



National Reined Cow Horse Association
Board of Directors Meeting
Las Vegas, NV
March 25, 2016

- I. Call to Order by Todd Bergen, President 10:26 am
 - a. Present:
 - i. Paul Bailey, Vice President
 - ii. Dan Roeser
 - iii. Jon Roeser
 - iv. Brad Barkemeyer
 - v. Jim Lane
 - vi. Trey Neal
 - vii. Todd Crawford
 - viii. Dr. Joe Carter
 - ix. Jay Winborn, Executive Director
 - x. Kelley Hartranft
 - b. Via Phone
 - i. Sandy Collier, Secretary
 - ii. Dave Allen
 - iii. Diane Edwards
 - c. Via Proxy
 - i. Amanda Gardiner by proxy Todd Bergen
 - ii. Jake Telford by proxy Todd Bergen
 - iii. Jimmy Stickler by proxy Todd Bergen
 - d. Not Present
 - i. Ted Robinson
- II. Approval of minutes from last meeting.
 - a. Brad Barkemeyer moved to accept the minutes from the prior meeting. Trey Neal seconded.
 - b. MOTION PASSED, none opposed
- III. Committee Reports
 - a. Financial – Paul Bailey
 - i. World Show Budget Recap (attached)
 1. Items of note:
 - a. Over 600 entries was the biggest ever

- b. Additional Expenses were Arena Repair / Kaiser Rental / Broken Glass repair
- c. TX State financial assistance is pending – may be as much at \$25,000

2. As of this meeting, profit of \$49,924

b. Non Pro – Diane Edwards

- i. Youth / Non Pro Sponsors – Diane reported that at the meeting of the Non Pros in Fort Worth, there was much discussion regarding allowing of the Youth to wear patches and accept sponsorships (equipment / money / etc). Clarification of the existing rules – Youth are allowed to wear patches, receive equipment and sponsorship monies. However, IF the youth has a non pro designation, they must adhere to all of the Non Pro rules – no patches, no money. Secondary discussion revolved around the amount of time a Youth who has been accepting money training but is now out of the Youth (19), how long must they sit out of they want to apply for Non Pro Status? The Non Pro committee and the Rules committee will discuss and come back with a recommendation
- ii. 6 Year Old Derby Horses – The Non Pros would like this option to be available across all divisions, not just the Non Pro Limited. The board will continue to review.

IV. Old Business

- a. Split Rein / Cow Works – no discussion. Brad will discuss at the Professional’s meeting here in LV. He asked if there were any other topics for the meeting. None were offered.
- b. Cowboy Class – no discussion
- c. Driving Class – added to Stakes. Add to Derby? Show committee to review.

V. New Business

- a. Eligibility - \$750 Rule – Todd Crawford brought up a challenge the office is having with tracking the “immediate” portion of the \$750 rule. It was suggested that it would be better if it was after show results are official at NRCHA. But that would require a rule change. Additional discussion revolved around the change that AQHA has now made to their rules. Since they did not change the 3 times down the fence rule. They have adopted a one year ‘dual’ policy. At the end of the year, the exhibitor must choose either Fence or Boxing. Diane Edwards will throw out that suggestion to the Non Pro committee. Non Pro and Rules committee will discuss changing it to ineligible when the results are published to the NRCHA website.
 - i. 2017 Rule Change required
- b. Eligibility - \$5000 Novice Horse – same issue with the earnings on the Novice Horse. Rule book says “upon meeting earning requirements”. Dan Roeser reported it was just a rule Clarification, not a change.
 - i. Dan Roeser moved that the rule be clarified as “A horse will be ineligible upon reaching the earnings threshold, when results are officially published by NRCHA on the website.” Todd Crawford seconded.
 - ii. MOTION PASSED – none opposed.
- c. Show Approval Process – Jay relayed a developing situation in which decisions by the office staff using the rulebook as their guide are being circumvented by phone calls to

the board. Most recent instance was an affiliate show approval that was declined because of the 300 mile rule. The affected affiliate called board members and asked to get the show approved anyway. End result was the show was approved. Other instances have occurred, but this was the most recent. Discussion was had about show approvals in particular.

- i. It was agreed that moving forward, if the Office receives a show approval that would be declined, they will contact the Rules committee and confirm the decline before contacting the submitting organization.
- d. Settle Times – The challenge for ticketed events is when there is a published ‘Start Time’, is that a “settle time” or “first horse in the pen” time. The board discussed and recommended adding “settle time” to the schedule as well as “start time” when the time involves Herd Work.
- e. New Media Policy – Jay Winborn distributed a proposed Media Policy crafted by Stephanie Duquette. Summary is that anyone taking pictures with lenses longer than 4”, on a tripod, monopod or video mounted to a tripod require credentials which will be issued by Stephanie on a case by case basis.
 - i. Paul Bailey moved to adopt the media policy as distributed. Trey Neal seconded.
 - ii. MOTION PASSED – none opposed.

VI. Executive Session

- a. Paul Bailey moved to convene the Executive Session, Trey Neal seconded.
 - i. The board moved into Executive Session.
- b. Paul Bailey moved to close the Executive Session, Trey Neal seconded.
 - i. The board closed the Executive Session.

VII. Executive Director Presentation (attached)

- a. Office Items
 - i. Staff – Kelley Hartranft has joined the NRCHA staff full time.
 - ii. Amex Cards – Jay requested the board issue an Amex card to both Kelley Hartranft and Allison Walker. Primary usage would be at shows. Paul Bailey suggested that he reviews the statements each month for charges. The board agreed that both should be issued cards without opposition.
 - iii. Equipment Request – Jay asked Kelley to discuss the status of the association’s data and her request for a desktop computer. Kelley outlined the state of the data and what will be required to work ‘smarter not harder’. The data intensive work will be easier with a different computer set up. The board agreed to the expense.
- b. Futurity Proposals – Jay Winborn distributed a book containing the returned responses to the Snaffle Bit Futurity Request for Proposal sent out in December. He had hoped to receive at least 10 proposals back, but only received the 4 contained in the distributed book. The book contained a summary page for the 4 facilities as well as the actual proposals submitted.
 - i. The cities that submitted were Denver, CO, Fort Worth, TX, Reno, NV and Scottsdale, AZ. Salt Lake City contacted Jay Winborn just this morning, he asked if the board wanted to let them submit, even though after the deadline. There are no RV hookups at present at that facility. It was agreed that SLC is not

ready to host SBF at this time, but can be considered in the future once the planned upgrades to their facility are made.

- ii. Paul recommended that the Media department send an email with the names of the 4 venues that returned the RFPs. It might help keep the membership informed and quash incorrect information.
- iii. Paul Bailey suggested that someone needs to take all 4 of the proposals and make them comparable in terms of all individual items required to make a feasible comparison. There are items not included specifically in the proposals that affect cost. Examples are:
 1. Dirt Purchase / Hauling / Removal
 2. Drag Availability
 3. Cattle Cost
 4. Feed Cost
 5. JumboTron Rental
 6. Hotel Room Cost
 7. RV availability / Cost
 8. Airfare into local airport
 9. Rental Car cost
 10. Hall of Fame Banquet location availability and catering costs
- iv. Paul agreed that he, Trey and Jay would work to create a document that presents a standardized financial picture of all the venues. It was also suggested that after the initial financial comparison occurred, additional negotiations would be needed with each venue to try and “get a better deal”. The proposals are merely a starting point and not necessarily the “final answer.”
- v. Staff Cost – there was a discussion of increased staffing costs reducing overall payout. It was noted that the staff is trying to cut costs in every place possible, but that the number of people required has not been reduced and that volunteers are very hard to find.
- vi. Todd Bergen suggested although the financial picture is important, there are other factors that will influence the decision. He thought that each board member should review the proposals and make a list of Pros and Cons for each location. Perhaps having David Allen as moderator where all the board members share their Pros and Cons to help decide. That meeting should be a physical, in person meeting.
- vii. Timeline – It was suggested that in order to be timely for all the venues, a decision should be made during the board meeting in Paso. It was agreed that the ‘pros and cons’ meeting should be before Paso. It was agreed that Phoenix on May 11 from 10-5 would be a good day for everyone (direct flights / during the week).

VIII. 2016 SBF

- a. Todd Bergen suggested that we should look at ways to improve Reno in 2016. Are there things we can do to make the futurity better? Can we look at the Reno Rodeo Set up and get any ideas, can we look at the Cutting set up for ideas?
 - i. Drains Cleaned

- ii. Different Portable Stall Company
- iii. Better Security
- iv. Move Parking Up Front
- v. Move Cattle Pens
- vi. Move Dumpsters
- vii. Schedule Change / Revamp to be more spectator friendly AND exhibitor friendly

IX. Adjourn

- a. Todd Crawford moved to adjourn the meeting at 2:21pm. Dr. Joe Carter seconded.
- b. MOTION PASSED – none opposed
- c. Meeting adjourned

>>>>DRAFT - revised 3.8.16<<<<<<
FOR INTERNAL USE ONLY

**Photography and Videography Policy
for
2016 National Reined Cow Horse Association Premier Events**

**NRCHA Stallion Stakes, Las Vegas, Nevada/March 27 - April 2
NRCHA Derby, Paso Robles, California/June 13 - 19
NRCHA Hackamore Classic, Reno, Nevada/Sept. 18 - 25
NRCHA Snaffle Bit Futurity, Reno, Nevada/Sept. 18 - Oct. 1**

Visitor Policy

Visitors, spectators and exhibitors at National Reined Cow Horse Association (NRCHA) events are permitted to take photographs and record video for personal use. Visitors, spectators and exhibitors are strictly prohibited from taking photographs and video for commercial distribution, including printed publications, web sites, social networking sites, or similar media. This policy applies to the entire show grounds at NRCHA Premier Events including, but not limited to, competition arenas; warm up arenas; barn and stall areas; and cattle facilities.

Professional photography equipment, including, but not limited to, cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilizing device are not permitted under any circumstances. Media representatives with credentials are the only exception to the "professional photography equipment" clause of this policy.

The NRCHA Official Photographer, Primo Morales, and the NRCHA Official Videographer, Equine Promotion, are the only authorized outlets for competition photos or videos. The NRCHA will eject and/or indefinitely ban from its events anyone who provides, or intends to use, photo or video footage in violation of this policy.

Violation of the NRCHA Media Policy may result in immediate removal from the event premises, refusal of future media credential requests, and/or an indefinite ban from NRCHA events.

National Reined Cow Horse Association members/exhibitors who violate the NRCHA Media Policy may face disciplinary action including, but not limited to, suspension, fine and ban from competing at future NRCHA events.

Media Policy

Media credentials may be issued, at NRCHA management's discretion, to journalists/photographers/videographers on assignment for recognized magazines, newspapers, web sites, television and radio networks, and other approved media outlets.

Anyone seeking media credentials is required to complete the Media Credential Request Form on the NRCHA web site. Applicants must submit a new form annually. Approval is valid for the entire NRCHA show season, unless the media policy is violated and the media credentials are revoked. Each individual must have a Media Request Form on file, even if there are multiple individuals representing the same media outlet. There will be no exceptions to this policy. Forms will be available at www.NRCHA.com, or by request from the NRCHA Communications Manager, Stephanie Duquette: stephanie@NRCHA.com.

Media representatives are encouraged to submit their Media Credential Request Form at least a week before the first day of competition. Approved applicants must check in immediately upon arriving at the show and receive a badge from the NRCHA Communications Department or other authorized NRCHA manager. Anyone who wishes to apply for media credentials while the show is underway must complete a Media Credential Request Form, await approval by the NRCHA, and receive a media badge before access will be granted.

Freelance writers, photographers and videographers must provide proof of assignment from an approved publication or network before credentials will be issued. Acceptable proof of assignment includes validation in writing (via email or on letterhead) from the assigning publication or network. Freelancers receiving credentials on this basis must also agree that the content (images, interviews, etc.) they gather will only be used for that assignment, and not for future work.

Content creators for web sites and/or social media outlets will only receive credentials if they cover the NRCHA regularly, provide consistent news/feature updates, or represent a local tourism-based outlet in the area where the NRCHA Premier Event is taking place.

Placing a photographer's logo on any images taken at a NRCHA Premier Event, other than by the NRCHA or its Official Photographer, is strictly forbidden. Media and freelancers can request specific photos for approved use/publication by contacting Stephanie Duquette, NRCHA Communications Manager: stephanie@NRCHA.com.

By signing the NRCHA Media Credential Request Form, media representatives agree to the following:

- 1) Credentials must be visible and worn at all times while present on the event grounds.
- 2) Photos and videos may be taken from the spectator seating and walkways in the show arenas, in warm-up pens, and around the grounds.
- 3) Media will respect exhibitors and refrain from disturbing or disrupting them as they are preparing to show.
- 4) Media will act professionally at all times and respect any instructions given by NRCHA staff. Failure to do so will result in ejection from the event and/or denial of future requests for media credentials.
- 5) Media will not be permitted inside the show arena, cattle pens or any other area that may obstruct gates or access points.
- 6) Media will not be permitted to enter the show arena following the finals competition and/or during the award presentation until the NRCHA has completed its interviews with the Champions.
- 7) If a horse is to undergo a drug test, the horse's exhibitor will not be interviewed until the testing is complete and clearance given by the NRCHA.

Violation of the NRCHA Media Policy may result in immediate removal from the event premises, refusal of future media credential requests, and/or an indefinite ban from NRCHA events.

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By signing the application for credentials, media and freelancers agree to the terms contained herein and to positively promote the National Reined Cow Horse Association.

All applicants must be 21 years of age or older. Certain exceptions may apply. Please direct all questions to:

Stephanie Duquette
NRCHA Communications Manager
stephanie@NRCHA.com
541-571-7590

Marketing/Commercial Policy

The NRCHA recognizes numerous business enterprises and revenue-producing endeavors are connected to its events, some of which are valued partners and sponsors of the association. Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the NRCHA Official Photographer, Primo Morales, and the NRCHA Official Videographer, Equine Promotion. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion, etc.

Freelance photographers and videographers on specific marketing/promotion assignments from NRCHA sponsors will be permitted at NRCHA events. Sponsor freelancers will be required to submit a Media Credential Request Form and adhere to NRCHA Media Policy guidelines. Sponsor freelancers are not permitted to gather content (including, but not limited to, photographs, video and interviews) that is not directly relevant to their sponsor freelance assignment.

It is strictly forbidden for credentialed media, spectators, visitors or exhibitors to sell or give away photos or videos taken at NRCHA events.

National Reined Cow Horse Association 2016 Stallion Stakes Media Credential Request Form

I request credentials as a (please check all that apply):

Writer Videographer Photographer Web Site/Social Media Other

Your name: _____

Name of publication/media outlet: _____

Mailing address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Web site address (if applicable): _____

Where and when will your coverage appear? _____

I am at least 21 years of age ____yes ____no

Freelancers only:

I am on assignment for: _____

Signature of assignment editor/general manager (only necessary if separate letter or email validation of freelance assignment status has not been received by NRCHA):

All applicants, please sign and date:

I have read the NRCHA Media Policy and agree to abide by its terms and conditions. I understand that failure to do so will result in removal from the event and/or denial of future media credential requests.

Signed: _____

Date: _____