



## NRHA International Summit Summary Notes

January 14-16, 2018  
Crowne Plaza Brussels

### Attendees

Rudi Kronsteiner, Austria  
Oliver Salzmann, Austria  
Chuck Klipfel, Austria  
Bernard Fonck, Belgium  
Nicole Keesen, Belgium  
Susy Baeck, Belgium  
Jan Boogaerts, Belgium  
Rosanne Sternberg, British Reining  
Francesca Sternberg, British Reining  
Jane Muir, British Reining  
Ditte Poulsen, Denmark  
Francois Zurcher, France  
Isabeau Rohde, Germany  
Maik Bartmann, Germany  
Boris Kook, Germany  
Andrew Csaba Dren, Hungary  
Agnes Csolle, Hungary  
Roberto Cuoghi, Italy  
Cristina Serra, Italy  
Tony Llarena, Norway  
Bjoern Roise, Norway  
Paulus Beurskens, Netherlands  
Gisela Haas, Netherlands  
Miriam Perera, Spain  
Carolina Sadurni, Spain  
Jörgen Carlström, Sweden  
Birgitta Nolen, Sweden  
Sari Hebert, Switzerland  
Adrian Motyka, Poland  
Alicja Kula, Poland

Gina De Paw, Belgium  
Steve Vannietvelt, Belgium  
Thierry Willigsecker, Luxembourg

### **NRHA Staff Present**

Gary Carpenter, NRHA  
Mike Hancock, NRHA  
Shianne Megel, NRHA  
Simona Diale, NRHA  
Samantha Oldfield, NRHA

### **Facilitator**

Molly Helm

### **Priority Areas**

1. Focus on ANIMAL WELFARE
2. Increase MEMBERSHIP
3. Expand MARKETING
4. Gain more SPONSORSHIPS
5. Build PARA REINING Programs

### **ANIMAL WELFARE**

Following the NRHA initiative "Respect the Sport, Respect the Horse," ANIMAL WELFARE will be a lens through which we consider all decisions and goals. While each country's associations have additional issues they address in the way that is most appropriate for their members, NRHA will develop a protocol to ensure that all members understand what is acceptable according to the Association.

### Steps

1. Gary will re-engage the Animal Welfare Task force to develop a protocol for board approval and then for international adoption.
2. Andrew will share a document from another Association as an example (when it is completed in February).
3. The Task Force will create procedures, implementation and training suggestions to educate all members of NRHA expectations.
4. The document will be reviewed annually and updated as needed.

Issues to consider and address through Task Force Work include:

- Medication
- Behavior in warm-up pens
- Night training
- Longevity of showing (age)
- NRHA Steward Program

- Equipment and methods, including what is prohibited and preferred
- Consideration of a cumulative penalty system to discourage repeat offenses

## **MEMBERSHIP**

All agreed increasing membership is vital to growing the sport. Each country has its own system/tiers of memberships and want to share ideas to help everyone, including NRHA, to increase total number of members. Gary will be the Champion for membership for 2018.

### Steps

1. Sam is collecting membership information from all countries and will share with attendees by February 10.
2. Gary will recruit a task force.
3. Gary challenged, as a first effort, for everyone in the room work to recruit 5 new members.
4. Gather information on why people are not joining and what objectives and challenges exist.
5. Work on ways to increase affiliate members and NRHA numbers.
6. Communicate success stories and share best practices quarterly.

## **MARKETING**

Promoting the sport, telling the NRHA story, and communicating to a broader audience came up repeatedly. This initiative incorporates branding, communications, PR and marketing, all working cohesively to build a foundation for a successful sponsorship program and more members.

### Steps

1. Consider doing or sharing preliminary market research to define “product” and target audiences/channels
2. Set realistic goals of what can be accomplished within 12 months and 3-years and create a timeline.
3. Coordinate NRHA US as possible and to best benefit all members.
4. Communicate options (ex. Website/Germany)

## **SPONSORSHIPS**

Creating a stronger sponsorship program will help grow the sport and maintain sustainability of current programs/events. This will be coordinated through the OKC office.

### Steps

1. Research similar associations/organizations for successful models to use as a framework.
2. Evaluate funding needs and possible funding sources to pay for this initiative.
3. Consider customizing that model to provide a launching point for NRHA.
4. Seek outside expertise to provide pitches and eventually hire someone to develop this to coordinate with the current NRHA brand.

## **PARA REINING**

Expanding para reining is a way to include more people in the sport and expand the demographic and reach of NRHA, while also potentially attracting a broader audience and group of sponsors.

### Steps

1. Francesca will build a committee, including Simona, Birgitta and Jane, to focus on this effort and work to build processes and procedures to make it replicable. (How do I say set it up so others can follow their processes and use it for small shows?)
2. They will set a meeting/call by March 15 and develop a timeline and goals for the year.

### **Other Items of Discussion**

#### **OKC Tasks**

- TOP 10 Jackets for Europe/items available for purchase in Europe
- Explore options to make merchandise available for sale
- Have statistics and results current and easily accessible
- Add more Professionals' information in database
- Present timely show information online

#### **Assigned to Committees**

These items will be added to the next committee meeting agenda and action will be reported back to the EAC quarterly.

1. Nomination Program, will be reviewed with annual Conditions approval
2. Payout System
3. World Championship money v. points
  - a. Francesca and her committee presented a suggested rule change for consideration.
  - b. Mike suggested there might be a way to expedite the change (if accepted) from a potential 2020 implementation to a 2019 implementation.
4. Eligibility Europe
5. Consistent show calendar
6. Affiliate in each country—the affiliate of each country will make the effort to step out and invite “neighboring” countries to participate. Also, Sam will pull the list of affiliates who have dropped off.

#### **For Future Discussion**

- Keep events beyond the Futurity and Derby front of mind
- Present a point system (Francesca and her committee are working on this)
- Continue to review and discuss eligibility
- Consider a European Professionals Group/Committee (EAC will recommend a professional to serve on the NRHA Committee before the next meeting)