

North American Livestock Show and Rodeo Managers Association
Annual Meeting Minutes
Wednesday and Thursday, May 20 – 21, 2015
Tulsa, Oklahoma

Present: Wes Allison, Donna Woolam, James Sharp, Bill Angell, Emily Griffiths, Sherman Lites, Lindsay Wadhams, Chris Wiseman, Dani Traweek, Karl Hengst, Stacy Scott, James Goodrich, Mike Bradley, Rochell Planty, Bobby Fogle, Mike Firestine, Jeremy Povenmire, Karrie Manley, Sara Befort, Alyssa King, Greg Young, Greg Harder, Mark Goodrich, Jeff Thayne, Brady Ragland, Katie Reynolds, Bucky Lamb, Johnny Philipello, Ron Jeffries, Kadee Hande, Kevin Kock, Bud Beedle, Jenn Cannon, Jeff Zinner, Kara Eschbach, Brandi Herndon, Lauren Lovelace, Bruce McCarty, Stefan Marchman, Sandy Speihs, Leon Vick, Tom Thompson, Brittni Kaczyk, JD Ewing, Virgil Bartlett, Jarrod Metzgar, Marc Pankow, Dakota Fields, Mohamad Shamsie, Daryl Real, Makayla Spaman, Debbie Dreyfus-Schronk, Glen Alan Phillips, Susan Sankey and Joel Cowley. Sponsors present: Randy Ingram, Bob Kiser, Barry Ward, Katie Fields, Jay Kazen, Bo Sanders, Kirby Minor, Brandon Manning and Dave McElhaney.

Wes Allison, President, called the meeting to order at 8 a.m. He welcomed all the attendees and thanked Tulsa State Fair, Brandi Herndon and Kara Eschbach, for hosting. All attendees introduced themselves, and the new attendees were recognized.

The 2014 meeting minutes were reviewed with the following corrections: Corrine Feters was not present last year and Debbie Dreyfus-Schronk's name was spelled incorrectly. **Michael Bradley moved that 2014 minutes be approved as amended, Bill Angell seconded the motion, motion passed.**

James Sharp, Treasurer, presented the treasurer's report. October 31, 2014 was used due to some 2015 income received November and December 2014.

Balance Sheet	October 31, 2014	
Total Assets		\$45,213.08
Advantage Business Checking		\$17,159.02
Market Rate Savings		\$27,455.73
PayPal		\$ 598.33
Total Liabilities & Equities		\$45,213.08

Profit & Loss October 31, 2014

Income	\$32,038.02
Interest Income	\$ 13.02
Membership Dues	\$ 6,050.00
Annual Meeting Income	\$25,975.00
Expenses	\$24,764.46
Annual Meeting	\$23,073.27
Insurance	\$ 1,374.00
Other	\$ 317.19
Net Income	\$ 7,273.56

Balance Sheet May 12, 2015

Total Assets	\$76,879.59
Advantage Business Checking	\$32,929.02
Market Rate Savings	\$27,459.81
PayPal	\$ 3,188.76
Accounts Receivables	\$13,302.00
Total Liabilities & Equities	\$76,879.59

Profit & Loss May 12, 2015

Income	\$33,626.08
Interest Income	\$ 4.08
Membership Dues	\$ 4,095.00
Annual Meeting Income	\$ 8,525.00
Sponsorship	\$ 21,002.00
Expenses	\$ 1,959.57
Annual Meeting	\$ 1,500.00
IAFE Dues	\$ 195.00
Other	\$ 264.57

Net Income**\$ 31,666.51**

An updated treasurer's report will be available on the website after the final bills have been paid, approximately July 1, 2015. **Jeff Zinner moved to accept the treasurer's report as presented, Bill Angell seconded the motion, motion carried.**

The Director and Officers Liability premium was presented. In the past it has been \$1,374 per year. Due to changes in the way the insurance is now calculated, the 2015 premium is \$771. **James Goodrich moved to secure Director and Officers Liability Insurance at \$771 for 2015, Mike Bradley seconded the motion, and motion carries.**

Bucky Lamb moved that NALS&RMA pay 2016 International Association of Fairs and Expositions membership dues, Brittni Kaczyk seconded the motion, motion carried.

James Sharp reviewed the membership statistics. In 2014 NALS&RMA had 31 members. At the 2014 meeting, Indiana State Fair was voted in. In late winter, the membership committee received and reviewed an application from Maryland State Fair. The membership committee confirmed that they met the eligibility requirements for membership and recommended to the executive committee to receive membership. The executive committee voted and approved membership.

Donna Woolam, Vice-president, reviewed the Membership Survey. The full survey is available on the NALS&RMA website. 19/31 or 61% of the member organizations participated in the survey. Total economic impact is over \$1 billion. Over \$18 million in scholarships were awarded. Attendance was over 12.2 million for livestock shows/state fairs and over 2.1 million for rodeos. Rodeo purse was nearly \$7.9 million. In general, entries were down: dairy and equine up; rodeo up; and beef, sheep and swine down. The discussion was opened up to the membership regarding the usage and relevance of the survey information. Many members noted that the information was used. There was some suggestion that the information requested be reviewed. It was also noted that Survey Monkey was challenging to complete. Rochelle Planty offered to assist in either working with Survey Monkey or find another tool that will be more user-friendly to complete.

Membership Survey – Donna Woolam**Membership Reporting**

- 19 of 31 Member Show Reported – 61%

Attendance

- Total Attendance – 12,229,821(19 Shows)
- Rodeo Attendance – 2,139,315 (11 Shows)

Economic Impact

- Total Economic Impact – \$1,052,141,126
- Scholarship Giving – \$18,189,543
- Total Auction Proceeds – \$48,968,340
- Junior Show – \$32,983,317
- Open Show – \$15,985,023

Open Show Entry Report

- Total Beef Cattle Entries – 29,583
- Total Sheep Entries – 8,678
- Total Goats Entries – 6,803
- Total Dairy Cattle Entries – 5,831
- Total Equine Entries – 42,122

Junior Show Entry Report

- Market Beef Cattle Entries – 10,387
- Market Lamb Entries – 12,926
- Market Swine Entries – 22,169
- Market Goat Entries – 7,154
- Breeding Beef Entries – 15,582
- Dairy Entries – 4,116
- Breeding Sheep Entries – 5,695
- Breeding Swine Entries – 8,324
- Breeding Goats Entries – 2,427

Rodeo Results

- Total Purse – \$7,896,551
- Performances – 124
- Rodeo Attendance – 2,139,315

Complete Survey Results will be available at www.NALSRMA.org

Wes Allison reviewed the committee assignments. These committees begin following the completion of this year's conference.

Nominating: Debbie Dreyfus-Schronk, James Goodrich, Wes Allison, advisor

Membership: Jenn Cannon, Karrie Manley, Kadee Handee, Rochelle Planty

Education: Allyson Tjoelker, Jeff Zinner, Brittini Kaczyk, Kara Eschbach, Jarrod Metzgar, Lindsay Wadhams

RID/Integrity: Mohamad Shamsie, Brandi Herndon, Bud Beedle, Johnny Philipello, Jeff Thayne, and Mark Goodrich

Site Selection: Corinne Fetters, JD Ewing, Kara Eschbach, Donna Woolam

Strategic Planning: Daryl Real, Dani Traweek, Greg Young, Wes Allison, Glen Alan Phillips, Mike Bradley

Bill Angell, Education Chair, presented the first speaker of the education program. Leah Dorman, DVM, presented Conversation with EASE: engage, acknowledge, share, and earn trust. When discussing hot button agricultural topics, people should respond utilizing the acronym above. People respond to story-telling, emotion, trust and a non-defensive environment. People don't respond to facts and figures alone. It was a very worthwhile session.

The following four breakout sessions were offered:

- Trending Livestock Topics led by Jeff Zinner
- Trending Horse Show Topics led by Stacy Scott
- Attracting New Sponsorship led by Dani Traweek
- Rodeo Equipment and Animal Handling led by Bo Sanders, WW Manufacturing

All sessions were well attended held excellent discussions highlighting key points.

Meeting recessed at 12 noon.

Wes Allison, President, reconvened the meeting at 8 a.m. Thursday, May 21, 2015.

Jeff Thayne reviewed the RID database statistics. Five shows requested the current list, three names were added to the list by two shows, and there are 152 names currently in the database. In order to receive a copy, send an email request to Jeff Thayne, San Antonio Livestock Show and Rodeo. Current procedures were reviewed. The names submitted are listed for life. It is to

be used as a resource. Each show should make sure its rules are compatible with their usage of the RID Database. Also, show's own legal counsel should be consulted to ensure their own rules can be upheld if challenged. When using the RID to deny entry into a show, the show should let the individual know as soon as possible that their entry has been denied. Each show is encouraged to contact the reporting show to request clarification of circumstances to the extent that they may be able to. One question was raised by a show, should there be term limits or could the show that placed the name also request to remove the name?

Chris Wiseman, Membership Chair, reported that the committee reviewed the Maryland State Fair application. The process worked well to evaluate to determine eligibility and forward a recommendation to the executive committee for approval.

Wes Allison reviewed the Panhandle South Plains Fair situation that they were not able to attend the annual meeting once in the last three years. They had been registered, but were not able to attend due to extenuating circumstances. The membership committee recommended that we follow the rules and send a letter of regret. The Panhandle South Plains Fair does have the opportunity to reapply for reinstatement. Wes encouraged all shows to reach out to new prospects that will be productive and participatory that could be added to the membership roll.

Rochelle Planty, Site Selection Chair, reported that Eastern States Exposition will host in 2016 and Nebraska State Fair will host in 2017. Rochelle Planty presented the 2018 site selection nomination: San Angelo Stock Show & Rodeo, San Angelo, TX. **Mike Bradley moved to accept the recommendation of the Site Selection Committee for San Angelo Stock Show & Rodeo to host in 2018, Bucky Lamb seconded the motion, motion carried.**

The education program continued with a panel discussion titled Unethical Fitting and Drug Testing Issues moderated by Bill Angell. Panelists included Joel Cowley, Matt Gunderson and Donna Woolam. A frank discussion was held regarding leveling the competitive playing field, food safety, adhering to show protocols such as testing and chain of custody. All shows should review their rules to ensure that there are no loop holes making sure that rules, protocols, sample collection and chain of custody are concise. Eastern State Exposition is reviewing their code of ethics by incorporating components of IAFE, World Dairy Expo and Purebred Dairy Cattle Association into one document. Big E's legal counsel recommends the right to waive confidentiality. We should have the utmost confidence in the things we have control over. It was a very thought provoking session.

Glen Alan Phillips gave the ARC report. The rodeo convention is being planned for the end of September. The conference organizer is requesting topics of interest for the conference and

convention. New this year is that all rodeos will count towards points. New tie down roping rule will be the California style – no jerk down rule.

Debbie Dreyfus-Schronk gave the IAFE report. Debbie has been very active with the organization. The convention will be held at the end of November. Jim Tucker is stepping down and a search committee has been formed with the emphasis on transparency and a wide search. IAFE has unofficially accepted a bid from San Antonio to host the convention beginning 2018. An official announcement will be made at a later date. The convention will remain at the same time of year. Several cyber seminars are being offered. There is a vendor cyber seminar September 23-25.

James Goodrich presented the nominating committee report. **James Goodrich moved to reinstate the current slate of officers, Mike Bradley seconded the motion, motion carried.** *At the conclusion of the meeting the officers met, discussed the positions and voted to retain the same positions for 2015-2016: Wes Allison, President; Donna Woolam, Vice-president; James Sharp, Secretary/Treasurer.*

The Importance of Biosecurity Protocol panelists included: Marla Calico, Brandi Herndon, and Stefan Marchman. Mitigating disease risk and providing a safe environment for all attendees whether exhibitors or spectators are paramount. Adhering to biosecurity protocols is an absolute necessity to minimize any legal recourse by victims. Concern for animal health is also necessary. Prompt removal of manure and sanitizing stall areas are critical to minimizing animal and potential zoonotic diseases. Also, providing a barrier between animals and humans also decreases risks.

Daryl Real reviewed the purpose of strategic planning. Next year, the committee will meet in Massachusetts a day ahead of the conference, May 23, 2016. All that are interested are welcome to attend.

Donna Woolam revisited the membership survey discussion. Suggestions included: have general, rodeo and livestock surveys. There is variance between events, and most agree that the information provided is relevant. The survey is meant to be a tool and not a burden. Could we incorporate tough questions? The survey will be reviewed with a recommendation to be presented.

Donna Woolam invited the membership to attend the 2016 NALS&RMA conference May 23-26 in Massachusetts. It will take a while to travel to the east. The Hartford/Springfield Bradley

International Airport will be the final destination. A survey will be sent to help direct the tour activities. There are many great things to do and see. A great time will be had.

Wes Allison again thanked and recognized Tulsa State Fair, Brandi Herndon and Kara Eschbach, for being outstanding hosts. He also thanked everyone for coming and participating.

Daryl Real moved to adjourn, Chris Wiseman seconded the motion, motion carried. Meeting adjourned at 11:51 a.m. Thursday, May 21, 2015.

Respectfully submitted,

James V. Sharp
Secretary/Treasurer