



## **Board Meeting MINUTES**

**May 16, 2023 – 8:00 am CST – NSBA Office 120 Mesa St Weatherford, TX 76086**

*SpringHill Suites, 500 Shops Blvd., Willow Park/Weatherford, TX 76086 817-458-8100*

*Next board meeting September 19, 2023 Denver, CO*

**ROLL CALL:** Lance Bryson, Barbara Crawford, Bob Kennedy, John Halpin, Robin Sowell, Nancy Ditty, Beth Hartman, Laurel Champlin, Steve Stephens ( guest) Jennifer Leavengood. Steve Stephens (guest) Elise Sheard (staff) Lynn Campbell.

**TOPIC:** Goals, Commitments in place, New funding needs, Plan of Work for 2023

### **AGENDA**

#### **Regular Business**

Chairman's Message

Recap Monday Presentation - Dan Janis "The Good of the Cause". Good takeaways. No action needed.

- Humble, Honest, Hungry
- Corporate Messaging
- "Tellers not sellers"
- Historical Perspective
- Social Media presence – Discussion of different kinds of content /video/reels. Office to develop.

January Minutes      Motion to approve, motion carries.

NSBA Update      Discussion of building progress, hunter jumper and international interest.

#### **Committee Reports**

Financials- RED Timing- . Review and discussion

Financial Advisory Committee -Discussion or progress and holdings.

Education – Scholarships have been awarded and announced.

Fundraising – Planning and updates on World Show positions.

Silent Auction , Sponsor A Rider, Professionals Pledge, Wine Pull , Envelope Challenge.

Financials- RED Timing- . Review and discussion.

Outreach – Discussion of general outreach and what we are doing.

Back to Berrien – Discussed presence and focus on Crisis Fund.

#### **New Business**

Key Note Speaker at World Championship Show Foundation Events. Will Summers, Horse Soldier Bourbon. Secured.

ANIMAL WELFARE – Paws for Awareness (WS)- Pools, Buckets are ordered

CHAMPION FUND – Review of schedules and discussion. Importance of. Silent Auction & Breadth of World Show

1. Spring Appeal Campaign
2. Cowgirls ROC Award



CRISIS FUND - Review of schedules and discussion.

1. Back to Berrien
2. Trainers Pledge Appeal – sent under Ryan Cottingim cover.

EDUCATION – discussion of each.

1. Scholarships Recap 2023 / T Joe Jeane Veterinary Scholarship
2. YoY/Trailer SSMF - 2023 - Envelope Challenge
3. Discussion & Review of website for Envelope Challenge. Minor updates and request to be made to change before launch. Staff to implement.
4. Tomorrows Horsemen
5. Coaches Summit

EWD /HOH – discussion of each.

1. NSBA EWD Rules & Review Task Force – discussion of purpose and industry standards.
2. HOH – AZ review, New York addition
3. 90 Riders 90 Days Campaign Update

### **PROSPECT REVIEW**

“Who Do You Know” – Report from Board Members Prospects & Planning  
Robin Sowell shared methods of her success in Sponsor A Rider funding.

### **Open Discussion**

Veteran Classes- Discussion and no action taken.

- Individual Division
- Discount for Veterans entry fees
- WS Cross over events for Veterans
- Veteran designation ride within
- REMOVE cant show across divisions. Will submit to NSBA World Show Exec Committee.

Motion to Adjourn 3:02 *Motion to approve, motion carries.*

### UPDATE FOUNDATION BOARD MEETING DATES

FALL September 19, 2023 – Denver SPUR Center, The Source Hotel 3330 Brighton Blvd, Denver, CO 80216

YEAR END December 5, 2023 Zoom Recap