



ANNUAL GENERAL MEETING

November 18, 2017 – Best Western Okotoks, Alberta

AGENDA

1. Call to order and introduction of Board of Directors
2. Minutes of – available for viewing
3. President's Report
4. Financial Report – available for viewing
5. Old Business
6. Committee Reports and Evaluation of 2017 Year
 - Advertising
 - Judges and Scribes
 - Clinics
 - Education and Promotion
 - Sponsorship
 - Shows including Alberta Snaffle Bit Futurity and CowTown Derby
 - Year End Awards
 - Stallion Service Sale
 - Fundraising and Silent Auction
 - Membership
 - Governance
7. New Business
 - Order of Classes
 - Class Fees
 - Class List
 - 2018 competition season
8. Election of Directors
 - Nomination Report
 - Nominations from the floor
9. Casino Committee
9. Adjournment



Nov 18, 2017 at 3:30 pm

Best Western, Okotoks Alberta

Annual General Meeting

In Attendance

1. Donna Smith-Benson
2. Jessica Turner
3. Kelly Ribling
4. Annet Ribling
5. Lynda Elliott
6. Billie Jo Bell
7. Brade Esbienne
8. Carlene Meeks.
9. Arroy Elliot
10. Geoff Horn
11. Jan Daley
12. Kent Williamson.
13. Corce Williamson.
14. Guy Heirtz
15. Tyler Albrecht
16. Kariyah Albrecht
17. Stacey Jones
18. Andy Jones
19. Bev McMillan
20. Clint Snades
21. David Bengendahl
22. Mark Daley
23. John Swales
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____



ANNUAL GENERAL MEETING
November 18, 2017 –Best Western, Okotoks Alberta at 2:00 p.m.

MINUTES

The meeting was called to order by Vice President Lorne Bodell at 2:15 pm.

Directors present: Billie Jo Belt, Carlene Meeks, Lorne Bodell, Stacey Jones, Geoff Hoar, Bev MacMillan, Lynda Elliot, Clint Swales, Rod Honig

Directors absent: Robbie McKay, Janice Cornforth

Members Present: a list of attendees is attached to these minutes.

Minutes: MOTION- Bev MacMillan adopted that the Minutes of the last Annual General Meeting held November 19, 2016 be adopted as circulated, seconded by Brenda Eisebrenner.
Carried

Presidents Report- (Robbie McKay read by Vice President Lorne Bodell)

We have completed our 2017 season which was more successful financially as we made a profit of \$18,477.00. As of October 31 we have about \$83 0125.43 cash in our bank account, \$4 017.96 in our US account. Primarily the reason we were more successful in 2107:

We had more clinics and were very well run.

Cowtown and Snaffle Bit had more accurate cost which gave us a proper entry fees.

Sponsorship target was achieved

Running a tighter ship throughout the ARCHA

All this was achieved from our board and our member's.

I would like to thank Shawna for a terrific job she has done this year.

Looking to 2018 it will be much the same as 2017.

I have completed a 3 year term as President and will be stepping down and continuing as immediate past president for the next year.

I would like to thank all the board members for their hard work.

Thank you,
ARCHA President
Robbie McKay

MOTION- Lynda Elliot, 2nd by Kelly Ribling Made a motion to accept the Presents report as presented.

Carried

Finances- The draft financial report by Catalyst Financial was reviewed and reported by Geoff Hoar and is attached to these minutes.

Luree Williamson was inquiring about office fees that are on the show approval forms. Carlene Meeks explained the office fees. The office fee goes to the facility that runs the show (cattle guy, tractor driver, announcer, administrator). Carlene Meeks commented on the 2016 AGM and how important it was for the board to make changes for the 2017 show season. The ARCHA lost money for several years and 2017 was a successful year and made money. Lorne explained why the cattle fees and entry fees increased at Cowtown and Snaffle Bit.

MOTION- Jessica Turner, Bev MacMillan- That the draft financial report be accepted as presented. Carried

Old Business- NA

Committee Reports and Evaluation of 2017 Year

Advertising: (Brenda)

The 2017 year started out with a budget of \$5000. This budget amount was revised to \$2500. After further review of the previous year, it was felt that a reduction in this budget would not negatively impact the association. To date our expenditure is \$2900. This includes advertising in the Western Horse Review and in the Claresholm Regional. Jan Daley mentioned that the advertising committee puts a push on the reporters to have stories in the paper.

Social Media (Facebook): Rod

As per the survey we conducted with members we found out that in fact Facebook has our highest reach and the most effective way to reach our members with info, updates and interest stories. There has been a lot of participation and additions from many board members (Stacey Paxton, the MacMillans, Janice Conforth, just to name a few). The MacMillan girls have been busy doing spotlights on members giving background on their involvement in cowhorse and just general profiles. This has gone over extremely well. The website was revamped last year and for those who are not on Facebook it remains a viable way to dispense relevant info and engage membership. Perhaps this year we can look into Instagram as another media source as it is very rich pictorially and allows for video as well. Perhaps, down the line, the ARCHA can consider updating the website to incorporate online entries and/or payment which has been effective for other clubs and associations.

Donna Smith mentioned that she feels that email is the best way to communicate with the membership. It was brought up that keeping past members on the email list to inform everyone. This may generate more members coming back to join the ARCHA. Luree Williamson has offered to help out with the advertisement committee.

Moved by Jan Daley, 2nd by Donna Smith the acceptance of the Advertising and Social Media report.

Judges and Scribes: (Geoff Hoar)

The ARCHA used local judges for all the weekend shows and hired US carded judges AAA for the Derby and Futurity. By using local judges the Association made \$2048.00.

Geoff reported that Bill Ink will be giving a judges seminar on Feb 24-25, 2017.

Arley Elliot mentioned having the US judges stay after the big shows and give a clinic. Guy Heintz discussed the cons of having a clinic after the big shows. Carlene mentioned that we had clinics prior to the weekend show and they were successful. It would be beneficial to have a scribing clinic before the show season starts.

Moved by Carlene Meeks, 2nd by Brenda Eisbrenner the acceptance of the Judges and Scribes report.

Clinics: (Stacey)

ARCHA 2017 Clinic Committee Report

Lorne Bodell, Janice Cornforth, Bev MacMillan and Stacey Jones

The ARCHA ran five Cow Horse Clinics and one scribe clinic this year. The general consensus seemed to be very positive and that the membership felt that they were valuable and successful. All of the trainers involved donated their time and talents. There were many ARCHA members who participated as well as non -members wanting to find out more about Cow Horse. The levels of riders were from entry- level riders to experienced riders. The following is a summary of each clinic, number of participants, volunteers and financial information for each clinic.

Kent Williamson 1 day Cow Horse Clinic held at Okotoks Agricultural Society – April

10 Participants at \$250 each

Arena Rental - \$680

Cows - \$1250

Food \$75

Hamburger Donated by Janice Cornforth

Volunteers – Janice Cornforth, Billie Jo Belt, Arley Elliot, Stacey Jones

Profit - \$495

Vance Kaglea 2 day Cow Horse Clinic held at High River Agricultural Society – May

13 Participants at \$500 each

Arena Rental \$2110

Cows \$3600

Food Donated by MacMillan's and Bonnie Youngs

Volunteers – Annette and Kelly Ribling, Andy Jones, Bev MacMillan, Lynda Elliot, Billie Jo

Belt, Bonnie Youngs Lorne Bodell, Claire MacMillan, Stacey Jones

Profit \$790

Scribe Clinic at High River Agricultural Society – Tom Sawatzky

7 Participants

No charge to participate

ARCHA gave Tom a jacket for his time

Room Rental included with the Vance Kaglea clinic

Volunteer- Bev MacMillan

John Swales 1 day Cow Horse Clinic at Ponoka – May

9 Participants at \$350 each

Arena Rental \$1008

Cows \$1207

John's Travel Expenses - \$200

Food Donated by MacMillan's

Volunteers – Lorne Bodeill, Bev, Claire and Laura MacMillan, Stacey Jones
Profit \$ 743

Clint Swales 1 day Cow Horse Clinic at Claresholm – June

13 Participants at \$300

Arena – donated by David Hansma at Willow Creek Ag Society

Cows \$1650

Food \$200 ordered from Meadow Creek

Volunteers – Kelly and Annette Ribling, Lynda Elliot, Andy Jones, Stacey Jones
Profit \$ 2050

Geoff Hoar 1 day Cow Horse Clinic at San Emideo Ranch – August

10 Participants at \$250

Arena – donated by Geoff Hoar at San Emideo Ranch

Cows - \$1000

Food- \$100

Volunteers – Stacey Jones

Profit \$1400

Totals

Participants – 62

Volunteers – 33

Profit - \$ 5 478

Ideas for next year

- Continue to offer Cow Horse clinics in a similar format as this year.
- The clinics run on the Friday before the shows were very successful
- Use facilities that are donated whenever possible
- Approach David Hansma about ARCHA running a Triple Threat Cow Horse Clinic at Claresholm using our Alberta Trainers – include a cutting trainer ((Guy Heinz has been suggested because he is also a ARCHA member)
- Offer a Judges Clinic in Jan/Feb this year
- We have been approached by Rob Palmer for the High School Rodeo Association to offer a clinic for the youth. Cody McArthur has agreed to do the clinic. We need to determine the best time, location and cost for the clinic.

Moved by Carlene Meeks, 2nd by Donna Smith the acceptance of the Clinics report.

Education and Promotion: (Billie Jo)

- In an effort to encourage youth participation and to reward accomplishments throughout

the reined cow horse industry, both the NRCHA and ARCHA offer youth scholarships.

- For 2017 the ARCHA was unable to award the Roger Heintz Youth Scholarship of \$500 to a youth participant. We had a qualified youth participant but did not receive the application.
- We are waiting on confirmation from the NRCHA before we are able to officially acknowledge the ARCHA affiliate youth members that will be the recipients of the 2017 NRCHF Youth Scholarships.
- The NRCHF will award a \$500 scholarship to the ARCHA Youth Bridle Champion and a \$250 Scholarship to the ARCHA Youth Limited Champion in compliance with Youth Scholarship Program guidelines provided on the NRCHA website.
- Billie Jo reported that the yth scholarship may need to be reviewed to include the yth that show in the Derby and the Futurity.
- Lorne Bodell mentioned that the age criteria for the yth scholarship may have to be reviewed.

Moved by Brenda Eisbrenner, 2nd by Kelly Ribling the acceptance of the Education and Promotion report.

ARCHA Sponsorship Committee – 2017

The 2017 sponsorship budget goal was \$53,500 in cash. The total sponsorship money brought in was \$52,778. Sponsorship came up short by \$722, and included the huge contribution by Vetoquinol of \$25,500 (year 2 of a 3 year term). Vetoquinol was by far our largest sponsor again and only Elite sponsor, and in addition to being the title sponsor for the Alberta Snaffle Bit Futurity, they also became the title sponsor for the Cowtown Derby. Vetoquinol graciously sponsored \$25,000: \$12,000 of which went to the ARCHA into general sponsorship, and \$13,000 went to the **Zylkene's Canada's Greatest Horseman** (CGH) event held with the Alberta Snaffle Bit Futurity. \$15,000 of the purse is flowed through our club to CGH; Moody's Gartner Tax Law donated the an additional \$2,000 that went to the non pro division, which allowed more money to go into prizes, etc. For 2018, Vetoquinol has committed again for the same amount of \$25,000 and will continue being the title sponsor for the futurity and the derby. This may be the last year of Vetoquinols's substantive sponsorship, and we may need to begin looking for additional sponsorship of up to \$25,000 to continue CGH unless the purse is reduced.

Hansbo Sport was also a major sponsor of the Cowtown Derby (and a platinum sponsor), and donated product worth \$3,000 that were used as prizes for ABSF. Back On Track has a non-compete policy, and were no longer willing to sponsor the ARCHA because Hansbo is a direct competitor. Things were left amicably with them, however, note that their sponsorship was to be reduced substantially from previous years, thus Hansbo was given the opportunity.

The other platinum sponsor was Omega Alpha. They donated over \$3,500 in product

that was given out at both major events. They have committed to sponsoring product again in 2018.

Many sponsors prefer to donate product rather than cash with the recession. In some instances, we have tried to sell items to raise cash (eg. Silent auctions), or use gift certificates to buy other prizes that we needed. Overall, this has been effective, as we've saved money on prizes. However, this doesn't help the pay-out for the two major events.

In 2018, we need to continue to focus on expanding our sponsorship network and maintaining the very valuable existing relationships we have. In 2017, the members brought in a large number of new sponsors. Any help by members in finding sponsors is appreciated and needed.

One initiative in 2017 was to increase our commitment to advertise/mention our sponsors on social media, based on the sponsorship level. We plan to continue in this direction, and hope to get more "shares" and comments on Facebook to let out sponsors know we appreciate them and to help advertise them. It's also imperative to support our sponsors or walk up and thank them when you see them.

Overall, we are very happy with the sponsorship results, despite the poor economy. By involving members more to bring in cash sponsorships primarily, and to some degree, product, we can continue to meet our budget for sponsorship without changing purses or prizes substantially (note that Cowtown did not give out horse show class buckles this year to save money).

Please remember to thank and support our sponsors! The list of sponsors for 2017:

| New in 2017 | Sponsor Name | Sponsorship Level | Cash or Product | Product Donated |
|-------------|--------------------------------|-------------------|-----------------|--|
| | Vetoquinol | Elite* | Cash | \$13,000 to Greatest Horseman + \$12,000 in addition, \$500 towards prizes for ABSF |
| Y | Hansbo Sport | Platinum* | Product | Product used for ABSF horse show prizes |
| Y | Omega Alpha Pharmaceuticals | Platinum* | Product | Product for horse show classes for CT and ABSF + 5 gift baskets for Canada's greatest 46 boxes + 5 baskets |
| Y | Cam Clark Ford | Gold | Cash | |
| back | Integrity Post Structures Ltd. | Gold | Cash | Novice Non Pro Bridle Spectacular Sponsor (both major events) |
| Y | Moody's Gartner Tax Law | Gold | Cash | CGH Non Pro division |
| Y | Rose Fire Saddles | Gold | Product | Bobs Custom saddle for saddle series (year end high point youth OR non pro cutting). 12 Mayatex blankets |
| | Western Horse Review | Gold | Cash | Free subscription for new members, discount for all + \$500. |
| back | Western Specialties | Gold | Product | Donating half a saddle. ARCHA pays other half. To be raffled off at ABSF |

| | Willow Creek Ag Society | Gold | Cash | Clareholm Non Pro buckle series (12) + 4 youth buckles + 1 day clinic (free rental) |
|------|-----------------------------------|---------------|---------|--|
| | Bar T5 Trailers | Silver | Product | Gift certificates used for purchasing prizes |
| | Catalyst Solutions | Silver | Product | Accounting |
| Y | Cats Picasso / Robbie McKay | Silver | Cash | Donation of stallion to auction. Funds pay for non pro buckle series at Ponoka shows (12 buckles). |
| | Cattlemens Corner | Silver | Cash | |
| Y | Ember Resources | Silver | Cash | |
| | Hoof & Nail Farrier Supplies Ltd. | Silver | Cash | |
| | TD Equine Veterinary | Silver | Cash | |
| | Wise Equine | Silver | Cash | |
| | Anchor Bar Outfitting | Bronze | Cash | |
| | C5 | Bronze | Cash | |
| | Daley Ranches | Bronze | Product | 4 Peter Swales headstalls for ABSF bridle spectators |
| | Donna Smith | Bronze | Cash | |
| Y | Hi Pro Feeds | Bronze | Cash | |
| | Jones Boys | Bronze | Product | Product used for prizes at ABSF. |
| Y | Bruce Bamford | Friends - I | Cash | |
| | Cairruthers | Friends - I | Cash | |
| Y | Dustin Grams | Friends - I | Cash | |
| | Energy Equine | Friends - I | Cash | |
| | Heide Vet Services | Friends - I | Cash | |
| | K& K | Friends - I | Product | Bosal/hackamore and winter blanket for silent auction |
| Y | MSTS Holdings | Friends - I | Cash | |
| Y | Ron Stuckert and Diana Runge | Friends - I | Cash | |
| Y | Sara Kalke | Friends - I | Product | CTD open derby buckle sponsor |
| Y | Daryl Davis | Friends - II | Product | Cowhorse bit. Used for silent auction at Cowtown. |
| Y | PMR | Friends - II | Cash | |
| Y | Shawna Sapergia | Friends - II | Cash | |
| back | Peter Swales | Friends - III | Product | Donated 1 headstall. Most improved rider |

Moved by Donna Smith, 2nd by Lynda Elliot the acceptance of the Sponsorship report.

Shows including Alberta Snaffle Bit Futurity and CowTown Derby: (Robbie)

| | Show Report | |
|-----------|-------------|----------------|
| Show runs | 2015 | 2016 |
| Cutting | 226 | 173 down 53 |
| Runs | 603 | 467 down 136 |
| | | 550 up 93 |
| | | Total down 189 |

We added 2 shows in Ponoka

The Reined Cow Horse has continued to grow in Western Canada, the Northern Alberta club and the Canadian West Coast club are prospering this gives our members more shows to pick from to match their schedules and costs.

2018 we dropped the 2 shows in Ponoka as Silver Slate has a show the same weekend and both were not real successful. Both Terri Holowath and I have had communications in trying to work together and bring ARCHA Shows back to Silver Slate as I am not going to be on the Show Committee I would suggest that moving forward Terri should meet with the new committee.

Cowtown Derby

Revenues were down \$858 and profit was up \$5249
Overall a well run show

Snaffle Bit Futurity

Revenues down \$3708 and profit up \$6650

We have some improving on the Saturday Scheduling

We would like to thank Lionel Gibb's for his sponsorship of \$10,000 with Vetoquinol for the Alberta Snaffle Bit Futurity and Zylkene \$15,000 with Zylkene's Canada's Greatest Horsemen.

Thank you Robbie Mckay

- Long discussion about the 3 Yr Old Futurity payouts and entry fees.
- By giving more support to the 3 Yr Old Futurity this would encourage more horses to enter and would later give larger pool of horses for the Non Pro to chose from.
- **Action:** Carlene is going to do a comparison with other associations on the fees and payouts. This will be sent out to the membership.

Year End Awards:

In 2016 the awards banquet was held following the Alberta Snaffle Bit Futurity in the Claresholm Community Center. The AGM was held November 19 at the Okotoks Ag Society facility.

This year due to the new formula for determining Year End Buckle qualifications the awards presentations needed to take place at a later date. The buckles could not all be ordered until the show season was completed. The directors decided to hold the AGM and Awards Banquet together at facility that was centrally located and offered accommodation for those not wishing to travel after the awards presentations. The Best Western Inn Okotoks was selected and all arrangements proceeded on this decision.

Thank you to all committee members that have been integral to bring this event to you.

Moved by Kent Williamson, 2nd Guy Heintz the acceptance of the Year End report.

Stallion Service Sale:

- The **22nd annual** ARCHA Stallion Auction used the online auction format for the third year.
- Total revenue generated was \$19,387.50. This money less admin costs for 2017 of:
 - Annual fee to Big Sky Web Design - \$512usd=\$709.14 CDN

- o Email Blast - \$150usd=\$201.85CDN
- o new stallion auction signs to advertise at ABSB - \$404.25
- o Cats Picasso – Stallion Owner chose to have the proceeds go towards the buckle series in Ponoka (\$1400.00).
- o NET proceeds towards the ABSB purses in 2017 of \$16,672.26 compared to the proceeds in 2016 of \$18,198.84.
- o Previous years auctions have generated the \$\$ listed below:
 - o 2015 \$17,124 (first year of the “new” online bidding format
 - o 2014 \$7,145
 - o 2013 \$9,035
- o The live auction format seems to have maintained momentum for this significant fundraiser. The auction site has increased our opportunity to generate revenue with the live bidding format and we feel the site has also improved advertising for our stallions.
- o The auction site administrator - Big Sky Internet Design charges an annual administration fee of ~\$500 usd.
- o The 2017 sale had 26 stallions participating. 20 stallions sold either through the live auction format which ran from Feb 1st –Feb 26th with bids starting at 65% of the advertised fee. Remaining stallions sold after the live auction, in phase 2 at a discounted fee of 65% of the advertised fee. Phase 2 ran from Feb 26th (after the live auction) – June 1st 2017.
- o It was previously mentioned that our auction may be a bit later to optimize the breeding season so the board moved the dates for the live auction to run from Feb. 1-26, 2017. (bumped up by ~2 weeks)
- o There were 43 registered bidders – 27 from AB, 3 SK, 1 BC and 12 from the U.S.
- o Thank you to everyone who participated by donating, advertising, word of mouth or purchasing.
- o We look forward to our success in 2018 as our CDN \$\$ remains at a significant discount for our American friends.

Moved by Lynda Elliot, 2nd by Brenda Eisbrenner the acceptance of the Stallion Service Sale report.

Silent Auction and Fundraising:

The silent auction for 2017 will be held at the Year End Banquet November 18, 2017, after the AGM.

Members have been contacted via email and requests for silent auction donations have also been posted on several occasions on face book. Members have been very responsive and have generously donated items in order for the association to have an opportunity to raise additional funds at the silent auction to be used throughout the

2017-2018 show season. Funds raised directly benefit the membership and are used to purchase prizes and cover other unforeseen costs.

We are anticipating another successful silent auction for the 2017 show season as our membership has always generously supported this event.

Moved by Brenda Eisbrenner, 2nd by John Swales the acceptance of the Silent Auction and Fundraising report.

Casino:

- The ARCHA's casino eligibility application was approved! This means that the ARCHA will be required to volunteer at a casino approx. every 2 years and in return will be awarded approximately \$70,000!
- Some history:
 - The initial Casino Eligibility application was submitted in April of 2014 and was rejected because of the ARCHA bylaws that were registered from 1994 and required some updates.
 - The bylaws were amended to incorporate modernized terms as well as the casino "requirements" discussed last year when the bylaws were passed at the AGM. These bylaws were registered on August 29, 2016. (you can find the bylaws on our website)
 - The Casino Eligibility application was re-applied for with the new and improved registered bylaws as well as the updated and more recent information as requested by the AGLC on October 19, 2016.
 - On December 19, 2016 the ARCHA's casino eligibility application was **approved** and forwarded to casino licensing for slotting.
- What does this mean for the ARCHA:
 - The ARCHA membership will be responsible for running a casino for 2 days during Oct/Nov/Dec of 2018 at the Deerfoot Inn & Casino and then have access to the \$\$ in the spring of 2019.
 - We have hired Sandra Weis as our Casino Advisor who came highly recommended by Reining Alberta.
 - Our Deerfoot Inn & Casino rep/contact is Sherrie Fowler.
 - We will require approximately 50 volunteers over 2 days.
- With the AGLC casino license the ARCHA decided to run a raffle this year.
 - Maureen with Western specialties and the Bodell family generously donated two prizes to the raffle that will both be drawn for tonight at the banquet. Make sure you have your ticket if you don't already have one!
 - The expected proceeds from this raffle should be ~\$7000 if each of the tickets are sold. The proceeds from the raffle must be used the same as our casino funds will be approved to used. Currently, these funds will be used to help administer the club, lower fees & promote the sport.

Moved by Jessica Turner, 2nd by Stacey Jones the acceptance of the Casino report.

Membership:

We have roughly 182 members in 2017

Revenue for 2017 was \$9008.00 over last year.

2015- \$8,363

2016- \$9,019

2017 -\$9,008

Moved by Stacey Jones, 2nd by Jan Daley the acceptance of the report.

2017 Governance Committee Report

The Governance committee addressed few issues in 2017. In the coming year the committee will address the age requirements and membership requirements for the youth scholarship. Any comments or suggestions that you may have would be welcome. We are considering expanding the qualifying age limits for scholarship eligibility.

Moved by Tyler Albrecht, 2nd by Kent Williamson the acceptance of the Governance report.

Bylaws: NA

Rulebook: NA

New Business:

- Jessica Turner discussed her sponsorship (cutting saddle). Jessica would like to know how the association could grow the cutting classes. Should we add classes??
- Kayleigh Albrecht discussed how the warm up pen during the cutting classes needs to be just for the cutters, not cow horse.
- Rules for cutting warm up, rules for cow horse warm up
- Clint Swales mentioned maybe we could have a “jackpot” class for the saddle series
- Maybe add cutting to the futurity and derby
- Have a cutting clinic
- Discussed taking out the Open Rein/Box

ELECTION:

Nomination Report:

- A vote was held to fill the 7 available board positions.

Completing their terms and retiring: Lynda Elliot, Billie Jo Belt

Completing a two year term and willing to serve again:

- Carlene Meeks, Stacey Jones, Rod Honig, Lorne Bodell

Directors retiring before the end of their two year term and therefore creating one year terms:

- Janice Cornforth

The following Directors were nominated in the fall of 2017 and will complete their term in 2019:

Carlene Meeks was nominated.

Lorne Bodell was nominated.

Bev O Dwyer was nominated.

Stacey Jones was nominated.

Christy Lewis was nominated.

Rod Honig was nominated.

Kelly Ribbling was nominated.

Kent Williamson was nominated from the floor.

The following individuals have been elected for a two year term ending 2019.

- **Stacey Jones, Carlene Meeks, Kent Williamson, Lorne Bodell, Christy Lewis, Bev O'Dwyer**

Kelly Ribbling was elected to a one year term ending 2018.

Motion: Bev MacMillan moved and seconded by Kent Williamson that the ballots be destroyed

Motion made by Geoff Hoar moved the meeting be adjourned at 5:00 pm

Advertising:

The 2017 year started out with a budget of \$5000. This budget amount was revised to \$2500. After further review of the previous year, it was felt that a reduction in this budget would not negatively impact the association. To date our expenditure is \$2900. This includes advertising in the Western Horse Review and in the Claresholm Local Press.

Brenda Eisbrenner

ARCHA Board Committee Report

Committee Report: Casino & Raffle Date: Nov 18, 2017

Members: Billie Jo Belt & Robbie McKay

Type of Report

X Informative
Discussion

Information

- The ARCHA's casino eligibility application was approved! This means that the ARCHA will be required to volunteer at a casino approx. every 2 years and in return will be awarded approximately \$70,000!
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 - The bylaws were amended to incorporate modernized terms as well as the casino "requirements" discussed last year when the bylaws were passed at the AGM. These bylaws were registered on August 29, 2016. (you can find the bylaws on our website)
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 - We have hired Sandra Weis as our Casino Advisor who came highly recommended by Reining Alberta.
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Prepared By: Billie Jo Belt

ARCHA 2017 Clinic Committee Report

Lorne Bodell, Janice Cornforth, Bev MacMillan and Stacey Jones

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Profit \$790

Scribe Clinic at High River Agricultural Society – Tom Sawatzky

7 Participants

No charge to participate

ARCHA gave Tom a jacket for his time

Room Rental included with the Vance Kaglea clinic

Volunteer- Bev MacMillan

John Swales 1 day Cow Horse Clinic at Ponoka – May

9 Participants at \$350 each

Arena Rental \$1008

Cows \$1207

John's Travel Expenses - \$200

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Arena – donated by David Hansma at Willow Creek Ag Society

Cows \$1650

Food \$200 ordered from Meadow Creek

Volunteers – Kelly and Annette Ribling, Lynda Elliot, Andy Jones, Stacey Jones
Profit \$ 2050

Geoff Hoar 1 day Cow Horse Clinic at San Emideo Ranch – August

10 Participants at \$250

Arena – donated by Geoff Hoar at San Emideo Ranch

Cows - \$1000

Food- \$100

Volunteers – Stacey Jones

Profit \$1400

Totals

Participants – 62

Volunteers – 33

Profit - \$ 5 478

Ideas for next year

- Continue to offer Cow Horse clinics in a similar format as this year.
- The clinics run on the Friday before the shows were very successful
- Use facilities that are donated whenever possible
- Approach David Hansma about ARCHA running a Triple Threat Cow Horse Clinic at Claresholm using our Alberta Trainers – include a cutting trainer ((Guy Heinz has been suggested because he is also a ARCHA member)
- Offer a Judges Clinic in Jan/Feb this year
- We have been approached by Rob Palmer for the High School Rodeo Association to offer a clinic for the youth. Cody McArthur has agreed to do the clinic. We need to determine the best time, location and cost for the clinic.

Social Media 2017

As per the survey we conducted with members we found out that in fact Facebook has our highest reach and the most effective way to reach our members with info, updates and interest stories. There has been a lot of participation and additions from many board members (Stacey Paxton, the MacMillans, Janice Conforth, just to name a few). The MacMillan girls have been busy doing spotlights on members giving background on their involvement in cowhorse and just general profiles. This has gone over extremely well. The website was revamped last year and for those who are not on Facebook it remains a viable way to dispense relevant info and engage membership. Perhaps this year we can look into Instagram as another media source as it is very rich pictorially and allows for video as well. Perhaps, down the line, the ARCHA can consider updating the website to incorporate online entries and/or payment which has been effective for other clubs and associations.

Rod Honig

ARCHA Board Committee Report

Committee Report: Stallion Auction Date: Nov 18, 2017

Members: Shawna Husted, Janice Cornforth & Billie Jo Belt

Type of Report

X Informative
Discussion
Action

Information

- The 22nd annual ARCHA Stallion Auction used the online auction format for the third year.
- Total revenue generated was \$19,387.50. This money less admin costs for 2017 of:
 - Annual fee to Big Sky Web Design - \$512usd=\$709.14 CDN
 - Email Blast - \$150usd=\$201.85CDN
 - new stallion auction signs to advertise at ABSB - \$404.25
 - Cats Picasso – Stallion Owner chose to have the proceeds go towards the buckle series in Ponoka (\$1400.00).

resulted in NET proceeds towards the ABSB purses in 2017 of \$16,672.26 compared to the proceeds in 2016 of \$18,198.84.

- Previous years auctions have generated the \$\$ listed below:
 - 2015 \$17,124 (first year of the “new” online bidding format
 - 2014 \$7,145
 - 2013 \$9,035
- The live auction format seems to have maintained momentum for this significant fundraiser. The auction site has increased our opportunity to generate revenue with the live bidding format and we feel the site has also improved advertising for our stallions.
- The auction site administrator - Big Sky Internet Design charges an annual administration fee of ~\$500 usd.
- The 2017 sale had 26 stallions participating. 20 stallions sold either through the live auction format which ran from Feb 1st –Feb 26th with bids starting at 65% of the advertised fee. Remaining stallions sold after the live auction, in phase 2 at a discounted fee of 65% of the advertised fee. Phase 2 ran from Feb 26th (after the live auction) – June 1st 2017.
- It was previously mentioned that our auction may be a bit later to optimize the breeding season so the board moved the dates for the live auction to run from Feb. 1-26, 2017. (bumped up by ~2 weeks)
- There were 43 registered bidders – 27 from AB, 3 SK, 1 BC and 12 from the U.S.
- Thank you to everyone who participated by donating, advertising, word of mouth or purchasing.
- We look forward to our success in 2018 as our CDN \$\$ remains at a significant discount for our American friends.

ARCHA Board Committee Report

Committee Report: Youth Scholarship Date: Nov 18, 2017

Members: Billie Jo Belt, Janice Cornforth & Brenda Eisbrenner

Type of Report

| | |
|---|-------------|
| X | Informative |
| | Discussion |
| | Action |

Information

- In an effort to encourage youth participation and to reward accomplishments throughout the reined cow horse industry, both the NRCHA and ARCHA offer youth scholarships.
- For 2017 the ARCHA was unable to award the Roger Heintz Youth Scholarship of \$500 to a youth participant. We had a qualified youth participant but did not receive the application.
- We are waiting on confirmation from the NRCHA before we are able to officially acknowledge the ARCHA affiliate youth members that will be the recipients of the 2017 NRCHF Youth Scholarships.
- The NRCHF will award a \$500 scholarship to the ARCHA Youth Bridle Champion and a \$250 Scholarship to the ARCHA Youth Limited Champion in compliance with Youth Scholarship Program guidelines provided on the NRCHA website.

Nov 18 2017

President Report

We have completed our 2017 season which was more successful financially as we made a profit of \$18,477.00. As of October 31 we have about \$\$\$\$ cash in our bank account. Primarily the reason we were more successful in 2107

We had more clinics and were very well run.

Cowtown and Snaffle bit had more accurate cost which gave us a proper entry fees.

Sponsor ship target was achieved

Running a tighter ship throughout the ARCHA

All this was achieved from our board and our member's.

I would like to thank Shawna for a terrific job she has done this year.

Looking to 2018 it will be much the same as 2017.

I have completed a 3 year term as President and will be stepping down and continuing as immediate past president for the next year.

I would like to thank all the board members for their hard work.

Thank you

Robbie McKay

Nov 18 2017

Show Report

We added 2 shows in Ponoka

| Show runs | 2016 | 2017 |
|-----------|------|-------------|
| Cutting | 173 | 160 down 13 |
| Runs | 467 | 550 up 93 |

The Reined Cow Horse has continued to grow in Western Canada, the Northern Alberta club and the Canadian West Coast club are prospering this gives our members more shows to pick from to match their schedules and costs.

2018 we dropped the 2 shows in Ponoka as Silver Slate has a show the same weekend and both were not real successful. Both Terri Holowath and I have had communications in trying to work together and bring ARCHA Shows back to Silver Slate as I am not going to be on the show committee I would suggest that moving forward Terri should meet with the new committee.

Cowtown Derby

Revenues were down \$858 and profit was up \$5249

Over all a well ran show

Snaffle Bit

Revenues down \$3708 and profit up \$6650

We have some improving on the Saturday Scheduling

We would like to thank Lionel Gibb's for his sponsorship of \$10,000 with Vetoqinol for the Alberta Snaffle Bit Futurity and Zylkene \$15,000 with Zylkene Canada's Greatest Horsemen.

Thank you Robbie Mckay



2017 ARCHA Sponsorship Committee Report

The 2017 sponsorship budget goal was \$53,500 in cash. The total sponsorship money brought in was \$52,778. Sponsorship came up short by \$722, and included the huge contribution by Vetoquinol of \$25,500 (year 2 of a 3 year term). Vetoquinol was by far our largest sponsor again and only Elite sponsor, and in addition to being the title sponsor for the Alberta Snaffle Bit Futurity, they also became the title sponsor for the Cowtown Derby. Vetoquinol graciously sponsored \$25,000: \$12,000 of which went to the ARCHA into general sponsorship, and \$13,000 went to the **Zylkene's Canada's Greatest Horseman (CGH)** event held with the Alberta Snaffle Bit Futurity. \$15,000 of the purse is flowed through our club to CGH; Moody's Gartner Tax Law donated the an additional \$2,000 that went to the non pro division, which allowed more money to go into prizes, etc. For 2018, Vetoquinol has committed again for the same amount of \$25,000 and will continue being the title sponsor for the futurity and the derby. This may be the last year of Vetoquinol's substantive sponsorship, and we may need to begin looking for additional sponsorship of up to \$25,000 to continue CGH unless the purse is reduced.

Hansbo Sport was also a major sponsor of the Cowtown Derby (and a platinum sponsor), and donated product worth \$3,000 that were used as prizes for ABSF. Back On Track has a non-compete policy, and were no longer willing to sponsor the ARCHA because Hansbo is a direct competitor. Things were left amicably with them, however, note that their sponsorship was to be reduced substantially from previous years, thus Hansbo was given the opportunity.

The other platinum sponsor was Omega Alpha. They donated over \$3,500 in product that was given out at both major events. They have committed to sponsoring product again in 2018.

Many sponsors prefer to donate product rather than cash with the recession. In some instances, we have tried to sell items to raise cash (eg. Silent auctions), or use gift certificates to buy other prizes that we needed. Overall, this has been effective, as we've saved money on prizes. However, this doesn't help the pay-out for the two major events.

In 2018, we need to continue to focus on expanding our sponsorship network and maintaining the very valuable existing relationships we have. In 2017, the members brought in a large number of new sponsors. Any help by members in finding sponsors is appreciated and needed.

One initiative in 2017 was to increase our commitment to advertise/mention our sponsors on social media, based on the sponsorship level. We plan to continue in this direction, and hope to get more "shares" and comments on Facebook to let out sponsors know we appreciate them and to help advertise them. It's also imperative to support our sponsors or walk up and thank them when you see them.

Overall, we are very happy with the sponsorship results, despite the poor economy. By involving members more to bring in cash sponsorships primarily, and to some degree, product, we can continue to meet our budget for sponsorship without changing purses or prizes substantially (note that Cowtown did not give out horse show class buckles this year to save money).

Please remember to thank and support our sponsors! The list of sponsors for 2017:

| New in 2017 | Sponsor Name | Sponsorship Level | Cash or Product | Product Donated |
|-------------|-----------------------------------|-------------------|-----------------|--|
| | Vetoquinol | Elite* | Cash | \$13,000 to Greatest Horseman + \$12,000 In addition, \$500 towards prizes for ABSF |
| Y | Hansbo Sport | Platinum* | Product | Product used for ABSF horse show prizes |
| Y | Omega Alpha Pharmaceuticals | Platinum* | Product | Product for horse show classes for CT and ABSF + 5 gift baskets for Canada's greatest 46 boxes + 5 baskets |
| Y | Cam Clark Ford | Gold | Cash | |
| back | Integrity Post Structures Ltd. | Gold | Cash | Novice Non Pro Bridle Spectacular Sponsor (both major events) |
| Y | Moodys Gartner Tax Law | Gold | Cash | CGH Non Pro division |
| Y | Rose Fire Saddles | Gold | Product | Bobs Custom saddle for saddle series (year end high point youth OR non pro cutting). 12 Mayatex blankets |
| | Western Horse Review | Gold | Cash | Free subscription for new members, discount for all + \$500. |
| back | Western Specialties | Gold | Product | Donating half a saddle. ARCHA pays other half. To be raffled off at ABSF |
| | Willow Creek Ag Society | Gold | Cash | Claresholm Non Pro buckle series (12) + 4 youth buckles + 1 day clinic (free rental) |
| | Bar T5 Trailers | Silver | Product | Gift certificates used for purchasing prizes |
| | Catalyst Solutions | Silver | Product | Accounting |
| Y | Cats Picasso / Robbie McKay | Silver | Cash | Donation of stallion to auction. Funds pay for non pro buckle series at Ponoka shows (12 buckles). |
| Y | Cattlemans Corner | Silver | Cash | |
| Y | Ember Resources | Silver | Cash | |
| | Hoof & Nail Farrier Supplies Ltd. | Silver | Cash | |
| | TD Equine Veterinary | Silver | Cash | |
| | Wise Equine | Silver | Cash | |
| | Anchor Bar Outfitting | Bronze | Cash | |
| | C5 | Bronze | Cash | |
| | Daley Ranches | Bronze | Product | 4 Peter Swales headstalls for ABSF bridle spectaculars |
| | Donna Smith | Bronze | Cash | |
| Y | Hi Pro Feeds | Bronze | Cash | |
| | Jones Boys | Bronze | Product | Product used for prizes at ABSF. |
| Y | Bruce Bamford | Friends - I | Cash | |
| | Caruthers | Friends - I | Cash | |
| Y | Dustin Grams | Friends - I | Cash | |
| | Energy Equine | Friends - I | Cash | |
| | Heide Vet Services | Friends - I | Cash | |
| | K&K | Friends - I | Product | Bosa/hackamore and winter blanket for silent auction |
| Y | MSTS Holdings | Friends - I | Cash | |
| Y | Ron Stuckert and Diana Runge | Friends - I | Cash | |
| Y | Sara Kalke | Friends - I | Product | CTD open derby buckle sponsor |
| Y | Daryl Davis | Friends - II | Product | Cowhorse bit. Used for silent auction at Cowtown. |
| Y | PMR | Friends - II | Cash | |
| Y | Shawna Sapergia | Friends - II | Cash | |
| back | Peter Swales | Friends - III | Product | Donated 1 headstall. Most improved rider |

The Governance committee addressed few issues in 2017. In the coming year the committee will address the age requirements and membership requirements for the youth scholarship. Any comments or suggestions that you may have would be welcome. We are considering expanding the qualifying age limits for scholarship eligibility.

Lorne Bodell

For the governance committee

Annual General Meeting and Awards Banquet

In 2016 the awards banquet was held following the Alberta Snaffle Bit Futurity in the Claresholm Community Center. The AGM was held November 19 at the Okotoks Ag Society facility.

This year due to the new formula for determining Year End Buckle qualifications the awards presentations needed to take place at a later date. The buckles could not all be ordered until the show season was completed. The directors decided to hold the AGM and Awards Banquet together at facility that was centrally located and offered accommodation for those not wishing to travel after the awards presentations. The Best Western Inn Okotoks was selected and all arrangements proceeded on this decision.

Thank you to all committee members that have been integral to bring this event to you.