

# New Mexico Cutting Horse Association

## PRESIDENT'S REPORT

I hope everyone had a nice holiday season, got their fill of football, and enjoyed the beginning of the New Year.

### Rambling

One of my resolutions each year is to spend a full week at the Futurity in Ft. Worth just hanging out, attending the many sales, watching the cutting, and buying stuff I don't need. I plan for it, long for it, wait for it, and rarely get to do it. That's one of the drawbacks of being a lawyer. When a client or judge says "be here," you better "be here." Also, I am painfully aware of the fact that I have to do "that" so I can do "this."

This year, however, was an exception. I was able to spend an entire week at the Futurity, thanks to my cell phone, laptop, and Blackberry. It's amazing how much you can do electronically and people don't even know where you are. One problem I haven't figured out though is what to tell people when the phone rings during one of the auctions and they ask "What's that noise in the background." Telling them it's the radio is risky because I'm afraid they will ask me to turn it down. Anyway, the week was enjoyable and CB (wife) and Kylie (my 7-year old) were able to join me for finals weekend so it put a nice finishing touch on the trip. I also enjoyed seeing and visiting with several other NMCHA members, including Shauna and Peyton Paul, Steve Harrington, Jim and Jan Mapes, and Andy Wilson.

### January Board Meeting

With the holidays over, it's now back to work. And we are doing that. The Board of Directors met on Saturday, January 17, 2009, in Albuquerque for a marathon session. A five hour meeting qualifies as a marathon. It was a lively meeting and we discussed and cussed a whole host of issues. Barbara's minutes are included elsewhere in this Newsletter.

The primary issue we discussed was how to structure our shows so that they are attractive and enjoyable to our cutters and, at the same time, financially successful. We believe we have done that.

### More Added Money

This year all of our added money classes will be \$300 added with an entry fee of \$115 for fresh cattle classes and \$90 for the \$5,000 NHNP class where we will use re-run cattle. The only other re-run cattle classes will be the 2000 Limit Rider, 20,000 NP, and the 10,000 Amateur. The entry fee for those classes will remain at \$65. We have also added a Junior Youth Class and a 5 and 6 year old Classic class, Open and Non-Pro. We will continue to have the 4 year old Derby, Open and Non-Pro.

While the entry fee for the added money classes will be higher than last year, we believe this is more than off-set by the increase in added money from \$200 to \$300. With the high price of cattle, it is

also the other class structure that works financially. The NCHA limits the amount of the entry fee to 40% of the added money. So, for a \$200 added money class the maximum entry fee is \$80. NCHA also says that the cattle charge cannot exceed the entry fee. So, for a \$200 added class, this means that both the entry fee and cattle charge is limited to \$80. The cost of 3 head of fresh cattle per rider, which we decided to continue providing, is far in excess of \$80.

### Elimination of Special Charge

This revision in the class structure did allow us to eliminate the \$20 special charge per rider implemented last year which, I believe, appeared as an "add-on" to the office charge of \$27, making it \$47. In place of this, we have simply added

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\$10 to the office charge for 2009, making it \$37. A similar approach was recently taken by the Panhandle Cutting Horse Association. Our new class structure will be very competitive with other cuttings located within a tank of diesel.

## **New Start Time and Order of Classes**

We have also changed the order of classes for 2009 and with the addition of several new classes; we will begin our shows at 8 a.m. instead of 9 a.m. The order of classes in 2009 will be the Open, Non-Pro, Youth (Jr. & Sr.), 50 Am, Open Derby, NP Derby, 10 NH, 2000 Limit Rider, 15 NHNP, Open Classic, NP Classic, 3 NH, 5 NHNP, 20 NP, and 10 Am. By moving the 2000 Limit Rider to earlier in the day we hope to encourage those riders to enter other classes later in the day. We also tried to schedule the classes so that the trainers would be available to assist their customers during their classes.

## **All Day Practice Pen**

We are also planning to have a practice pen available all day. It will be located outside the arena and will open as soon as cattle are available. We will also have an indoor practice following the end of each show except, of course, the last day. The cost of the practice will be \$40 for 4 minutes.

## **Promotions and Attractions**

We are also planning to do several different kinds of promotions and add some special touches that will make our cuttings even more enjoyable. Paige LoPour and her committee are hard at work on these and with Paige's energy and creativity; this will be a joy to watch.

## **Volunteers Needed**

It's time for a call to action. We need volunteers. We need volunteers to help unload and load cattle, staff the practice pen, prepare the arena each day, secure the arena, put up banners, assist with silent auctions and similar events, and to do other things we haven't had time to think about yet. There's plenty of work for everyone so if you are so inclined, please contact Joe, Barbara, Paige, me, or any other member of the Board of Directors. We need some good, cheap help as we try to make the NMCHA cuttings the shows that everyone chooses to attend and look forward to.

## **Final Note**

Applying sound business principles to any venture, which we are trying to do, is often painful. And human nature being what it is, I am sure that the changes we have made and will continue to make when necessary for success, will not please everyone. That's okay. If everyone agreed on everything, some of us would be unnecessary. Having said that, I want to encourage every member to work with us toward our goal of making our shows the "go to" cutting events. But if you think we are off-base on anything, let me know. Concerns cannot be addressed if they are unknown. In addition to being President, I am also Head of the Complaint Department. My contact info is 915-204-4050 (cell) or email at [chigh@kempsmith.com](mailto:chigh@kempsmith.com).

Looking forward to seeing everyone at the cutting on March 7 and 8. Make your hotel and stall reservations early because stalls are limited.

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## Secretary

January 17 Meeting Minutes

January 17 meeting of the NCHA was called to order at 11:07 AM by Charlie High President. Present were Chad Lucas, Bob Phillips, Joe Mearse, Ed Krauss, Paige LoPour, Greg LoPour, Averil Friedel, Barbara Mearse and Jerry Lucas

Absent were Joel Carson, Scott Knapp, Andy Wilson, Ted Olney, James Rogers, Chthy Chapel, Stuart Forbes and Steve Harrington

The report from the President that was sent to all members in December was accepted as the minutes from the Nov 22 meeting.

Charlie presented each board member with an agenda and a format to be used for today and future meetings.

Packets of data and information will be presented before the meetings in the future. The analysis of information was in verbal and written.

The stall fees were discussed and the fact that we are higher than anyone else. After input and conversation it was determined that we have 32 stalls that we charge \$35 and provide one bag of shavings. Stalls 33-45 and 61-104 are rented for \$25. With the remaining 14 stalls that are not covered are only \$15.

We pay \$15 per stall to Lonnie and the remaining money is the clubs. \$954 per day for stall income after we pay for shavings. We did not count the stall that needed to be left empty for the movement of the cattle. There was discussion about the cost of the shavings and Bob Phillips suggested that we go direct to the supplier. However, it was determined that we would not be able to control the shavings so we would continue to let Lonnie supply the shavings.

Secretary reported on the financial condition of the club, the 990 EZ has been sent to Steve Harrington along with the financial statement. The year end financial indicated that the club had suffered a loss for the year of \$12K. The secretary explained that the club spent the revenue from fiscal year 2007 during 2008 to keep the club going. The March, April, May and June had losses with July and Sept being the only months where money was made. The July profits were spent to pay for the new 14 stalls that were erected for the Sept show. The President requested an analysis of how many cuts each year had. This information will be used to further analyze and determine how to help the club become profitable.

The President determined from the Oct show that the \$200 classes were costing us \$40 every time a rider entered the herd. The office charge isn't enough to correct this loss. Therefore, the answer is to increase the added money to \$300 this will allow us to increase the entry fee and charge more money for the cattle. If we increase the fees so the cattle in the fresh cattle classes are paid for, then in the rerun cattle classes we have the ability to recover our cattle costs.

There was discussion about returning to two and a half cattle per cutter but everyone felt that the shows had increased in size because of three fresh cows per cutter.

The office charge was also discussed and it was decided that we would increase the office charge to \$37. After input from several members it was determined that the office charges could not offset the cost of cattle. Chad indicated that the rerun cattle would be pure profit. If we increase fees, reduce the office charge we would be able to come out better. Ed Krauss stated that the club has always provided fresh cattle so we need to find a way to make it work. Bob Phillips, Chad Lucas and Paige LoPour brought up the fact that we needed to get more sponsors to help cover the cost of a show. Bob Phillips brought

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up the fact that we could get Grant money if we applied. Charlie tabled the sponsor discussion and returned to the cattle and entry fees to correct the problem. Chad stated that if we raise fees we will lose people in classes because they will not be able to pay the additional fees. However, when compared to other associations we are lower. Therefore, raising the fees and increasing the added money may help resolve the problems. Greg LoPour stated that a good business decision would be to increase the fees. Our entries will be higher than several other associations but lower than others. Jerry Lucas stated that the cost to deliver the cattle is always variable and based on weather, fuel etc.

Joe Mearse indicated that he was trying to get the cattle for \$35 per head delivered. This would result in a \$5 per head savings. Charlie finally stated that we will have to pay what we have to pay but we can continue to search for the best deals. Joe responded that he was doing everything that he could to make the situation better.

Everyone agreed that the cattle problem is universal and we just need to keep working on it. Greg suggested that we try bartering with the cattle people. Maybe this would help get us a better deal. Charlie agreed that Joe would continue working on the cattle problem and do whatever he could to get us a better deal.

Ed talked about the 50 Am being a good class and that several people would ride in the fresh cattle class and then ride in the 20, 10 and 2. The order of the classes was discussed and how it would impact the rerun cattle classes. Paige and Barbara both stated that dead lines were fast approaching and we needed to decide the order so that we could let everyone know.

After input from several board members the class order was set at the Open, Non Pro, youth, 50A, Derby (open, & Non Pro), 10 NH, 2000, 15 NHNP, Classis (open & Non Pro), 3 NH, 5 NHNP, 20 and 10.

The practice pen was brought up by Charlie and it was decided to charge \$40 and that we would have it staffed. Several board members volunteered to help with that. Ed brought up the fact that in the past we had paid to have someone help and that it seemed to be the best system. Bob brought up using the FFA or 4H to work in the practice pen. It was determined that this would not be a good idea. However, Charlie confirmed that we can no longer afford to do that. Therefore we would take advantage of the volunteers.

Paige LoPour discussed her efforts to market the association. We agreed to place an ad in the World program talking about the new classes and the saddles we would be offering this year. Paige will develop the copy and get the ad in, Charlie, Bob, Greg and Joe will pay for the ad. Paige also had several ideas for gift bags for new members and give a ways for the silent auction.

Charlie restated the order of classes and that all fresh cattle classes would be \$300 added, entry fee and cattle charge would be \$115. Rerun classes would remain the same, Office, Video 37 and \$2 world fee. Bob Phillips made a motion to adjourn at 4pm and Ed Krauss seconded it.

## 2009 Members

Stewart Forbes  
Bob Phillips  
Kalin Fish

Valarie Gove  
Babette Stepp

Leroy Cospier  
Cheryl Lennox

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## Order of Classes

Classes	Purse	Entry Fee	Office Charge	Cattle Charge	World Fee
Open	\$300	\$115	\$37	\$115	\$2
Non-Pro	\$300	\$115	\$37	\$115	\$2
JR Youth		\$35	\$37	\$25	\$2
SR Youth					
50,000 Amateur	\$300	\$115	\$37	\$115	\$2
<b>Derby Open Horse</b>	\$300	\$115	\$37	\$115	
<b>Derby Non-Pro</b>	\$300	\$115	\$37	\$115	
10,000 Novice Horse	\$300	\$115	\$37	\$115	\$2
2,000 Limit Rider		\$65	\$37	\$65	\$2
15,000 Novice Horse, NP	\$300	\$115	\$37	\$115	\$2
<b>Classic Open Horse</b>	\$300	\$115	\$37	\$115	
<b>Classic Non-Pro</b>	\$300	\$115	\$37	\$115	
3,000 Novice Horse	\$300	\$115	\$37	\$115	\$2
5,000 Novice Horse, NP	\$300	\$90	\$37	\$90	\$2
20,000 Non-Pro		\$65	\$37	\$65	\$2
10,000 Amateur		\$65	\$37	\$65	\$2

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## Classified Ad

2006 Sundowner Sierra 8010 LQ Trailer, 8 wide, 10' short wall. Drop down windows, feed mangers, escape door, walk-thru door to horse compartment, rear tack, electric jack, hayrack, ladder, outdoor speakers, awning, large bathroom with glass door shower, full size sink, toilet, two burner stove, microwave, double sink, refrigerator, couch/bed, removable table, stereo/CD, TV antenna, roll back screen, A/C & forced air furnace with plenty of storage space, transferable warranty, excellent condition. \$53,000.00, call: Babette Stepp – 505-400-8766 or 505-286-1044. Edgewood, NM.

