

2024 NWA Annual Membership Meeting

January 20, 2024

President Jim Potter called the meeting to order at 3:05 PM Central

Attendance: 32 members

Roll call –

Dean
Finerfrock
Gibbs
Head
Kanstul
Lowe
Lucareli
Pacheco
Parsons
Potter
Ranft
Terrell
Stevens

Swearing In – Oath of Office administered by Amy Spinelli Olson

Approve Minutes from the 2022 Annual Meeting

- Motion by Matt Janisch
- Second by Amy Langner
- Motion Carried

New Shows

Marshall, TX, Camden, SC and Liberty, KY

Financial Report – Joellen Finerfrock

- Financial Review - \$81,000 in the bank; \$22,000 increase over 2022; Nationals \$53,000 profit (\$45,000 increase from 2022)
- Membership increase of 30%

- First time in a decade we exceeded fundraising goal of \$30,000
- Advertising NWA News no profit, \$8,100 in both expenses and revenue
- Horse Show Revenue \$3780 income, down \$360 from 2022
- Member increased by 100, appx 30%
 - Motion to approve by Matt Janisch
 - Second by Jean Marie Degville
 - Motion Carried

2024 Investing in the Future – Joellen Finerfrock

- Regional Grand Championship Paybacks at the National
- Continued and expanded industry sponsorships
- Youth Scholarships
- Marketing Outreach and Program Expansion
- Relaunch of the NWA Store

Region Reports

- Western Region – Dana Kanstul
- Northeast Region – Mag Ranft
- Central Region – Robin Lucareli
- Southeast Region – Jackie Dean

Rules Committee Update – Morgan Applewhite

- Members of the Committee Introduced
 - Merleene Pacheco
 - Shannon Gibbs
 - Kyle Elliott
 - Landon Head
 - Suzy Wycoff
 - Alex Ostrum
 - Martie Jacobson
- Committee Report
- 2024 Rule Changes include:
 - Curb Chains with Hooks permitted in all Western classes
 - Western Cavessons permitted in ADP and CP classes

- Hoof Black Permitted
- Intermediate Equitation – add gait call for clarification for intermediate gait; allow western riders in a shank bit to use two hands

Marketing Report – Morgan Head

- Marketing umbrella now includes fundraising and NWhA News
- Reconstruction of fundraising and awards for National events
- Relaunch of the NWhA store
- Regional Grand Championship Payouts
- Elite Amateur Owned and Trained Program
- Launch of new NWhA News Advertising packages
- New package deals for ad purchases - due March 1st – The National, The Contender, The Elite
- New pricing going into effect for individual ads in 2024
- Sponsorship Pledge – free ad in March edition of NWhA News with sponsorship pledge of \$500 for the National Show by February 15

Trail Committee Report – Joellen Finerfrock and Glenda Levin

- Members
 - Glenda Levin
 - Susan Havard
 - Joellen Finerfrock
 - Cheri Weeks
 - Roey Mobley
 - Jean Marie Degville
 - Connie Hall
 - Jodi Henson
 - Carol Carlson Kirchoff
 - Tina Buirch
- Trail Rider Reward Program – revamping the program; growth plans; committee members; a year in review; plans for 2024
- 12 Trail Only Memberships (2) in 2022
- 3 Sanctioned Trail Rides

Judges Committee Report – Ruth Ann Spinelli

- Members
 - Zach Parsons – Liaison
 - Ronnie Sapp
 - Glen Weeks
 - Lori Snyder-Lowe
 - Jason Bachert

- 22 judges and auditors attended today's judges clinic
- 1 new judge – Dennis Hill
- 1 judge in the process – Joellen Finerfrock
- 2 apprentices joined today
- Ranch Horse Program introduced to the judges
- New rule changes reviewed at the clinic
- ADP criteria for judging clarified and created more specific language to be a leader in the industry to define what ADP horses/riders should be demonstrating in the show ring

Youth Committee Report – Robin Lucarelli

- Scholarships offered for the youth
- National – lots of classes for youth; ice cream social, scavenger hunt, stall judging for the youth

Versatility Committee Report – Shannon Gibbs

- 2023 LSAP 10 Register of Merit to be awarded at banquet
- Participation strongest in recent years, two fold increase of 2022 numbers
- 10 adult and 5 youth entries in the All Around Versatility Champion Program
- 2024 Ranch Horse Program to be piloted this year

National Show Committee Report – Shannon Gibbs and Mag Ranft

- Members
 - Merleene Pacheco
 - Paula Sue Swope
 - Cindi Nixon
 - Roey Mobley
 - Amy Spinelli Olson
 - Joellen Finerfrock
 - Lyn Montgomery
 - Aimee Edwards
 - Morgan Head
 - 53,400 Cassidie Stevens
 - Jean-Marie Degville
 - Lauren Fleischer
 - Katie Mann
 - Patti Gibbs
 - Marsha Coffey
 - Kelly Querrey
- 233 horses, 1272 entries
- \$53,500 profit
- Silent auction revenue up \$400
- Sponsorships up \$13,000
- Blanket raffle \$805
- Consignment Sale \$1350
- 2023 National Recap
 - Reconstruction of National Schedule and Showbill
 - Analysis of Entries/Divisions Data
 - Food Trucks
 - Exhibitors Party
 - All Around Versatility Addition
 - Pig Toss
 - Youth Stall Judging, Ice Cream Social, Scavenger Hunt
 - Well Represented Wounded Warrior Class
- 2024 National Show to be held September 22-28

DQP Update – Amy Messersmith

- Record increase in 2023
- Thank you to all DQPs, show managers, Cassidie Stevens and Jim Potter
- Almost 15,000 feet picked up by our DQPs this past year
- New training requirements from USDA for 2024 and emphasis of points from 2023
- NWAH affiliated shows did a great job of updating their software to meet the latest reporting requirements from the USDA
- Total inspections for 2023 - 7457 an increase of 2440 over 2022 (includes pre and post show)
- USDA/HIO training date January 27th

OPEN FORUM – Amy Spinelli Olson

Jessica Mast asked about the possibility of including more academy opportunities in NWAH horse shows. She feels the kids who show WHOA would also show NWAH shows and it would help our shows grow. She said 3-4 classes are included at the WHOA shows and this offers an entry level for children. They can only stay at this level for 2 years. Shannon Gibbs mentioned there would be some academy classes at the Region 5 Liberty, KY show this year. Jessica Mast suggested WHOA, TWHBEA and NWAH all get on the same page with these classes.

Mikal Spooner praised Jackie Dean for the All Around Awards this year. She said her clients had a great time at the shows this year with that division.

- Motion by Joellen Finerfrock to adjourn at 3:55 PM
- Second by Morgan Head
- Motion Carried