



ANNUAL GENERAL MEETING – MINUTES

November 30, 2024 2:00 pm

Heritage Inn, High River Alberta

1. Meeting called to order at 2:03 pm by Bart Holowath

Directors Present: Bart Holowath, Randi McCook, Clint Swales, Reese Ostroski, John Swales, Melody Andrews, Clarie MacMillan, Jonathan Morrison, Tyler Albrecht, Matt Gingras. Missing: Mano Angers

Members Present: Billie Jo Belt, Doug Bedard, Kade Fisher, Colton Poffenroth, Llana Malmberg, Terri Holowath, Dave Webster, Lorne Bodell, Theresa Agar, Clayton Agar, Ron Anderson, Flossie Bodell

2. Minutes of 2023 AGM – available for viewing online & printed packages at the rear of the meeting room.

Motion to approve the 2023 AGM Minutes by Doug Bedard, seconded by Llana Malmberg. Carried.

3. President's Report – Bart Holowath

Let's cut to the chase—this year's been a helluva ride for ARCHA. Somehow, we managed to pull off some strong financial results, wrangle together some successful events, and keep the lights on thanks to the hardworking crew of volunteers who didn't let this thing go completely off the rails.

Against all odds—and probably some bad bets—we ended the year with the books looking pretty good. People showed up, spent their money, and supported the association like the champs they are. Guess what? That means we've got some cash to keep things rolling next year, maybe even splurge on a fresh pot of coffee for the event crew.

Events That Didn't Suck Not gonna lie, when you plan this many events, something's bound to catch fire—metaphorically or literally. But this year? We knocked it out of the park. Competitions were tight, riders showed up with their A-game, and the crowd didn't get bored to death.

Highlights? Sure, we had:

- The Big Shows: You know, the one everyone actually showed up for. Records were broken, and the action was wild.
- Clinics: People learned stuff, horses didn't throw too many tantrums, and everyone walked away a little smarter—or at least less confused.
- Youth Stuff: Watching these kids ride? That's the future of ARCHA, right there

Next year's going to be another wild one, and March 2025's casino is crucial for setting the stage. Let's make it count. We need every member to step up, because without your help, we're not funding the events that make ARCHA what it is.

Thanks to all of you who showed up, rode hard, volunteered harder, and made ARCHA the incredible community it is. Here's to another year of great rides, good laughs, and making it all happen—together.

Motion to approve Presidents Report by Billie Jo Belt, seconded by Kade Fisher. Carried.

4. Financial Report – Jonathan Morrison

Big thanks to Baker Tilly team & Terri Holowath for their ongoing financial support & preparing of the annual financial statements. The team at Baker Tilly dedicate countless hours to ensure that our financials are accurate, and that we remain compliant for funding through AGLC. This is not an annual task, they are involved monthly. Thank you!

It was another great year with a closing bank balance of \$207,766. Some notable items from our financial statements.

- Weekend shows lost a net of \$1033.00
- Schooling shows made \$6739.00
- Overall our major events lost a total of \$4905.00 Reminder that we have to run these shows at a cost recovery or deficit to be able to use our AGLC funding sources.
- We allocated all of our sponsorship dollars generated, but \$2.
- For the year we show an annual loss of \$877. If we didn't have the \$82k from AGLC accounts we would have closed the year with \$126k in our operating account OR we would not have been able to pay out \$82k in prize money.

If you like seeing larger payouts at shows, make sure that in March when our 2025 Casino dates come up you volunteer! It is our biggest fundraising source. Our current AGLC accounts are zero balance, so we need the membership support to generate the funds, and in turn able to share this with members by offering significant purse money at shows.

- Payouts were up \$28,000 over 2023. Our total payout for the year was \$349,2015.
- ARCHA remains the highest paying cow horse association in Canada, and one of the top paying NRCHA affiliates.
- The ARCHA is not a small machine. It's huge. The board, members & volunteers have grown it. If you want the association to continue to grow, the board asks for your continued support through volunteering at shows, events, and fundraising ventures.

Overall 2024 was another successful year. We hope this coming year we can continue our growth cycle and producing such great events.

Motion to approve Financial Report by Kade Fisher, seconded by Dave Webster. Carried.

5. Committee Reports & Evaluation of 2024 Year

- Governance: Claire MacMillan & Melody Andrews

There were no major changes to governance in 2024, there are some small changes to make to the rule book for 2025 to align with some NRCHA changes.

Motion to approve Governance Report by Theresa Agar, seconded Doug Bedard. Carried.

- Sponsorship: Bart Holowath

IN 2024 we had roughly 70,000 in money collected in sponsorship dollars. And roughly 14,000\$ of in-kind sponsorship

- A total of 16 sponsors of 550\$ or less
- 11 sponsors that sponsored amounts between 1,500 and 2,000
- 6 sponsors that sponsored amounts between 6,000 and 10,00
- \$14,500 dollars in in kind sponsorship (which includes, pizes, clinics, etc)

The ARCHA would like to thank all of our sponsors for their continued support, the sponsorship money donated throughout the year effects how much money we are able to pay out to our members. Id like to ask all members to thank a sponsor, whether that be supporting their business through a purchase, following them on social media or taking the time to thank them in person, it goes a long way. That being said if any members know any business that might be aligned in sponsoring the ARCHA we are always looking to continue to grow our sponsorship pool.

Motion to approve Sponsorship Report by Colton Poffenroth, seconded by Randi McCook. Carried.

- Casino: Matt Gingras & Billie Jo Belt

It's been almost a decade since the ARCHA initially applied for a casino eligibility license with the AGLC – initially we were denied. At that time the current board worked to modify our by-laws and after re-applying in 2016, approval was granted to the ARCHA!

Since then, we have now completed 3 casino events, most recently, in June of 2023 and for our effort for those 2 days and nights of volunteering we received \$77,527.29.

Our total casino funding has now reached \$221,513.96!!! In addition to this we have held many raffles and 50/50 monies that have also generated additional revenue.

The AGLC regulates and approves how all of these funds can be spent through the use of proceeds documentation. The AGLC provides GAIN training to our board members and provide great support to keep us on track. The ARCHA uses these funds to cover approved expenses for our club.

Continuing to receive this incredible funding is quite easy. First, the board continues to spend the money as outlined by the AGLC, second, the ARCHA follows the applicable by-laws for our organization and lastly, the membership continues to volunteers on our casino days.

And on the topic of volunteering – THANK YOU to an amazing group of volunteers that continue to sign up, show up and keep my job very simple. As an FYI - at each casino event approximately 40 volunteer shifts are filled over the two days.

Please remember the gaming industry has the jobs for each volunteer position dumbed down!! Jobs are very simple and you're never left alone or unsupported. It truly is EASY.

We continue to use the same casino advisor team at the Deerfoot Casino and both continue to be great partners and again keep our responsibilities simple.

And IF you didn't know, there are many perks to volunteering ...FREE food and you can even see the sunrise at the end of certain shifts! Sounds fun.....? GREAT because we have our NEXT casino dates coming March 24th and 25th, 2025 at the Deerfoot Inn & Casino. Please watch for upcoming requests for volunteers and if you can please sign. Thanks again everyone!

Motion to approve Casino report by Lorne Bodell, seconded by Flossie Bodell. Carried.

- Stallion Auction: Randi McCook & John Swales

The 2024 Stallion Auction was another wonderful success.

We were fortunate to welcome 37 Stallions to our roster for the year, with 27 selling within the auction online. New this year, we decided to add the unsold stallions to a last-minute Facebook auction, where they were offered at 50% of their fee on a first come first serve basis. This proved very successful as well, where we saw 8 more stallions sell. In total, the Stallion Auction earned \$36,599.76. Funds from this fundraiser are added directly to the Futurity purse at the Alberta Snaffle Bit Futurity.

New in 2024, our Stallion Auction paid back to the Stallion Owner who sired the Highest earning offspring sired by a horse that sold within the auction during the breeding year, as well as the offspring who earned the highest composite at the event.

In 2024, Red Hal Cat, owned & shown by Erin Baumung and Sired by Red Hott Cat earned this incentive payout. The incentive paid \$7,500 to these two, with 60% going to the offspring and 40% going to the stallion.

The 2025 Stallion Auction will begin on December 15 and run through February 15.

Please be sure to check out the website once it is up and consider one of the incredible stallions in this year's auction for your breeding choice.

Motion to approve Stallion Auction Report by Ron Anderson, seconded by Colton Poffenroth. Carried.

- Fundraising & Auctions: Claire MacMillan & Melody Andrews

There were no major raffles or auctions in 2024 due to a large raffle in 2023 which was a big ask of our members, and work by directors. The new board will plan more raffles for the upcoming year.

Motion to approve Fundraising & Auctions Report by Kade Fisher, seconded by Theresa Agar. Carried.

- Clinics: Randi McCook

2024 was another successful year with our clinic fundraisers. We are very fortunate to have had Vance Kaglea, John Swales, Tyler Albrecht, Anna Gimblett and Clint Swales each donate their time for a one-day clinic. Participants spent their day fine tuning maneuver's and learning from each of these knowledgeable trainers on Friday prior to a few of the shows.

This years 5 clinics generated a revenue of \$11,674 and costs of \$7,501, for total net earnings of \$4,173. Funds generated from these clinics are put directly back into the club and used to benefit the membership of the ARCHA.

We would also like to recognize and thank David Hansma and Willow Creek Ag Society, who graciously donate the arena rental for our clinics that are held prior to any Willow Creek Ag events.

We look forward to the 2025 season, with hopes of continuing this great fundraiser for the club.

Motion to approve Clinics Report by Llana Malmberg, seconded by Dave Webster. Carried.

- Promotion/Social-Media/Website: Claire MacMillan & Melody Andrews

The ARCHA primarily uses Facebook and Instagram as the main social media platform. Mail chimp is used for scheduled emails. In 2024 the ARCHA adopted a Media pass system based on the NRCHA media information. The major shows – Cowtown, ABSBF and Summer Spec CGH have a show photographer and all weekend shows are open to any photographer to attend and photograph their clients once they obtain a weekend media pass at no cost. There are a few parameters the ARCHA asks freelancers to follow.

Motion to approve Promotion Report by Kade Fisher, seconded by Billie Jo Belt. Carried.

Member Feedback: Social media posts such as: Rules 101 promotion, Did you know series, FAQ's

- Shows: Matt Gingras & Tyler Albrecht

ARCHA hosted 4 major shows – CTD, CGH, ABSF, CSBF, 7 weekend shows and 2 Schooling shows in 2024.

Our numbers were consistently up over 2023 in both LAE & horse show runs. Practice pen numbers increased to 734 vs 572 in 2023. Cattle numbers increased to 2014 hd used vs 1833 hd in 2023.

Motion to approve Shows report by Kade Fisher, seconded by Dave Webster. Carried.

- Judges: Clint Swales & John Swales

We were able to have qualified judges at all the 2024 shows. The board tried to utilize some newer judges to generate a larger pool of judges to draw from going forward. 2A or 3A at major events were used to ensure that the quality of judges were consistent with the level of competition. We also hosted a Judges Clinic with Smokey Pritchett in the spring as a continuing education for those wishing to get certified or re-certify.

Motion to approve Judges Report by Ron Anderson, seconded by Flossie Bodell. Carried.

- Youth / Scholarship: John Swales & Claire MacMillan

The ARCHA donated 1000 to the AB highschool rodeo association to help support the production of the cowhorse and cutting. The sponsorship was intended to help in securing judges, cattle or any other show related expense.

The ARCHA has a keen youth group, in 2024 they hosted a dummy roping/ pizza night at the Claresholm weekend show, the ARCHA will continue to work with and support any events that the youth plan. The youth scholarship remains at 1,000\$ in 2024.

Motion to approve Youth Scholarship report by Ron Anderson, seconded by Lorne Bodell. Carried.

- Awards: Randi McCook

The 2024 show season was another resounding success for the ARCHA and with a successful show season came big awards!

During our first event, the Roger Heintz Memorial Schooling Show, The Mill Store kindly donated bucket straps that were embroidered and awarded to our reserve class champions of the day. Our champions received embroidered Toques, purchased by the club.

At our next event, The Cowtown Derby & Stock Horse Show, champion and reserve champions were awarded a variety of awards, which included trophy knives, buckles, coolers, chairs, therapy boots, and manure forks.

Our Summer Spectacular and Canadas Greatest Horseman, Horsewoman, and Non Pro events witnessed impressive awards made possible by a number of vendors. Saddles were awarded to the champions in each division of Canadas Greatest, sponsored by Tomahawk Saddlery and H3M Environmental. There were also awards to each Reserve

Champion in those 3 divisions. Our horse show class champions each walked away with an STS embroidered leather jacket sponsored by ARCHA.

The final competition of the year was our Alberta Snaffle Bit Futurity, which saw champions and reserve champions receive a variety of items once again, including drink coolers, alcohol baskets, champagne glasses with serving tray, headstall buckles, as well as therapy boots and blankets.

Tonight, we are thrilled to be awarding gorgeous buckles from Troy Fischer Silverworks, as well as coolers from AJ Equine Supply.

The Alberta Reined Cow Horse Association has become well known for wonderful awards. In 2024, total cash spent on awards was \$38,670 at the shows, plus another \$13,000 for year end prizes, as well as a total of \$10,400 in donated/sponsored items. That makes a grand total of \$62,070 in prizes ALONE being awarded in 2024.

We are fortunate to be able to have such first-class awards at our events. While I realize they never seem to be up to standard to all parties every time, it has taken a lot of time, fuel and wonderful sponsors to help make these possible. There are very few clubs who have been able to do what our association has done throughout the year.

Thank you to everyone who has helped make this possible.

Motion to approve Awards report by Flossie Bodell, seconded by Doug Bedard. Carried.

- Socials & Banquet: Reese Ostroski

ARCHA hosted a variety of social events throughout the season including Steak Dinners at Silver Slate, summer BBQ/potluck at WCAS sponsored by the Bodell's. CGH was a great social event during the Ponoka Stampede. The Ranch Scramble at Snaffle Bit was very popular, drawing a large audience to watch & compete. The final social event of the year will take place tonight at our awards banquet where we celebrate the success of the members who competed all year long.

Motion to approve Socials & Banquets Report by Dave Webster, seconded by Terri Holowath. Carried.

- Volunteers: Claire MacMillan & Melody Andrews

The ARCHA can not operate without our wonderful group of volunteers. We added a volunteering incentive at the shows this summer, offering a free stall draw at shows for those that complete volunteer duties like gate, bit checking, scribing, and announcing. The ARCHA board is very thankful for the time contributed by members to assist with the execution of all our events. The board spends a lot of time organizing events and logistics, and having volunteers willing to sign up and get involved means a lot.

Motion to approve Volunteers Report by Llana Malmberg, seconded by Kade Fisher. Carried.

- Office Recap: Krystal Meade

Bart has asked that I give the membership a small update on some of the items that the ARCHA has focused on in 2024. A large part of my duties are focused on helping to streamline the processes for ARCHA.

- Jot Form is used for almost all of our data gathering methods. It's used so that data is consistent, secure and easy to manage, sort and maintain.

- Computer upgrades were done in 2024 by purchase of a new laptop, upgrading the stallion auction website. I also manage all of the cowhorse.ca updates on an ongoing basis ensuring members have quick access to important information.
- Many members noticed that I wasn't as present as Show Secretary in 2024. Thank you to Katie Harvie for taking on some of the secretarial duties in the office this year. There are a lot of moving pieces to a cow horse show, and the increase in popularity of our shows required some additional support. Larger shows call for a secretary, as well as a show manager, to help execute the shows smoothly. Having some extra support in the office allowed for me to also participate at the horse shows as a competitor.
- Back numbers were used at major shows in 2024 and will be continued in 2025. This allowed for the office to see exhibitors face to face upon arrival to the show verify class entries, and also collect payment in advance which greatly reduces the amount of post-show work required by office staff allowing us to close shows, issue cheques and pay members faster.
- Communication with membership in the office continues to be a large part of my role via email, phone, text, mail chimp, messaging platforms. We may look at having set office hours for communication in the future, so that members can be used to a set time for receiving information.

6. Member Feedback & Discussion

- Thanks to the board for all the work to support the operations.
- This is big business, lots of logistics, and high caliber.
- Volunteer hours for award eligibility. Volunteer deposit.

Lorne Bodell motions that membership approve the actions of the board in 2024, Ron Anderson seconded, approved.

7. Nomination report and Election of Directors

Electing 6 directors – 2 year terms each

Flossie Bodell & Krystal Meade will act as Electioneer from the floor in the event of vote

- Retiring Directors:
 - Directors Retiring: Bart Holowath, Clint Swales, Jonathan Morrison, Tyler Albrecht, Randi McCook.
 - Ian Durrell resigned as director October 2024 – his term was due to be complete Nov 2024.
- Current Directors (1 year remaining in term):
 - Claire MacMillan, Matt Gingras, John Swales, Mano Angers, Reese Ostroski, Melody Andrews
- Members for Election
 - Call for nominees from floor
 - Bart Holowath nominates **Clint Swales**, seconded Doug Bedard. Accepted.
 - Terri Holowath nominates **Tyler Albrecht**, seconded Ron Anderson. Accepted.
 - Ron Anderson nominates **Jonathan Morrison**, Dave Webster seconded. Accepted.

- Matt Gingras nominates **Kade Fisher**, seconded Terri Holowath. Accepted.
- Mel Andrews nominates **Nancy Perlich**, seconded Flossie Bodell. Accepted by proxy.
- Llana Malmberg nominates **Colton Poffenroth**, seconded Kade Fisher. Accepted.
- Clint Swales nominates **Dave Webster**, seconded by Matt Gingras. Accepted.
- Claire MacMillan nominates **Lorne Bodell**, Lorne declines nomination.

Three call for nominates from the floor. Lorne moves nominations cease, seconded. Carried.

7 Names were nominated for 6 positions on the Board of Directors triggering an election.

- Election
 - Ballots were distributed to members present for voting.
 - Flossie / Krystal counted ballots of voters present.
 - Lorne Bodell moves ballots are destroyed, seconded Randi McCook. Carried.
- 2025 Board of Directors
 1. Clint Swales
 2. Tyler Albrecht
 3. Jonathan Morrison
 4. Kade Fisher
 5. Colton Poffenroth
 6. Dave Webster
 7. Claire MacMillan
 8. Matt Gingras
 9. John Swales
 10. Mano Angers
 11. Reese Ostroski
 12. Melody Andrews

8. New Business

- Lengthy group discussion on things we may be able to try to help make the practice pen more manageable for members, volunteers & directors. We will review some options to try in 2025, and look at what some other associations do to manage high volume practices.

9. Motion to adjourn at 3:58 pm by Flossie Bodell, seconded Billie Jo Belt. Carried.

10. Gathering of New Board Members to establish Executive & Areas of focus held immediately following adjournment.