

2018 WPR Business Overview

Looking back at 2018, your WPR Board of Directors is proud to report that it was a very successful and exciting year. Each year the association grows in many different ways, with each year building off the prior year's success and setting the foundation for the future. The WPR is growing, thriving and delivering against the needs of our diverse membership.

Membership: The WPR experienced another great year with 3015 members on the books. Our membership is strong, with a stable base of card/permit holders and exciting developments in breakaway are spurring additional growth.

Financials: While the WPR's final numbers will not be available until the 2018 audit is completed in late March, we will have another banner year experiencing positive net income. More on this after the official audit is completed.

Rodeos & Added Money: Your Board works very hard to provide you with many opportunities to compete and to ensure that the rodeos comply with the WPR rule book and approved ground rules. Your Directors keep a careful eye on overlapping slacks (trying to negotiate so they don't overlap whenever possible), they are run as promoted, they reflect the terms of your rule book and that they comply with our equal added money requirements. On this last point, this was an exciting year with the Puyallup purse reflecting \$62,500 with both the committee purse and the sponsor purse being the same for the WPR and the PRCA.

Limited Entry Rodeos: The WPR Board has worked hard to manage the number of limited entry rodeos down to 18 in 2018. To help open up more opportunities for you to compete in these rodeos, your Directors have successfully introduced the WPR Tour as one of the qualifying categories in over 70% of the 2018 limited entry rodeos. While we are not yet at 100%, your Directors are committed to increasing the number of rodeos using the WPR Tour each year

WPR Tour: Since its introduction over 6 years ago, the WPR Tour keeps proving to be a great way to offer another avenue for members to qualify into limited entry rodeos outside of the usual standings approach. By including the WPR Tour in the qualifying categories and negotiating where it is placed in the fill order, it is exciting to see new names of highly qualified members competing at these rodeos.

The WPR has several programs that we provide to members and committees. These programs were developed to benefit you, our members and to expand our relationship with our business partners who support the WPR's mission. Here are just a few of them:

Ground Program: As we all know, the ground conditions at rodeos have a huge impact on the outcome of every barrel race where you compete. The WPR Ground Testing Allocation program is in its 5th year. In that time, over 50 rodeos have been offered a free ground and water test. Of the 50 allocations offered, the vast majority have taken up the offer. As these rodeos get their results back from an expert lab, they learn about what is needed to correctly amend their arena, how to adjust their water and the best use of tools to manipulate the ground. While not every rodeo can make a complete change to their arena ground, all have said they benefitted from availability of the test allocations and appreciate learning how to make their rodeo the best that it can be in terms of safety, consistency and a better contestant and audience experience. We applaud their actions and hope more will want to benefit from this amazing program.

Pro Elite Sire Incentive Program: This program, also referred to as PESI, had exciting changes in 2018. The heart of the PESI program is centered on rewarding (with bonus money payouts) stallion owners, breeders and owners (members) for breeding, training and campaigning great rodeo barrel horses. As we know, these eventual great rodeo horses, start in Futurity and Derby events. The WPR has been and continues to be committed to providing bonus money at key Futurity and Derby events; these events are the foundation to our program. The PESI program continues to make bonus money available at the National Finals Rodeo, each Circuit Finals and the World Finals.

Two additions to PESI were rolled out in 2018. First, the Board expanded the bonus payouts to include one rodeo in each circuit. In the first year 80% of those rodeos had a member receive a bonus. Second, in 2018 the PESI program introduced a PESI Stallion Service Auction, with 43 stallions participating in the auction. Coupled with the existing stallion "buy in" aspect of our program, PESI had a great year. More stallions reflect the WPR's continued commitment to: the

development of great rodeo barrel horses, the recognition of the stallion owners and breeders, the offspring that start in the Futurity and Derby system and ultimately the horses who reach their rodeo goal.

Divisional Circuit Program: While this program has been around for several years, it is important to know that the WPRA developed it with two goals in mind. First it is a feeder system for attracting new WPRA members. It is the primary way that we attract new permit, roping and junior members. Second, knowing that our members frequently go to jackpots to compete and train their horses, our Divisional Circuit program provides another way to recognize our members and their competitive skills through our Divisional Circuit Standings.

Each Circuit Director puts on a Divisional Circuit Finals at year end, where the WPRA can recognize and reward these members for their efforts.

Roping Program-Breakaway Pilot: In 2018, the WPRA rolled out a pilot where WPRA breakaway members had an opportunity to compete at 14 WPRA/PRCA sanctioned rodeos. The pilot was primarily focused in Columbia River. While the pilot has helped us attract new members for our Roping Division, it importantly provides a new venue, i.e. professional rodeos, where our members can compete and the talent of the WPRA can be recognized. Rodeo committees have also benefitted by having the option to add another WPRA event to their rodeo. The WPRA is still in a "pilot" mode with this exciting venture in 2019. Your Board's goal is to roll it out in 2020, using 2019 as a time to work out all the details that will enable a smooth transition for contestants, rodeo committees, judges, secretaries, etc.

Now to other important topics to cover:

Corporate/Sponsorship Partnerships: Corporate/Sponsorship Partnerships are an important ingredient to the WPRA's success. In 2018, our Corporate Partnership area grew by attracting 7 new relationships, while retaining existing ones.

Hall of Fame Induction: August 2018 marked the second year where the WPRA inducted two of our past World Champions and one of our sports' amazing barrel horses into the ProRodeo Hall of Fame. Much deserved recognition went to 4-time World Champion Billie McBride and 4-time World Champion Kristie Peterson, and Kristie's amazing rodeo partner, French Flash Hawk, aka Bozo. Recognizing and preserving the WPRA's history in the ProRodeo Hall of Fame is so important to the legacy of your association.

WPRA Office Activities: Your WPRA office is comprised of 7 people. Activities handled by the office include: Membership Services (over 3,000 applications processed, fees/fines, changes in card types and profiles), Rodeo Approval Management (over 500 rodeos in 2018), Divisional Circuit Jack Pot Approval Management (over 1100 jack pots in 2018), Results Processing (over 33,000 items from rodeos alone), Accounting Management (standard A/P, A/R, financial reporting, Rodeo Pay, PRCA reconciliations, financial audit), Program Management (includes all World Finals activities, PESI admin, NFR support, communications, Corporate/Sponsorship admin), Media Related Management (WPRN, web site) and Board Support (all meetings, strategic direction, etc.). While your staff is small in number, it is engaged in a very wide range of activities, handles a large volume of transactions and is very efficient and flexible.

Communications with Members: In a world that demands constant communications, this is an area where the WPRA Board knows that it needs to improve. While much energy goes into delivering on the many items listed above (and those not listed), your Board is trying to figure better ways to get more information out to you in a timely manner. This is an area that they are committed to improving in 2019.

Meanwhile, the Board did start an important member survey process that was launched in November 2018. For those who responded (almost 600 members) we appreciate the time that you took to answer questions. Important input and feedback that you provided to us: main areas of interest to members are the WPRA Tour, Divisional Circuit jack pots, Futurity and Derby, PESI and Roping.

88% of you have goals associated with making your circuit finals or entering special rodeos. 12% of you have the NFR as their goal.

Another survey will go out in late February.

Communications with Judges: Judges are critical partners when it comes to having a fair and safe barrel race at a rodeo. The role of judges at the rodeo is to follow and apply the WPRA rule book and ground rules. Clarity in both the rule book and the ground rules is critical for consistency, though we always have to remember that certain situations will always rely on a judgement call.

The WPRA uses various methods for communicating with judges. Before each rodeo the WPRA office emails each judge a flow (reflects the # of entries and format), available barrel pattern and the ground rules. The ground rules that are provided are a critical reminder of special situations that need to be addressed and managed by the judge on location. These ground rules may include whether there will be a drag or rake during the performance and slack, specific equipment that the committee has agreed to have available, whether there should be an open or closed gate, other safety precautions, etc.

Based on the needs of a particular rodeo, Directors and Officers may be talking with a Judge ahead of time and/or as needed during the rodeo. In addition, the WPRA participates in the judges' seminars. Communications with judges is constant and always focuses on: ensuring consistent application of the rule book, applying the items listed in the ground rules and delivering a fair and safe barrel race.

Communications with the PRCA: The WPRA's communications and working relationship with the PRCA is very strong. Each organization recognizes the importance of our partnership and what each deliver to make a successful rodeo. For the past two years, the WPRA has been actively talking with the PRCA's Executive team and some Board members about the future of rodeo and the WPRA's role in that future. These talks, that started two years ago, were and are particularly important given the current contract that exists between both organizations. It is also noteworthy that the WPRA is listed in the PRCA/LVE NFR contract and the WPRA has a separate contract with the RNCFR, both contracts running through 2024.

There was a change in the PRCA's Executive team in 2018 with George Taylor becoming the new CEO. The transition to the new team has been smooth with dialog that has been very open, collaborative and positive. Both organizations agreed to a late June/early July timeline for delivering a new strategic contract reflecting the nature of our relationship and the stake that we both have in building a successful future for professional rodeo.

How your Board works: In March 2018 the Board shared on the WPRA web site a new plan to increase the efficiency and effectiveness of the 14-member Board as it carries out its duties and responsibilities to serve and represent the members.

First they established committees made up of Circuit Directors, with the chairperson providing periodic updates to the full Board. The idea is to have smaller groups of Directors spend focused time "vetting" committee plans & issues, so when an item goes in front of the full Board, it is well thought out and decision making is more efficient. Final decision making still remained with the Board. The committees are Finals Rodeos, Barrel Racing Programs, Roping Program, PESI and the Equine Medications & Prohibited Substances Programs, Brand Management and the Business Committee.

All committees but the Brand Management committee have been formed and have started working. This is all part of a process whereby committees are learning how to work, report on topics, and speed up Board approvals. Only time and evaluation will tell us if this really helps the Board.

Second, the position of President/CEO became an appointed, contractual position in mid-April. This change was intended to move the association forward in the rodeo industry, improve the delivery of services to members, and more effectively manage committees and outside partner relationships. The position reports to and is fully accountable to the Board through constant dialog and periodic performance evaluations. The President/CEO does not act independently of the Board and the contract is not an automatic renewal. As a full time position, the President/CEO is more deeply involved in all aspects of the WPRA's business including greater engagement with the Board's new committees, relations with the PRCA, working with rodeo committees, developing sponsorships, etc. The Board thinks of this change as experimental and a pilot and will analyze the effectiveness of this decision through continued evaluation. As in the past, the President/CEO does not vote on Board matters. Importantly, the Vice President and Circuit Director positions remain the same; they are elected positions, and their role on the Board and their decision making authority remains unchanged.

In closing, your Board is committed to you our WPRA members. You are part of a healthy, thriving organization that offers our members the opportunity to compete at a professional level and enjoy many benefits. We are honored to serve you.