

**2019 Board of Directors Summary**

Your WPRRA Board of Directors had their Spring Board Meeting in Colorado Springs on March 29-31, 2019. It was a busy meeting with a full agenda, a lot of information shared and good discussions on important topics. The Board welcomed 3 new members: Vice President, Jymmy Kay Cox; Mountain States Circuit Director, Carla Beckett and Columbia River Circuit Director, Megan McLeod-Sprague. Your entire Board is talented, committed and represents our entire membership.

**Day 1 — A total review of the 2018 business. A summary of key areas:**

- **The Auditor's Report:** The WPRRA continues to be strong and solid financially. 2018 had a Net Income contribution of \$99,448.00. You have a strong management team with a Business Committee that is very engaged and monitors your income and expenses. Additionally, the Auditor did not identify any internal control deficiencies. It was an excellent audit.
- **Corporate Sponsorship:** Sponsorship grew by 8% with 23 of the 31 of the agreements being multi-year. That shows the strength the WPRRA's relationships with our partners.
- **Pro Elite Sire Incentive Program (PESI):** The program met its goals by stallion owners directly placing their sires in the program or participating in the newly created WPRRA Stallion Auction. Our first year auction participation exceeded our expectations. The program also added a PESI rodeo bonus money allocation in 2018. Exciting news, 10 out of 12 rodeos had PESI pay outs.
- **Rules Committee:** Starting in 2019, members were able to submit rule proposals all year round. This will help even out the flow of proposals and the review by the committee and the Board. 2020 proposals will cut off on 6/30/2019. As of 7/1/2019 we will take requests for 2021.
- **Ground Testing Program:** Since its inception, over 50 rodeo committees have chosen to improve their ground by testing through the WPRRA program. The WPRRA partners with a group called Safe Arena Footing (SAF). Each year more and more committees are asking about how to improve their ground. This program and SAF are important resources to them.
- **World Finals Committee:** The 2018 World Finals contributed \$4,500.00 to the WPRRA's bottom line. The objective is to break even on expenses and deliver value and recognition to the areas where a World Champion is crowned.
- **Business Committee:** While this committee is very focused on managing and reporting on the WPRRA's various income and expense sources, they also introduced preliminary profit & loss statements to manage the many WPRRA programs. It is important for you and your Board to know that your programs deliver real value and make economic sense.

**Day 2 — Committee assignments, new committee formation, the President's report and extended time on important topics. A summary of key areas:**

- **Committee Assignments and Rotation:** The Directors volunteered and worked out all existing committee assignments.
- **Equine Medications & Prohibited Substances Committee:** Member feedback was shared. The Board discussed member views and perceptions and talked about the areas that should be improved. As a result, the Board formed a new committee to focus on and further identify improvement areas.

**The President's report covered:**

- **Membership trends:** Over 3000 strong and the opportunity for more growth with WPRRA breakaway.
- **Rodeo and WPRRA Breakaway:** A 2018 pilot in Columbia River was successful. As many as 35 rodeos will be approved in 2019, while efforts are underway to integrate with ProCom for a smooth transition into many more professional rodeos.
- **Rodeo Formats and Limited Entry Rodeos (LER):** Committees needs are changing. The WPRRA Tour helps provide another area of opportunity for all members to qualify at a LER.
- **30 Hour Replacement Policy at LER:** The Board reviewed the current policy and decided that when a member turns out of a LER with notice of 30 hours or greater and a replacement is found, they will only be responsible for their turn out fine but not their entry fees. This will start taking effect with the Clovis and Corpus Christi rodeos.
- **Rodeos Types Not WPRRA Approved:** Whether invitational (The American), shoot outs (Cinch) or special events (PRCA without all rodeo events) they are made up of PRCA rodeos that do not have a WPRRA barrel race. Our competitive landscape is changing. The Board's goal is to balance a changing industry, our rule book and specifically rule 9.3.16.2. The Board feels all of these events are special events. The WPRRA is about promoting our brand, while providing and protecting the best barrel racers in professional rodeo. The Board is committed to providing as much communication as it can about these events, while enforcing the rule book.

- **The Importance of Ground Rules:** Rules exist to facilitate fair and safe completion. Ground rules supersede the rule book. It is important for you to know your rule book and to know the ground rules for a rodeo. The judges rely on the rule book and the ground rules to properly officiate the barrel race. Directors will work to ensure and communicate that all other important information, i.e. dragging at half or when a hand rake will occur, is clearly listed for both you and the judges.
- **WPRA/PRCA Agreement:** Dialog with the PRCA continues to be positive and productive. Both organizations understand and respect what the other contributes to the sport of rodeo and that it takes both of our professional organizations working together to shape the future of professional rodeo. While there are existing commitments and agreements through 2024 involving LVE, the RNCFR and the WPRA barrel race, your Board has a target date for completing a final agreement with the PRCA of June-July 2019.

**The afternoon covered in-depth discussions on the following topics:**

- **Permit Program:** The Board had a great dialog about the idea of having a second “permit” that allows one to stay a permit holder well past filling their \$1,000.00. While just an idea, it would allow one to keep their permit and just compete in DC jackpots. This and other ideas were discussed. Nothing solid yet, just ideas. The Divisional Committee will be exploring this further and will be seeking member input.
- **Breakaway Roping Expansion:** The Board are in total agreement and excited about making breakaway roping available at all rodeos. The goal is for the 2020 rodeo season. They discussed the key activities that need to be successfully completed and fully operational in order to ensure a great experience for members and committees. 2019 is dedicated to achieving that goal. The Roping Committee is tasked with working out the implementation details.
- **World Finals:** The 2018 World Finals achieved its goals. For 2019, it will be once again be in Waco, Texas. While we are achieving our primary goals, the Board started brainstorming other ideas for ensuring growth and providing more value to members. They include answering questions such as: do we have just one large event as we do in Waco, is there another way to geographically and economically reach more members, would regional races make sense and how can we use the World Finals as a qualifying event for some LER. The World Finals Committee will be exploring this further and will be seeking member input.

**Day 3 — Other topics:**

---

- **Structure Updates:** A year has passed since the President’s position was restructured. The change was made to ensure stability and consistency for the WPRA over time, while focusing on improving the delivery of services to you, helping to more effectively manage committees, expanding partner relationships and providing full accountability to the Board. At the one year mark, the Board is able to reflect back at good progress made to date. They see where membership is stable and that there are active discussions on how to accelerate growth. They see where the benefits of key relationship building, whereby the WPRA is benefitting with more opportunities with our corporate partners. And lastly, they see where discussions regarding the future of rodeo, the role and contribution of the WPRA to rodeo and how the WPRA and PRCA will continue working together and adding value to our respective members is in a positive place.
- **Member Communications and Input:** Increasing member communications and gaining member thoughts on various subjects will always be the Board’s goal. Regarding communications, the Board knows that it needs to keep striving to do more and learn how to be more effective. The Board is committed to doing more to increase centrally driven messages, as well as coordinate and integrate circuit level communications.

As for gaining more member input, while membership meetings will continue to be used, the Board is committed to using centrally driven surveys for input and is pleased that several Directors are experimenting with using survey tools on a local level.

Both of these topics are works in progress.

In closing, your Board members are part of the same team. And while each represents a part of the WPRA's diverse membership base, they share the same goals—to work together to better our association and advance our members opportunities in professional rodeo. Reach out to us, share your thoughts with us and know that we have your best interests and that of the WPRA at heart.

Respectfully,

The 2019 WPRA Board of Directors