

NCHA EXECUTIVE COMMITTEE CONFERENCE CALL MINUTES
July 8, 2019
5:00PM Central

A conference call of the Executive Committee of the National Cutting Horse Association was held on Monday, July 8, 2019 at 5:00PM Central. Those present were: President Ron Pietrafeso, Vice President Ora Diehl, Ernie Beutenmiller, Rock Hedlund, Skip Jones, Matt Miller, Tatum Rice, Tommy Neal, Sharon Overstreet, Byron Green, Ronnie Smith and Kristen York. Those Executive Committee members not present were: President-Elect Steve Norris and Lachlan Perks. Also present were: NCHA Executive Director Kirk Slaughter, NCHA Chief Financial Officer Lance Bryson, NCHA Director of Shows Shianne Megel and NCHA Executive Assistant Cathy Marie Aleff.

President Ron Pietrafeso called the meeting to order at 5:06PM and thanked everyone for their time and joining the call.

REGIONAL CALLS WITH NCHA DIRECTORS

President Ron Pietrafeso addressed the members of the call with the purpose that is to initiate regional calls with the NCHA Directors on whether or not leveling should be tried at the Super Stakes. With the time constraints between now and the next EC Meeting in August, the office raised some concerns with the supporting the leveling proposal between staff and IT services for Super Stakes. We are going to have regional calls facilitated by the Regional Directors with the Directors to get their opinions on whether or not they are for leveling the Super Stakes. Denise Seiz, Ora Diehl and Kristen York will be in attendance with each regional call to address questions that arise so that we have a consistent message about the proposal. We are not going to spend time discussing anyone else's leveling program or any shows that have implemented but the approved proposal that was submitted by the Competition Committee last August. Also discuss what the impact could be with the Super Stakes cutting so everyone has a full understanding of the concept.

Members of the Executive Committee responded as follows:

Matt Miller – yes
Ernie Beutenmiller – yes
Ora Diehl – yes
Byron Green – yes
Rock Hedlund – yes
Skip Jones – yes
Tommy Neal – yes
Sharon Overstreet – yes
Tatum Rice – yes
Ronnie Smith – yes
Kristen York – yes

Shianne Megel added that she is in full support with involving the Directors. Agrees that we need to make sure staff is fully prepared to answer any questions raised by the Directors to support them and assist them in understanding this concept.

Kirk Slaughter commented that one of the next steps we will do after this call is get together with Angie Highland, Tommy Neal, Lance Bryson, Shianne Megel and myself on how to incorporate this concept on the application for the MERP and the impact leveling a Triple Crown event will have on our Association.

Lance Bryson is in agreement with including the Directors, it is an important part of supporting this leveling concept. It will be very important to know how we are going to prepare for these calls and document the follow up items generated from these calls. We need to do our homework ahead of time and not after the fact. He has concerns with the timing of these calls given the other upcoming priorities.

Ora Diehl updated the members of the committee at the request of Ron Pietrafeso of the meeting with the Board of Directors in Augusta.

Byron Green inquired if we should notify the Directors in our region that this call is forthcoming? Ron Pietrafeso responded that it was a great idea.

There is concern that there are a lot of Directors confused and not fully knowledgeable with the concept. We need to be prepared to have answers as there is fear that there will be quite a few questions to address.

President Ron Pietrafeso is wanting the members support and concerns to be heard, this is not an assignment to take the heat off of us as the Executive Committee but to make sure all are able to participate in the decision. Calls will begin within the next 48 hours so please let us know what time would be good for the calls.

Matt Miller expressed concern if we will be prepared to start these calls within the next 48 hours. We might be getting ahead of ourselves with the rush to have these calls. We need time to absorb this information and gather information to be able to answer questions appropriately. Be leery of the unforeseen consequences of having these calls so quickly.

Tatum Rice agreed that we are moving incredibly fast. We are also trying to schedule these calls within a major show and that schedule is tight already. As it sits right now, he is voting against this proposal. He was under the impression that Competition Committee was going to bring a proposal with new class restructure not leveling the classes we already have in place.

Kristen York mentioned that the fact is that we have to do something. The endless studies and pilot studies prove this program has the potential to be successful.

President Ron Pietrafeso understands completely what Tatum Rice is saying, but don't think we are going too fast. The Competition Committee has spent a whole year almost on the research, they have vetted this and tried it with test shows. We are not going to put this off for another year. We are going to bring it to a head to prepare for the Super Stakes on this and vote at the August meeting. This is the reason why, he wanted to get the opinions of the Directors. If Directors don't understand it then that will be the time on the call to ask questions to help them come to a decision on whether or not they approve. He respects your decision if you choose to vote against this proposal.

Rock Hedlund wanted to know which format of leveling we are proposing. We have not tried the same prototype at more than one show, there have been adjustments along the way. This will be the original proposal that was utilized at the Cotton Stakes and at PCCHA in Vegas last June.

Matt Miller raised concern on why we have not had a response to the email that Ron Pietrafeso sent to Frank Merrill June 2nd. Ron mentioned that he had not had a response yet and would follow up with Frank Merrill. He explained to the committee what was in the content of that email requesting the information on why the Non Pro format utilized in Ardmore would not work for Triple Crown events.

Kristen York stated that information has been provided to show that we could maintain payout. There are changes within these formats due to the discretion of each show producer and how they feel as though it would benefit their show.

Tatum Rice mentioned that the concern is the unintended consequences. The fact that the members are worried about speaks for itself. His concern that the people that are entered in the top level right now all the time quit doing that and only show in the intermediate and then we don't gain the extras we are wanting to. Our Triple Crown we have is supposed to be held at a higher standard and not on a playday level. His Dad went to the Futurity for 17 years before he made the finals and he has a problem with the people that don't do that.

President Ron Pietrafeso commented that he understands what Tatum Rice is saying but problem is we keep losing entries. We have to be a profitable show to keep going. Back in 1998-99 we had close to 800 entries and now we have a little over 500. We are dropping like flies, we have to do something. On the Past President's call this past week at the beginning of July, they emphasized the fact that if we don't do something or make a change we could go under. He wishes that he could guarantee that this is going to work but there is no guarantee. If it fails, we will have to try something else. Change is coming and the old guys claim that we have to make changes. Please suggest times to start these calls.

Sharon Overstreet addressed the committee. If one of the unintended consequences is that open level may begin to shrink in entries and intermediate level continued to grow and it shut down some competitors. Don't we have the flexibility to go in and change the brackets and adjust where the breaks are and keep that from happening? The pilot study of the Super Stakes is a worst case scenario and there will be tweaks to this proposal as it gets implemented. When we send out the email to the Directors, if we could send the information with the powerpoint on the leveling proposal to give them time to familiarize themselves before the calls.

President Ron Pietrafeso commented that we had good conversations tonight and respects the opinions of all with regards to this proposal.

ACTION ITEMS

- Regional representatives on the Executive Committee to suggest times for calls in their region

- Ron Pietrafeso to follow up on answers from the June 2nd email to Frank Merrill
- Ora Diehl to distribute numbers to the EC in the next 12-15 hours or so
- Kirk Slaughter to check on proposal posted on website
- Regional Director calls will commence in the next 48 hours

ADJOURNMENT

There being no further business to come before the committee, **MOTION** was made by Sharon Overstreet and **SECONDED** by Tatum Rice to adjourn the conference call at 6:15PM. **MOTION PASSED.**