

Region 8 Director VP Candidate Call - 4.20.26

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[Speaker 4]

I can Michelle thank you. Okay.

Hey Casey you've got 18 on now and they're still rolling in if you want to give it a few more minutes please.

[Speaker 3]

Yeah we'll wait a couple minutes thank you Mrs. Cathy.

[Speaker 4]

Sarah Morine's here.

[Speaker 3]

We got anybody else Mrs. Cathy?

[Speaker 4]

Looks like it's holding steady and we can always catch them up.

[Speaker 3]

Yeah we might go ahead and start. Good evening everybody this is Casey. This call is for the president's vice president-elect nominees to answer questions from you the directors.

They'll each give kind of a formal introduction and then we'll do a kind of roundtable of the directors. Questions to them Mrs. Cathy will call your name and allow you time to ask questions and speak with them. If we go ahead and we'll get started by doing roll.

Mrs. Cathy if you don't mind.

[Speaker 4]

You betcha. Good evening everyone thank you so much for joining us. This is our last call for these region calls.

They've been great. There's been a lot of great questions a lot of great dialogue and we ready to get started. So here we go.

It's got 47 of you guys so you bear with me. Here we go.

Bill Riddle. Here. Thank you.

Brad Wilson.

Brandon Duprena.

Cara Brewer. Here. Thank You Cara.

Glenda Ericcson.

Jody Galyean.

Kathleen Moore.

Michelle Cowan. I'm here. Thank You Michelle.

Ty Moore.

Ben Roberson.
Bronc Willoughby.
Bruce Morine.
Cameron Thompson. I'm here. Thank You Cameron.
Casey Green. Here. Thank You Casey.
Chris Benedict.
Chubby Turner.
Cody Hedlund. Here. Cody are you on mute? Oh thank you.
Dennie Dunn.
Frank Merrill. Here. Thank You Frank.
Spud Sheehan.
Jaime Beamer. Jaime are you on mute?
Jennifer Foland.
Jeremy Barwick. Here. Thank You Jeremy.
Jim Milner.
Jo Ellard.
Jonathan Rogers. I'm here. Thank You Jonathan.
Kelle Earnhart.
Ken Mock. Here. Thank You Ken.
Leon Harrel.
Lindy Burch.
Mary Ann Rapp. Here. Thank You.
Mary Bradford. Here. Thank You.
Matt Gaines.
Matt Miller.
Michael Wood. I think he had a prior engagement.
Mike Mowery.
Phil Rapp. Here. Thank You.
R.L Chartier.
Rick Mowery. Here. Thank You Rick.
Sarah Marine. Here. Thank You.
Tarin Rice.
Ted Sokol. Here.
Tom Lyons.
Joey Jingoli. Here. Thank You Joey and welcome to Region 8.
Okay all right Casey I'm going to turn it over to you.

[Speaker 3]
Okay.

[Speaker 4]
Thank You Miss Cathy.

[Speaker 3]
Thank You Brad for jumping in there.

[Speaker 4]
Thank You.

[Speaker 3]

It's a decent turnout. Most of the presidents, past presidents had a call earlier today so some of them might have been on that call that that aren't on this call from this region so those are good. I don't know that excuse me I don't know who was on the past president's call and who wasn't so but there's a good chance some of them were on there too.

So decent turnout for our region. We got I know it's late and we all got to get to bed and get up early so we'll get started. I know Chase Lackey is our first vice president elect for you guys to talk with.

I guess we'll Mrs. Cathy you'll just go through the roll and you start at one end and get to the other and let him ask questions. Do you need to get with Chase or is he already on?

[Speaker 4]

I'm texting him now Casey.

[Speaker 28]

Perfect.

[Speaker 3]

While we're waiting on him has anybody got anything we need to discuss from our region?

[Speaker 11]

I'm sorry to interrupt Casey this is Audra Crouse from Region 1 and I just wanted to let Cathy know that I'm here.

[Speaker 3]

Oh cool thank you. Thank you for jumping in there Audra.

[Speaker 11]

Thank you.

[Speaker 3]

Yes thank you Audra. I got on. I don't know if he is.

Yes sir. Thank you James. You bet.

[Speaker 4]

Perfect. Thank y'all. Is there anybody else from any other region?

[Speaker 20]

Ty Moore is on here too.

[Speaker 4]

I'm sorry who?

[Speaker 20]

Ty Moore is on here too.

[Speaker 4]
Okay perfect.

[Speaker 21]
So is Matt Miller.

[Speaker 4]
Thank you Matt.

[Speaker 3]
Hey Matt.

[Speaker 4]
I'm on too.

[Speaker 3]
Kathleen.

[Speaker 4]
Yeah I'm here too. Perfect. I'm liking it.

[Speaker 3]
Yeah all right. Well while we're waiting on Chase to get on the phone does anybody have any topics they want to bring up that needs addressed through our region or throughout the NCHA? Sweet.

I'm gonna leave that as no news as good news. And when Chase gets on here we'll get started. I do hope most of you can attend the convention.

We do have that coming up and it's in Vegas. We need a strong representation from Region 8. We have a lot of customer base from our region and we need as many directors that can get there as possible.

So if y'all could please work that into your schedule. I know everybody's busy and it's a good weekend to not do anything course related but it's also a good weekend to help out the NCHA if we can.

[Speaker 29]
And it's your obligation.

[Speaker 3]
It is. Yes ma'am.

[Speaker 4]
Chase are you with us?

[Speaker 3]
Yes ma'am. Perfect. Thank you for jumping on Chase.

This is Casey. I'm gonna let you kind of give an open intro and then we'll kind of go around the table and let Mrs. Cathy call through the roll and they can ask questions just the same as we've done on your other nine calls or ten calls that y'all have had. So you're a pro at it now.

[Speaker 2]

I appreciate it. Hey everyone. I'm Chase Lackey from Burlington, North Carolina.

I've been a member since 2013 and I currently serve as a director for 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 managing about 200 plus people and working on about 10 projects at any given time.

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 NCHA Jay and his staff and I think they're incredible.

With the culture we have at my business, we're goal-oriented. I make sure we have buy-in and everyone's headed in the same direction. With having great employees around me, it affords me the opportunity to go to a lot of horse shows.

I've met many of you along the way and it's what gives me the time to be able to do this position. I'm an active competitor in the non-pro and amateur. I have horses that show in the open.

I've shown at the weekend level. I've shown at the major limited age events. I've fallen for the world a couple times and I believe NCHA is more than just a sports arena.

It's a large complex organization and it must be run like a business and I'm running to help protect what we've built and keep NCHA moving forward. NCHA is in the best place it's ever been and we need to protect that. I believe my combination of business experience and my equine industry knowledge, you I've shown in NSBA, AQHA, and NCHA.

I believe my combination of equine industry and business experience will be very applicable to making decisions for this organization. I'm looking forward to answering everyone's questions. Thank you.

[Speaker 3]

Thank you Chase. Mrs. Cathy can you run through the directors please?

[Speaker 4]

You betcha. Okay we're gonna get started with Brad Wilson. Hey Brad, you with us?

[Speaker 10]

I think I got it off mute there. What is your plan for when you become president? What's your plan?

What's your goal? What one thing do you are you headed for?

[Speaker 2]

I would really like to see NCHA grow and I know that that gets said a lot and tossed around but I really believe we are on the tail end of Yellowstone. You know our membership growth is stagnant. We are gonna have to invest in our marketing and make sure we are coming up with a clear plan to grow.

I believe NCHA needs an app. I think that will help through outreach if we can get that created. What I envision is if we're investing in our marketing and our marketing does a great job but we need to we need to continue to do more on that but if we're pushing our marketing out there on our social media sites and we're getting reels out there I would love to see us have the ability to click a link on those reels that we can download now and within that app you know it's gonna have a feature in there so that we can see location services and figure out that there's a horse show right down the road and hopefully if we can get someone engaged enough they watch the reel that they get to our app they're actually gonna show up at that horse show and I believe that we have a very engaging membership and we can locate those new people in the stands and either through an ambassador program or just people that are willing to donate and engage with them, introduce them to exhibitors, introduce them to the trainers, ask them questions while they're there.

Have they ever shown a cutting horse? Let's find ways to engage and help grow so NCHA can prosper.

[Speaker 10]

Okay I hope your app is better than the website at times because it's hard to find things on the website so good luck. Yes sir. Thank you Brad.

[Speaker 3]

Mrs. Cathy Cara said she's driving she may not be able to talk right now he might have to come back to her but can I remind everybody to please put your phones on mute if you're not talking just so there's less feedback please.

[Speaker 4]

Thank you Casey. Okay we'll come back to Cara. Kathleen Moore.

[Speaker 16]

I don't have any questions at this time I just wanted to let Chase know we appreciate you putting your name in the hat for this position and wish you good luck on it.

[Speaker 2]

Thank you Kathleen I appreciate our conversations.

[Speaker 4]

Thank you Kathleen. Michelle Cowan.

[Speaker 8]

Yes Chase nice to talk to you and thank you for your for running and your participation. I guess I had a quick question about do you have any issues that you feel goes on in the non-pro that you would like to discuss or talk about that are new ideas that maybe you have to grow the non-pro?

[Speaker 2]

Sure I think first and foremost we probably need to take it or take a look at our rule book you know it's it looks a little bit like a fun book and I think there's probably some things that both the amateurs and the non-pros can come together and find that would be beneficial to take a look at maybe revise a lot of those rules maybe not as applicable as they were at one point in time. One that always comes to mind I've had this question a few times now and I believe I'm gonna use the amateur for an example but they have I believe it's 250,000 in they have to make a decision if they're showing in the amateur and non-pro that to me doesn't make a lot of sense because we do see a lot of people that choose the amateur I think that's taking away entries from the non-pro a lot of those individuals that I've spoken with would certainly be willing to enter in both classes so again I would challenge both committees to really come together and try to find some solutions through the rule book itself I think that's a great place to start. I think we saw a really successful limited non-pro class at the super stakes I think that adjustment seemed to make a really big difference on the limit for that class and I think showing back over at Will Rogers as well was very beneficial I know my wife entered it and I'm happy she did I think again just really looking at it to see what adjustments we can make I think there there's a lot of potential out there for growth I know the discussion a few times has come up about potentially breaking apart the leveling and the non-pro maybe it's time we look at that again and just see if it's a viable solution.

[Speaker 8]

Okay thank you Chase.

[Speaker 2]

Yes ma'am.

[Speaker 4]

Thank You Michelle. Ty Moore.

[Speaker 20]

I think Michelle answered my questions so I'm gonna carry on.

[Speaker 2]

Thanks Ty. If you have any questions, please don't hesitate to reach out.

[Speaker 4]

Thank you. Cameron Thompson.

[Speaker 19]

I'm good right now I would like to just reiterate everybody's appreciation of Chase running sticking his neck out there for us so I want to say thank you and move on to the next one. Thanks Cameron.

[Speaker 4]

Thank you Cameron. Casey we're going to come back to you. Cody Hedlund.

[Speaker 27]

I'm good for right now I do appreciate Chase running and wishing the best of luck.

[Speaker 2]

Thank you Cody appreciate your friendship something comes to mind please don't hesitate to reach out. Yes sir I will.

[Speaker 27]

Thank you.

[Speaker 4]

Thanks Cody. Frank Merrill.

[Speaker 13]

Hi Chase. What is the most compelling issue or problem facing NCHA within the next five years and what would be your solutions or remedies to solve this?

[Speaker 2]

I can't say that I have a crystal ball to come up with all our potential problems but I can tell you some of our current ones for sure are cattle and rising gas costs are certainly a problem we're dealing with right now some we have you know maybe a little bit control over but nothing significant and you know I think we do a good job at NCHA of protecting our finances I think our zero-based budgeting helps protect us a lot in that aspect and I'd like to us to continue to focus on that I think if we are focusing on our finances and making sure we're holding everyone accountable to their budgeting in-house and what we're producing it will help us insulate from our problems you know I believe NCHA survived a very long time and we've always been prepared that that's the key I think making sure we have those funds set aside I believe we operate with if I'm not mistaken three years of money set to the side so we can operate should hard times hit and we're doing a good job of planning and I'm pretty sure that we already have a plan in place three five and ten if I'm not mistaken it might be off on the exact years but I do know we do some long-term planning already.

[Speaker 13]

So Chase are you aware of those long-term plans?

[Speaker 2]

No sir I have not been read on reading on those private plans but I'm looking forward to it if I get the opportunity okay all right thank you yes sir thank you

[Speaker 4]

Thank you Frank. Jaime Beamer Jaime okay let's go to Jeremy Barwick please

[Speaker 5]

hey Chase how are you hey Jeremy hey so I'll ask the same question of you and her off both how do you plan to balance preserving the integrity of cutting while also adapting to the financial realities facing owners breeders and competitors today.

[Speaker 2]

Okay it's an interesting question you know I believe we have a great tradition at NCHA you know it is one of the few things that they still do today on ranches and that's vitally important you know we need to protect that and honor it from our end we do such a good job of displaying our cutting horses and making sure that we promote the Western lifestyle and I believe that is NCHA at its core and we should continue to do that you know as far as adapting to the changing world I think it's exactly what I'm talking about when we talk about investing in something like an app and doing the things that that younger individuals are going to expect as they get older we just we have to continue to adapt you know if you don't if you don't adapt you die it is my opinion so the world is ever-changing I mean we have we have projection screens inside of our inside of our arenas now while we're showing I mean we slowly adapt to things and make sure we're providing what our customers want while preserving at its core exactly what we did all right thank you chase yes sir thank you

[Speaker 4]

Thank You Jeremy. Jonathan Rogers.

[Speaker 29]

Yes ma'am.

[Speaker 24]

I think he's got a pretty good plan right here sounds like I hope you accomplish what you're after out there.

[Speaker 2]

Cathy I can't hear a thing on my end.

[Speaker 3]

Yeah Mrs. Cathy we might skip him and come back sounds like he might be driving.

[Speaker 4]

Okay yeah Jonathan sounds like you're in a bad cell area. Ken Mock.

[Speaker 23]

Hey Chase thanks for putting your name in and running but I don't have any questions I'm just gonna keep listening tonight but thank you again.

[Speaker 2]

Thank you Ken again if something comes to mind please don't hesitate reach out.

[Speaker 4]

Thanks Ken. Mary Ann Rapp.

[Speaker 7]

Hello Chase I want to thank you for putting your name in the hat and being there for all of us. I'm not sure if you were there for the celebrity cutting but my question to you is what do you think we can do to get the involvement of spectators like we had at the celebrity cutting because it was a packed house like the fraternity finals fraternity semis and finals and at least for the open I understand that the non-profit amateur are not going to have that kind

of spectator around but it would be nice to see what we could do to get more spectators for the open finals. We've we put it all together so we can have a great show and they are coming and filling the house to be there to watch people who really don't know how to cut so I was wondering if you have any ideas on what we could do to promote cutting lives better.

[Speaker 2]

Sure thank you and I did actually go and I would 100% agree with you it was it was a great experience the crowd really enjoyed it and so did we. I wonder if we could potentially just first I wonder if we could maybe run our open finals on the same night maybe that's something we could do I feel like it's very much a produced event it has a lot of energy around it and I would like to see us mix that in with some of our finals and engage the audience I mean let's face it the open riders they're the star of the show they don't show up to watch Chase Lackey show I promise so you know we have we have the talent there we have the horses maybe it's something we could consider to try to work in on the same night and see if we can engage that crowd because it is an incredible crowd that would be a really good start.

[Speaker 7]

Thank you.

[Speaker 6]

Yes ma'am.

[Speaker 4]

Thank you Mary Ann. Mary Bradford.

[Speaker 12]

Hello Chase I've not had the pleasure of meeting you but I appreciate what you're doing. I have one question where do you believe that our association is either overspending or underserving its members and what would you do differently?

[Speaker 2]

Well I think there is always we more we can do at the weekend level to grow I wouldn't say that we're necessarily underserving them but investing in our weekend cutting is always going to be beneficial to NCHA so I would really like to see us do something like that. A thought I had was a horse registry for NCHA. I believe it has potential for a revenue stream with that we could do reinvestment into multiple sectors for NCHA itself.

I believe it will provide us an opportunity to give back it at the weekend level certainly give more money to make payouts at our international circuit finals the world finals and NCHA day investment. It could be a really tremendous thing for us as an association and I think it warrants us at least investigating to see if that's a viable option.

[Speaker 30]

Okay is that in addition to AQHA so an additional?

[Speaker 2]

I think this is yeah I think it would be a standalone you know this just as a high level view I think it would be something you could register NCHA horses at no different than you know you register your horse at a paint to be eligible for chrome cash but in this world I wonder if it looks like you just you just enter it at birth and it could have an incentive that pays out you know early stages you maybe have some seed money you would start with some so you'd call it an NCHA incentive payout and if your horse is registered at NCHA you're eligible for it. I think that's how it would start and it has potential to build into something that is a very good revenue stream for us.

[Speaker 12]

Thank you.

[Speaker 2]

Thank you.

[Speaker 4]

Thank you Mary. Matt Miller.

[Speaker 21]

Cathy I don't have any questions right now. Chase thanks for putting your name in to serve the association.

[Speaker 2]

Thank you sir something comes to mind please reach out.

[Speaker 4]

Thank you Matt. Phil Rapp.

[Speaker 7]

Phil was on the president's call he's listening but didn't have any more questions.

[Speaker 4]

Thank you Mary Ann. Rick Mowery.

[Speaker 15]

Yes Chase we've never met I wished we would have but a lot of the questions that have been asked have already been answered and I really appreciate you putting your name in the hat. You've answered some of them very well and I wish you the best. Thank you.

[Speaker 2]

Thank you sir.

[Speaker 4]

Thank you Rick.

[Speaker 17]

Sarah Morine. Hey Chase I don't have any questions for you but I appreciate your enthusiasm and your fresh take on things and I like what I'm hearing so I wish you luck. Thank you.

[Speaker 2]
Thank you ma'am.

[Speaker 4]
Thanks Sarah. Joey Jingoli.

[Speaker 14]
Chase thank you for putting your hat in the ring and willing to contribute your time to the NCHA. My questions were answered and your willingness to take on you know the leveling and the cattle issues that that was they were they were answered. Thank you.

Yes sir thank you.

[Speaker 4]
Thanks Joey. Was there anybody else from region eight that I overlooked before we go to Audra and James and then back to Casey. Okay Audra Crouse from region one.

[Speaker 11]
It's always a struggle to get mute off so thank you Cathy. Chase it's so nice to meet you and I'm enjoying listening. I'm going to ask the same question of you that I'm going to ask Rock and I'm just curious to get to know you a little bit better and I want to ask what would your previous colleagues and co-workers tell us about you?

[Speaker 2]
That's a good that's I think that's the first time I've had that question for these calls so I appreciate that. You know I think they would say I'm energetic and thoughtful. I like to hear all angles before I make a decision and I believe they would say that I'm a good leader.

Honestly I think I lead by example and I try to come up with ideas and solutions and I believe that's part of what makes a good leader. You need to listen. You need to take it all in but you have to also be actively engaged in coming up with ideas and how to achieve goals and I believe that that's certainly something they would say about me.

[Speaker 4]
Thank you.

[Speaker 23]
Thank you.

[Speaker 4]
Thank you Audra. James Davison from region seven.

[Speaker 22]
I don't have any questions at this time. I just thank you Chase for running and I do applaud a lot of your fresh ideas so thank you sir.

[Speaker 4]
Thanks James. Casey Green.

[Speaker 3]

Thank you Mrs. Cathy. Chase I've got one question and it's kind of from an EC standpoint. With the circuit finals just finishing what's your take on separating the circuit finals from the world finals more whether I mean it might be separating the world finals from the circuit finals but how do you help differentiate those two a little bit stronger?

[Speaker 2]

That's a good question. You know I think we're doing a good job of that right now. I feel like most people I speak with very much understand the difference in the paths and they understand what hauling is and hitting a bunch of different shows versus trying to qualify for something locally and get to go show at a high level in Texas if you qualify.

I think we're really doing a good job with that. I don't know that there's something I don't think there's one thing I can point to at this moment other than just saying we need to keep investing in the world finals and making sure it is a premier and prestigious event. We don't want to lose that in the mix.

Perfect thank you.

[Speaker 3]

Thank you. Thank you. That's all I got.

I appreciate your time Chase. We didn't miss anybody did we Cathy?

[Speaker 4]

No unless there's somebody that came on after I went down through the roll.

[Speaker 3]

What about Jonathan? Go ahead Brad.

[Speaker 10]

What does Jeremy Barwick think of the double registration?

[Speaker 28]

Chase and I have already talked about that and he knows I think it's a terrible idea.

[Speaker 10]

Thank you.

[Speaker 3]

Jonathan are you where you can speak a little clearer now? Yes sir can you hear me now?

[Speaker 18]

I got you man. Yeah I think he's got some great ideas and it sounds like if you got a problem you know kind of bring it bring it to him and try to come up with a solution. I think new eyes on it on the situation of everything is great and thank you for doing that.

That's a lot of work to tackle so I think we're on the right track.

[Speaker 2]
Thank you Jonathan.

[Speaker 3]
Anybody else have anything?

[Speaker 4]
Thank you Jonathan.

[Speaker 3]
All right Chase you got anything in for closing on the for you on region eight?

[Speaker 2]
Just like to thank everyone. I really appreciate the thoughtful questions and you guys taking the time to get on here and ask them to both candidates and I really look forward to working together and continuing to grow the NCHA and I kindly ask for your vote.

[Speaker 3]
Perfect Chase I appreciate you coming on tonight and visiting with us. I know you're tired of doing these and lucky for you this is the last one so good luck. If anybody has any questions for him in the future you're he's got his phone number and email and everything else plastered everywhere.

If you can't find it I'll find it for you so you give me a call and I'll get it but other than that I sure appreciate your time. If anybody needs to get in touch with you we'll lead them your way and we'll let you get off here and enjoy your evening. Yes sir thank you very much.

Thank you. Mrs. Cathy you got Rock coming in?

[Speaker 4]
You betcha.

[Speaker 28]
Perfect.

[Speaker 4]
I think you got a pretty good turnout for region eight. A lot of the past presidents in your region were on the past president's call so it was great to hear them on that call as well.

[Speaker 3]
Yeah we did good. I think there's 19 I think from region eight and then two outside regions.

[Speaker 5]
Why y'all got to call me out make me be bad guy.

[Speaker 3]
Hey that was Brad don't be y'all that was all Brad Wilson.

[Speaker 5]
Gosh dang.

[Speaker 10]

I just I just wanted to know the answer. I knew the answer I just wanted to hear somebody say the answer.

[Speaker 5]

I had actually told Chase that when he called me the other day and we talked for an hour and a half what a terrible idea that was so I hated to say that on the call though.

[Speaker 4]

Rock should be joining us momentarily.

[Speaker 10]

He didn't listen very well did he? I'll remember that while I vote.

[Speaker 3]

Did Rock give up on us Mrs. Cathy?

[Speaker 4]

No he's there. He's left in a comment I made. I told him I said uh I said Rock we're ready for you now.

I said then this fat lady's gonna sing because we'll be done with these calls.

[Speaker 29]

Yeah.

[Speaker 4]

So he's laughing but yeah. He's coming.

[Speaker 3]

All right perfect.

[Speaker 1]

Well I'll tell you what though. Yes ma'am I'm here Cathy. Hey Rock this is Casey how are you this evening?

I'm good how are you?

[Speaker 3]

Good sir good. It's um getting late and you're tired of doing these calls so I'm gonna let you give your intro and um you know how the routine goes. We'll run around the table and everybody ask questions and then we'll do a closing after that.

Thank you for joining us and we'll get started.

[Speaker 1]

Thank you Casey. I want to thank everybody for the opportunity to speak to you tonight. My name is Rock Hedlund.

I'm honored to be your candidate for NCHA vice president-elect. I've been proud to be a member for over 42 years of this association and served 25 years in the political side of it. I've served on multiple committees, stayed involved in governance, judging, valiant and full and I care very deeply about this association, its members and the future.

I'm committed to serving with experience, dedication and integrity. Thank you very much for talking to me tonight.

[Speaker 28]
Thank you Rock.

[Speaker 1]
Mrs. Cathy you mind getting rolling?

[Speaker 4]
You betcha. We're going to start back with Brad Wilson please. Brad are you with us?

Okay Cara Brewer are you in a position to speak? Okay let's go to Kathleen Moore please. Kathleen can you hear me?

[Speaker 16]
Yeah hi Rock. I've been on several calls so I'm good. I don't have any additional questions just again.

Thank you for putting your name in the hat and again I appreciate your passion and your commitment and your knowledge of this association so thank you.

[Speaker 1]
Thank you Kathleen.

[Speaker 4]
Thank you. Michelle Cowan.

[Speaker 8]
Hi Rock how are you?

[Speaker 1]
I'm good how are you?

[Speaker 8]
I'm good. Thank you very much for stepping up to the plate and trying to steer the ship. I have a question, same question I asked Chase.

What in your opinion direction do you see the non-pro and amateur going and any ideas on the direction and what we can do about the dwindling numbers for the non-pro?

[Speaker 1]
Well Michelle that's a very good question and thank you for asking it. I don't have all the answers but what I do know is that we need the non-pro committee to talk about the issues that they're having and the problems that they're facing and we need the amateur

committee to talk about theirs. The amateur is growing and our non-pro is getting smaller and I believe that these two committees need to start communicating between themselves as to your problems and what you see and what the amateurs see as far as going forward into the future and we need to come together for what is going to be best for the two divisions so that we can all come together and grow going forward and I believe these lines of communication need to be opened up and that's the only way we can fix the problem is to start talking about it so that we can come up with solutions as to how to fix it.

[Speaker 8]

Thank you, Rock. I wholeheartedly agree and I appreciate your opinion on both committees coming together and us working together for the association as a whole so thank you very much. Thank you.

[Speaker 4]

Thanks, Michelle. Ty Moore?

[Speaker 20]

Yes, Michelle answered or she took my question so thank you, Rock, and thanks for doing everything you do. Thank you, sir.

[Speaker 4]

Thank you, Ty. Cameron Thompson?

[Speaker 19]

I don't have anything for Rock either. Just want to tell him thank you as well for sticking your neck out there and putting your name in the hat.

[Speaker 1]

Thank you, Cameron. Appreciate that.

[Speaker 4]

Thank you, Cameron. Cody Hedlund?

[Speaker 25]

I don't have any questions right now. Just want to wish Rock good luck and thank you for running for VP.

[Speaker 1]

Thank you, Cody.

[Speaker 4]

Thank you. Frank Merrill? Hey, Rock.

[Speaker 13]

My question for you is what is the most compelling issue or problem facing NCHA within the next five years and what would you have for solutions or remedies to solve this?

[Speaker 1]

Frank, you're really trying to trick me up here tonight but yeah, that's a big question right there, Frank. I feel that we have some issues in front of us right now that we're going to

have to start looking at now in the next, at the rest of this year and the next years to come and we need to start looking at this now and then we need to start looking forward three years and five years and maybe even go out ten if we possibly can. I don't know if that would be possible.

The biggest problems that I see going forward, we have this rising cattle cost and that is beyond our control. We have rising fuel costs that is beyond our control and they're going up and up and up. Now they say, oh yeah, well, when things kind of turn around, they're going to come down but we all know they might come down a little but they're not going to come down to to where they were and those are the things we got to start looking at now because going forward, we're feeling it in our outlying areas and in our grassroots, the cutters, our affiliates and this is a huge issue because this is where we grow our membership and this is where we bring new people in and the only way I know how to deal with this going forward is to open the lines of communication and talk to these affiliates and talk to these grassroots cutters and let them tell us what their issues are so that if there's a way that NCHA can help them going forward, that's what we need to do. If NCHA needs to become a little more lenient in some of the rules that we have to allow these outlying areas to make adjustments as their shows become closer, when the cattle supplier says two weeks before the show that now he's upping the price of the cattle because everything has changed, we need to have some policy or something in place to deal with this so that that show can still exist and accommodate what they're doing for those cutters in their areas. I don't see us putting a blanket rule across this for all of our shows.

We're going to have to come together and agree that we're in some really tough times now going forward and the only way I know how to deal with them and what I would want to bring to the table is open up more lines of communication to hear from what these issues are. Cutting is strong in Texas and in Oklahoma and in our Triple Crown events and that is all great. We need to start reaching out to these other affiliates and associations that are struggling to get cattle, that are having to cancel shows because they can't get them.

We need to hear their problems and their concerns because these are all things we have to look at going forward. Thanks, Rock. Thank you, Frank.

[Speaker 4]

Thank you, Frank. Jaime Beamer? Jaime, you're still with us?

Okay, let's go to Jeremy Barwick, please.

[Speaker 5]

Hi, Rock.

[Speaker 4]

Hi, Jeremy.

[Speaker 5]

I will ask the same question that I asked Chase. How do you plan to balance preserving the integrity of cutting while also adapting to the financial realities facing owners, breeders, and competitors today?

[Speaker 1]

Wow. That's a really good question, Jeremy. It's especially important to me that we understand what the breeder's standpoint is.

To me, preserving the integrity of cutting is what protects the value of the horse itself, the bloodline, the training, and the product we're trying to put onto the market. If we ever compromise that, we'll hurt the very foundation that breeders and owners are investing in. At the same time, we've got to be realistic about the financial pressure people are under and balancing that, which becomes very hard.

We're going to need to adapt, find ways to control costs, run more efficient, and keep people in the game without ever lowering our standards, which we'll never want to do, because what we all love is the cutting horse and the sport that we're living in. Because at the end of the day, strong competition, high standards are what drive the support of the breeders, support of the owners, and keep the whole industry moving forward, along with supporting good judging. So, to me, we have to protect the integrity that continues to support the economic side of our industry long term.

Thank you, Rock. Thank you, Jeremy.

[Speaker 4]

Thank you. Jonathan Rogers?

[Speaker 26]

We're headed right.

[Speaker 4]

Jonathan, are you still with us? Okay, let's go to Ken Mock, and we'll come back to Jonathan.

[Speaker 23]

Hey, Rock. Thanks for running for VP. I don't have any questions for you this evening.

[Speaker 1]

Thank you, Ken.

[Speaker 4]

Thank you, Ken. Mary Ann Rapp?

[Speaker 7]

Hey, Rock. Thank you for running. We sure appreciate your participation.

Rock, I have the same question for you. I'm sure you weren't here for the celebrity cutting, but we had a packed house like we used to for the fraternity semis and finals. And since we changed our NCHA events where the open is all-in-one, the finals are all together, do you have any ideas to get the spectators to come out and watch for the open finals like they did for the celebrity cutting?

[Speaker 1]

And I'm sorry, I wasn't there to witness that, Mary Ann. But like you said, our celebrity cutting has always been very strong during our fraternity. And I think one of the reasons it drives that is actually what it is.

We have celebrities there, and the public wants to come out and see those people. And it is for a good cause where it's a donation, if I believe. Was it that way at this one also, Mary Ann?

[Speaker 7]

Yes, it was.

[Speaker 1]

So that also drives it. And when we put that celebrity cutting on, it's a show. When we run our events, they're a lot longer, they're more drawn out, it's more tedious.

And it's really hard to sell that to the public. I don't have the answers on this, but I do know that it is something that we definitely need to look into. Years and years ago, I mean, it was a big deal to come to the NCHA fraternity, come watch the semis and the finals.

And we always had a packed house. And there's been a lot of things changed over the years. We have live webcasts now, and it's easier for people to say, you know, I'll just sit at home and watch it on my computer.

And these are things that we need to look at. We need to start talking about it. We need to figure out what we can do to bring people back to watch the cutting live.

I don't have all the answers, but I'm willing to listen to anyone who has. And maybe this is something that we need to start looking at a lot stronger, which I believe it is. And this is a big question that we need to start facing going forward.

And I'm open to any and all suggestions and any ideas that somebody has as to how we can start putting people in those seats to watch it live the first time. Thank you, Mary Ann.

[Speaker 4]

Thank you, Mary Ann.

[Speaker 12]

Mary Bradford? Hey, Rock. Thanks for all the work you're putting into this.

I appreciate it. And I'm going to ask you the same question I asked Chase. And it's kind of general.

I think you've answered some of it. But where do you believe NCHA is either overspending or underserving its members? And what would you do differently?

[Speaker 1]

That's a very fair question, Mary. And I don't have all the numbers in front of me, so I can't honestly answer that question. But what I do believe is that NCHA has a responsibility for every dollar we spend back to our membership.

And that is what we need to look at. And maybe our powers and our executive committee is already looking into this. But it seems to me, and like I said, I'm not privy to that part of the financial part of it because I've been off the EC for the last three years.

But we need to look at that and see if the money we're putting back into our membership and into our outlying programs is doing the best for those people. Because we have to know what their problems are so that we can start supporting the participation and help them strengthen their events and invest in the long-term health of our association. And I am open to any and all suggestions as to how we need to go about it.

But that is something that would have to be done. And I would be more than happy to take that on if I was in there. I don't know exactly what we're spending out and what is actually coming back to the association for what we're doing.

So I'm sorry that I don't have a better answer for you on that. But I'm willing to take that on and look into it because that is something that we do need to look at because that is where we're going to get the growth for this association.

[Speaker 12]

No, I like what you say, Rock. And it comes back to us because it's not a you and it's not a they when we talk about the leadership. It's us.

We're all in it together. And so I like the way you're talking about, hey, we need to communicate better. So thank you.

[Speaker 1]

Thank you, Mary.

[Speaker 4]

Thank you, Matt Miller.

[Speaker 21]

I don't have anything, Cathy. Thanks, Rocko, for your continued service to our association.

[Speaker 1]

Thank you, Matt.

[Speaker 4]

Thank you, Matt. Rick Mowery.

[Speaker 15]

Yeah, Rock, I want to thank you for your dedication to the association for as many years you've had in it. And a lot of the questions, it's always nice to be toward the end because most of the questions get answered before I get there. So I really appreciate what you're doing.

Just, you know, good luck with you.

[Speaker 1]

Thank you. I appreciate that, Rick.

[Speaker 4]

Thank you, Rick.

[Speaker 17]

Sarah Morine. Hey, Rock. Thank you for everything.

I'm really appreciating your passion, your experience, all the things and you've hit every note. And I wish you luck.

[Speaker 1]

Thank you. I appreciate that, Sarah.

[Speaker 17]

Yes, sir.

[Speaker 4]

Thank you, Sarah. Joey Jingoli.

[Speaker 14]

Hi, Rock. Thank you for a lifetime of dedication to our sport. Appreciate it.

You answered my questions. You know, it's the cattle issue and the non-pro and amateur and leveling and how do we handle all that. You answered them.

Thank you.

[Speaker 1]

Thank you, sir.

[Speaker 4]

Okay. Hi, Rock. We've got Audra Crouse on from Region 1.

[Speaker 11]

Okay. Hi, Rock. I missed our meeting in Region 1.

I apologize, but they let me jump in here. I'm truly impressed with a lot of these questions. Mine is more generic, just getting my feet wet here.

But I asked the same thing of Chase and it is what would your former co-workers and colleagues say about you?

[Speaker 1]

Well, I would like to think that they appreciate what I stand for. I believe that I've learned over the years to be a leader and one that follows the rule book. And one is not afraid to do the right thing even when it does not make the most people happy.

I know at the end of the day, NCHA has a rule book and we have to uphold all four corners of that rule book. And if we do that, this association will go forward and thrive. If we don't like rules or the way that rule is, then we need to go and change that rule.

And there's a process to do that. I think my co-workers would say I've been fair and honest. And I think that the people that know me and have been around me would say the same thing.

Might not always agree with what I say, but at the end of the day, I am fair and honest.

[Speaker 11]

Thank you, Rock. And I want to say that we're lucky to have two really good candidates. So thank you for putting your hat in.

[Speaker 1]

Thank you.

[Speaker 4]

Thank you, Audra. Rock, we also have James Davison out of Region 7. James, are you still with us?

Okay, let's go back to Jonathan Rogers. Jonathan? Okay.

Casey Green?

[Speaker 3]

Yes, ma'am. Hey, Rock. Thanks for running.

Thanks for throwing your hat in there. I know the time and the strain that it causes, and I appreciate you jumping in there to do it. My question's a little bit open.

With the circuit finals just finishing, what is your take to keep the circuit finals and the world finals separate, whether it's to separate the world finals from the circuit finals or vice versa? What makes those two stand apart as we move forward?

[Speaker 1]

Our world finals has been in existence since we started the NCHA. And the world finals is the premier. It is the top end.

It takes a one-year, two-year, three-year full commitment to go do. And we only take the top 15 to the world finals. And it is the you got to go to every cut, and you got to go down the road.

And it is a commitment. And in my mind, Casey, it needs to be held at the highest level, because it is the best of the best. We implemented our circuit finals when Steve Norris first came into the chairs.

We started talking about it. And I was on the executive committee at that time. And this was Steve Norris's baby.

And he saw it through to when he was president. We implemented it. And then he also stayed involved the next few years as a sponsor to make sure that it was funded and the prizes and everything that could be given out.

What that has done for our outlying areas is it has created a place that they can go show in their area, in their region, and not have to drive eight, nine, 10 hours. They can go on the weekend. If it's a three-day, they can go for three weekends, three days.

Then they can go back home, and then go back to work. Because the people that this circuit program caters to is our average working people that have a job, have a family, have something outside of cutting that they're involved in. And it caters to them.

And it lets them be able to go show at whatever level they want to. They can come together at their regional circuit finals and be in the top 10. And then that qualifies them to go to the national circuit finals.

It gives them a place to go where they feel like they're a part of the big pond. We didn't have that before. But we have that now.

Now, I know we don't get as much participation from a lot of our outlying areas. But I do believe it's growing ever since it started. I know it's growing at our regional level.

Our regional shows are getting stronger every year. The numbers from the circuit finals this year during the Super Stakes were down just a tick, but not enough to even talk about. So it is growing also.

The other thing we need to look at by holding the national circuit finals with the Super Stakes, yeah, I know it puts a lot more workload on the trainers. It puts a lot more workload on our competitors and everything. But by the same token, it's complimenting both events.

We have people that cross over because we have people that show at the weekend level, and then we have people that have their aged event horses that show at the aged events. They can take more horses to Fort Worth to show them at the same time. Yeah, we're there for 28 days.

But they can all come together, they can all show, and the circuit people get to meet the people that they read about that are at the aged event level, that that is where they want to be one day. It opens doors, you meet more people. And from a dollar side, both shows complement each other.

So we, I believe that we are doing a very good thing here by having our circuit finals with the Super Stakes. Maybe one day we'll get to a point where we need to make it standalone. I don't know.

But I do believe that our weekend World Finals program needs to be the elite. That's where we started. And that needs to be held in the highest of standards.

The circuit level is really, really good. And it gives people to come show. And like I said, it lets them come back there and feel like they're cutting in the big pond.

And at the end of the day, that's their dream. And that's what we want them to keep striving to get to. And we got to keep our circuit, our regional finals growing so that those people can see that dream and feel that dream going forward.

[Speaker 3]

Awesome. Thank you, Rock. I appreciate it.

Mrs. Cathy, I do know Jeremy has one more question.

[Speaker 10]

Oh, man.

[Speaker 5]

Hey, Rock. So this is kind of going to, and I wish I would have asked Chase the same thing, but it kind of goes back to a little bit of Mary Ann's question on how do we get spectators into the building to watch these finals? And so my opinion is we have to tell more stories.

So I don't know how many of you follow the Thoroughbred world, but so in 2019, when Medina Spirit sold at the yearling, he sold for a thousand bucks. He won the Kentucky Derby in 2021. Those are stories that lets the little guy know that he has a chance.

And I always look back to 2013 when Clay won the fraternity. And if my memory's right, I think there were six first time fraternity finalists that year. And that was a year that we were, I think it was RFD TV at the time, not the Cowboy Channel.

And I remember watching back on that and I'm like, we just missed the entire story because we didn't talk about that. So how do you say, or how do you think we could implement things and what could we implement to get the stories out about these horses and the people? Because there, you know, a lot of people out there think they don't have a chance.

It's expensive. And yes, it is expensive, but also that year Clay won the futurity. Oh, crap.

I can't remember his name. I'm Australian from Oklahoma. Made the open and non-pro futurity finals on a horse that he had bought as a yearling for 4,000 bucks.

And I think he won a hundred thousand that those two nights. So what can we do to implement things to get those stories out?

[Speaker 1]

Jeremy, that is an awesome question. And I never looked at what you're just explaining to me, but that is the stuff that everybody wants to hear. Everybody wants to hear how you acquired this horse and where did it come from?

And what is the backstory that it took you to get to where you're at today? We need to put some type of program together, something where we can gather this information and talk to these people. We want to interview the riders after they won.

Maybe we need to start interviewing them when they get there. So we can build something that we can talk about. When we watch, you know, when you build up to the Kentucky Derby, like you're talking about, you want to watch the beginning of it, because then they go

back in the history of where this horse came from, who the jockey is, who the owners are, how'd they acquire it, where'd the owners come from?

That is all important information that people want to see, just exactly like you're saying. I am all for doing whatever we need to do to get that out. And I can see where that would be a big part of how we start selling ourselves and selling this sport to the people that are out there.

Because it is expensive to the one that has the horse that he can, you know, he's learning how to cut on to strive to get to the level that he wants to get to. And if he doesn't have the wherewithal to get there, he can still watch it and understand the story. And then that makes him feel a part of it.

And that is what we need to get out to the public, not just our membership, but to the public. Because we'll get more members if they see it and think, well, I could do that. We got to start selling ourselves better outside of our own little world.

And that's a great question. And I wish I had a more in depth answer for you on that. I don't.

All I know is that by you bringing it up is something that we need to start looking at going forward so that we can make this happen with the way our Internet's working today, with all the different places you can watch it. We need to start getting it out to the general public.

[Speaker 28]
Thank you.

[Speaker 1]
Thank you, Jeremy.

[Speaker 3]
Did we miss anybody, Mrs. Cathy, or is that all of them?

[Speaker 10]
Hey, this is Brad Wilson. Hey, Brad. I got disconnected somehow.

But anyhow, Rock, I really like all your thoughts. One question I have for you with you being on the sea for quite a while. Do you think this will help you in your presidency?

[Speaker 1]
That's a very good question, Brad. Thank you for asking. Yes.

By me serving two terms, which is six years on the executive committee, it has prepared me for what if I was lucky enough to be elected, it has prepared me for having somewhat of an idea of what I'm stepping into. I've served on a lot of committees, past president of the Pacific Coast. But when I got elected as the executive committee member from region two, and I went to my first EC meeting, I was scared to death.

I didn't know where to sit. I didn't want to say anything. I didn't want to do nothing.

I just sat there. And it takes you a while to understand how the inner workings of all that work. And you sit there in that executive room there at Bailey, and you sit at that table, and you look at all those past presidents' pictures on the wall, and you think, wow, I'm sitting here in history.

I just don't know what the hell to do or say or anything. It takes a while before you become comfortable. So to answer your question, yes.

It was a big help for me, whether I get elected as the vice president or not. It has helped me in my thought process of dealing with things going forward. It was a learning experience for me, and I appreciate every minute, every day that I served on the executive committee.

Was there hard times? Yes. But I appreciated them.

I learned from them, and I grew from them. So yes. The answer is yes.

[Speaker 10]

Thank you.

[Speaker 3]

Thank you. Anybody else have any questions? All right.

Perfect. Rock, I appreciate your time. I'll let you say a little closing, and we'll get off here, and everybody can get to bed.

But if you don't mind, just a little closing statement, and we'll let you get off here.

[Speaker 1]

I'll wrap it up quick, Casey. I want to say this. Our association is very strong financially right now, and our leadership that we have there now is doing a very, very good job.

And I don't want anybody to think that I'm wanting to make any changes. I want to take this association forward. We're strong.

I believe in where we're at right now. I believe in the leadership we've had, and I want to be the one to take it to the next step. And with that, I appreciate you all listening tonight.

I know it's late, so I'm going to cut it short. You all pretty much know me anyway. If you have any questions, feel free to call me, and I appreciate the fact you let me speak to you tonight.

And remember, we all need to vote. I'm going to ask you to vote for Rock. Thank you very much, and you all have a nice evening.

[Speaker 3]

Thank you, Rock. I appreciate it. If anybody needs to talk to him and don't have his number, you can reach out to me, and I'll get it to you, and we'll get you guys in touch.

Anything else I'm missing, Mrs. Cathy?

[Speaker 4]

No, sir. Sounds good.

[Speaker 3]

All right. If there's nothing else, I'll call it a night and adjourn this little phone call, and we'll see you all at the next one.

[Speaker 17]

Thank you, Casey.

[Speaker 28]

Thank you.