Thanks, Sherry. Skip Jones? Skip, are you still with us?

[Speaker 5]

Yes, I'm sorry. Oh, there you go. It was on mute.

I missed the button. I don't have any questions at this time. Thank you.

[Speaker 19]

Thanks, Skip.

[Speaker 4]

Thank you, Skip. Okay. We have a new member in Region 7, Mary Garbett.

[Speaker 12]

Hi, Chase. You had mentioned membership, growing the membership of NCHA, and aside from new members, do you see a reason why folks do not renew? I think there are a lot of memberships that are not renewed every year, and I was just wondering, aside from the show expense and those things we've touched on, what else could we do to make people want to renew their membership?

[Speaker 2]

Yeah. I'm so glad you asked that question because I haven't thought about that. I think no different than in business, it's a lot cheaper to keep what you have than to find something new, so we need to invest a little time and effort into understanding why people don't renew.

Obviously, some of it's from the free memberships that just get turned over and don't get renewed, but from our paid membership standpoint, I would like to have a better understanding of why they don't. Is there a world where we maybe send out a survey and try to get just even a portion of the population that will give us a response to tell us, was it an issue at a horse show? Was it a financial problem?

We need to know what we're dealing with in order to retain them, and I do believe we need to put a lot of effort into new growth as well, and I think if we can maybe even look to an ambassador program or something like that where we have people involved at each horse show that is actively engaging with the people in the stands, especially the ones we're seeing for the first couple times, to make sure they're comfortable and confident in what they're doing will be greatly beneficial to us.

[Speaker 12]

Very good. Thank you.

[Speaker 2]

Yes, ma'am. Thank you.

[Speaker 4]

Thank you, Mary. Steve Smith?

[Speaker 6]

Thank you, Cathy. Chase, thank you very much. Denise kind of asked a question that I was going to ask, and I appreciate your answer, and I do know that we've spent a lot of time in

the last three or four or five years about membership, and I can tell you any new ideas will be greatly appreciated because we do need to grow new showing membership, people that are going to be active in the organization, but I want to thank you for your time and your answers. I was very pleased and impressed with some of the dialogue there, so thank you for your commitment.

[Speaker 2]

I appreciate that, and just to speak to exactly what you're talking about as far as new membership and growth, I feel like NCHA, we have a lot of opportunities out there. You know, we don't have an app, and I really believe if we can invest in creating one, there is so much potential for growth within that. I think as we're investing in the marketing and we're getting reels on Instagram and Facebook and all the social media aspects, if that's linked into our app where they download that, and then from our app, they can see a geographical location within so many miles and say there's a horse show right down the road, say there's a horse show two weeks later, 30 miles down the road, and then we get them to the horse show and then have an ambassador program that's engaging those people as they show up, I feel like we can grow new membership, and we just need to create that culture of growth.

[Speaker 6]

I like that. Thank you, sir. Would you like to kind of wrap it up and give us your closing comments?

[Speaker 2]

Sure, absolutely. Again, I just want to thank everyone for taking the time out of your night. I know it's been a long one, and I appreciate all the thoughtful questions.

I look forward to working with everyone and continuing to grow the NCHA, and I kindly ask for your vote. Well, thank you very much.

[Speaker 6]

Thank you. Does anybody in our region have anything else they'd like to discuss? If not, then we can adjourn.

And thanks, everybody, for attending.

[Speaker 13]

Thank you.

[Speaker 6]

Good night.

[Speaker 4]

Thank you all. Thank you.