



## BOARD MEETING MINUTES

May 16 & 17, 2022

Loews Chicago O'Hare 455 North Park Drive, Chicago, IL 60611 312-840-6600

May 16, 2022 - Called to order 3:15pm

Roll Call: *Beth Hartman, Carrie Oakley, Lance Bryson, Ryan Cottingim, Nancy Ditty, Elise Sheard, Lynn Campbell.*

### Regular Business

*January Minutes* - Motion to approve. Motion carries.

*Financial Report* - Discussion led by Laurel Champlin. Follow up on Audit, required by State of Illinois for 501 c)3) with donations over \$300,000. Clean report from Accountant. Financial Committee recommends that acceptance of the 2021 Audit. First quarter financials reviewed. Motion to Approve, motion carries.

### Reports

- **HOH AZ** – Honor in FL. No awareness so was great to have attendees participate. North East & California are next areas
- **Tomorrows Horseman** – class 2 has met twice. Core facilitator team – Chad Horkey and David Dellin. December guests include: Stephen Stephens, Billy Smith. Preliminary discussions with APHA and introductory
- **Coaches Summit** – Ryan hosted in 2022. Strong group from West. Discussion has continued to elevate.
- **Scholarships** – Alexis Gerdes, Dodge City KS is the 2022 recipient. 6 complete applicants. Process updates made in fall of 2021 were well received and extremely helpful.
- **90 Riders 90 Days** – 62 riders sponsored at time of meeting
- **Animal Welfare** – Water Bowls for dogs. Buckets provided for yearling sale horses.

### **REPORT: Investment Policy Updates – Beth, Ryan**

Investment Policy Statement- NSBA & NSBA Foundation. Clarifies investments, will be a public document, working document. Draft for approval in September 2022 with plans to start investment in fall of 2022.

Merrill Lynch Financial Advisor Group – NC Recommended by Phil Harris. Conservative (defensive) presentation. Collective funds are more advantageous funds for Foundation and Association funds to be pooled at this juncture. The joint Association and Foundation financial committee included, Beth Hartman, Ryan Cottingim, Mike Laplace, Michael Tidwell (NSBA Treasurer), Janet Gunn, Charles Cannizzaro, Phil Harris, Clay MacLeod, Kevin Dukes and Stephanie Lynn.

Proposed portfolio 9.54% 10-year return, philosophy managing downside risk is critical to long term success, majority of companies will be dividend paying, suggested mix 65% equities/35 % fixed income assets. Other companies looked at include private equity management and local wealth management.

Meeting adjourned 5:10 pm



## **TUESDAY:**

Meeting called to order at 8am

### **Unfinished Business: Plan of Work**

**Congress EWD / HoH** Discussed a desire to increase visibility of NSBA Foundation's role in EWD classes at Congress with a meet and greet, promotional materials in NSBA seating / bar area. Considered at length potential for long term commitment to the Congress, board reticent to make formal monetary long-term commitment, but recognizes the value of the partnership and platform.

**Trainers Crisis Fund** - 4 disbursements in 2022, report by Ryan Cottingim.

Should crisis fund follow historic payout, there will be a shortfall with payouts today, fundraising efforts to be increased.

Remake of Trainer sale discussed:

- Marketing to both professionals and clients beginning at the 2022 NSBA World Championship show through October
- Options for marketing discussed; announcement, mailing not effective, Social Media, at the horse show still the best place to raise awareness
- Goal to have 50 trainers commit to program with \$500 donation from client in return for training services
- Request to provide Stall Chart to Board Members prior to horse show, plan for awareness campaign and discussions, stall charts are available online
- Desire from to rename

Back to Berrien – “Trainers supporting trainers” warm – up class with online donation offered to grow and kick of the Crisis Fund campaign. Communication with show management initiated by Nancy.

**Silent Auction** - Board member commitments reviewed with request to secure by June 1

### **Youth of the Year – Susan Scott Memorial Scholarship Fund**

Marketing of 4-Star Horse Trailer – goal to raise \$100,000

- Social media campaign
- Soft sell at world show, tickets available at Youth of the Year reception & banquet, QR code on banner and all print and marketing material
- Get tickets with QR code printed and disbursed to board members
- Sell July 15<sup>th</sup> through October 2<sup>nd</sup>, drawing to be held at The Championship Show (WEC)

### **Prospect Discussions**

Harris Leather – yes, leather package for men. Lynn to follow up

Denton DeBuhr- asking Tomorrows Horsemen Class for Silent Auction Donation. Lynn to follow Up

Back to Berrien- Trainers for Trainers “Virtual Class” Warm Up for Trainers Nancy to start /Lynn to verify with Charles Cannizarro

**Bylaws** – report by Beth

Small clarifications and wording, part of regular 3-year review. Final revisions for year will include IPS Statement. Bylaws filed in Illinois, updated annually with IRS in 990.



**Cowgirls ROC** - Brunch to be held August 13<sup>th</sup>, 2022. All nominees invited; letters have gone out. RSVPs by June 15<sup>th</sup>. Will have Patty Colbert as speaker.

**September meeting** – Ft Worth Dates are September 19-20. Laurel invited all for early event arrival for N Texas social afternoon Sunday the 18<sup>th</sup>. She will put together an itinerary. Lynn to work with Stephanie to provide hotel reservation info sooner than later due to hotel availability in Ft Worth.

Meeting Adjourned at 2:10 pm

Next meeting September 19-20, 2022 Fort Worth, Texas  
Springhill Suites, 2315 N Main St. Fort Worth, Texas 76164 1-844-205-7512  
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