

Executive Director's Report

December 15, 2008

- **Membership** – Creating a voice within the industry, state and Northwest.

- The staff and I continue to work on the 2009 membership drive.

- The association cannot create a voice within the industry and further develop without the members and their support. Each board member needs to participate in this aspect of the association. My goal for next year is surpass the 2008 total and to have at least 1,000 members.

- **Sales Committee**

- The winter mixed sale was conducted on December 7.

- Overall, I was pleased with the sale, especially when you consider the current trends across the country. While the figures were not impressive, they were better than what I hoped for. I was very pleased with the turnout of people and the compliments received.

- I would have liked the figures to have been higher. The complete financial results should be finalized by the end of the month in order to determine the overall cost of the event.

- I was also pleased and excited with the responses to the promotional events associated with the sale, especially the breakfast buffet.

- The next sales committee meeting will be held on December 30.

- **Publications Committee**

- The association needs to start distributing the magazine to others within the industry to either sell or distribute. If anyone is interested in copies of the magazine for this purpose, please let me know.

- The committee will meet on December 30 to discuss the future of the publication, Annual Review issue, costs, distribution and the dissemination of information to the members and the general public, which I feel is the priority of the association.

- The website is under continuous construction to further develop it to better serve the membership.

- **Finance Committee**

- I have not been able to speak with accountant Randy Farrell recently in regards to preparing the association's tax returns. I have spoken to our bookkeeper about finding someone else to complete the association's tax returns.

- **New Corporation and Tax-Exempt Status**

- I have been moving forward with this new direction and continue to work with our lawyer Michael Thorner.

- **List and E-mail List Serves**

- Continuing to develop and work on these lists, including ones for broodmare owners and Northwest Race Series participants.

- **Service Information** – Developing and working on:

- List of items and events.

- Information for brochures, magazine, advertisements and website for the upcoming year and new membership drive.

- **Marketing/Promotion Committee**

- I hope that the committee can meet again in the near future in order to continue to move forward with this very important aspect of the association.

- **Northwest Race Series Committee**

- Ads for the series are in the magazine and are on our website.

- A mailing to all previous participants and the buyers of yearlings and weanlings at the 2008 sales has been sent out.

- While this may initially have been a good concept to promote horses in the Northwest, I feel it is no longer valid or accomplishing its original intent.

- This aspect of the association must be reevaluated and addressed to promote Washington-breds and the broodmares in the state and the Northwest. I hope to be able to bring this committee together to address this matter in the near future.

- **Annual Awards Banquet**

- The date is scheduled for Saturday, February 14, at Emerald Downs.

- I have spoken with the WHBPA in regards to possibly collaborating in the event and have sent their board members a brief prospectus.

- The selection committee will meet on December 30.

- **Stallion Season Auction**

- We currently have over 80 different stallions, including a Kentucky Derby winner.

- I am pleased to announce that the staff and I have surpassed last year's total of seasons, resulting in the first of our two goals (to have over 75 seasons) for this year's auction having been met.

- Our other goal is to raise more than \$30,000 to assist with general operating funds.

- A letter and the list of participating stallions will be sent to the broodmare owners who received 2008 breeders' awards and to those buying broodmares at the 2008 winter sale.

- Information on this event can be found in the magazine and on the website.

- I would like to thank all of the stallion connections who have committed to participate in the 2009 auction. At this time the farms where the stallions are standing are being recognized; however, I also plan on recognizing all of the contributing connections upon completion of the auction.

- **WTBA Calendar**

- The calendar has been printed and is available.

- I am very pleased with the calendar and believe that everyone will enjoy it.

- We were able to have calendars available during the December sale and the response was fantastic.

- We will be selling them for \$10 each or two for \$15. We also have a wholesale price for larger quantities.

- Ads for the calendar can be found in the magazine and on the website. We would also like to get them in some of the local stores.

- A complimentary calendar will be given to all 2009 WTBA members. A flier will be included with the calendars about how to acquire additional copies.

- I would like to thank photographer Cheri Wicklund, ESP Printing and the many sponsors – who are mentioned in the calendar – who collaborated on this project, as well as the staff for all of their hard work in making this project possible.

- **WHBPA**

- I attended their December 3 board meeting to discuss their participation in the annual awards banquet and the magazine.

- Overall, I thought it went very well. I was asked to send additional information pertaining to these topics prior to December 12 for further consideration, which I have done.

- **WHRC**

- WHRC executive secretary Robert Leichner will retire from the commission, effective January 2, 2009.

- I attended the December 11 meeting. Among the items discussed were Leichner's replacement, the monthly Emerald Downs report and who will be appointed as the next WHRC committee chairperson. Ron Crockett provided the Emerald report, which

included the track financial numbers, what it would cost if someone was interested in acquiring Emerald Downs, and that in 2011 Crockett would be able to pay off the remaining amount of the note on the track and could then walk away. The WTBA's backing of the full return of breeders' and owners' awards in 2011 was also discussed.

– I responded to a few of Crockett's comments, including the reasons why the association is promoting the return of breeders' and owners' awards in 2011 and the need to disseminate information to the breeders and owners so they can make future plans in regards to breeding and owning Thoroughbreds in Washington. I also asked him point blank why he just does not close the track at this time, considering his earlier remarks, as well as the impact it is having on those within the industry.

- Open Space Taxation Act

– The second meeting was held in Yakima on December 4, which I was unable to attend.

– I have spoken with a number of people who attended the meeting and was informed that there was a very good turnout, with a number of people voicing their concerns on the issue.

– Information pertaining to this matter can be found on our website.

– At this time, discussion is still occurring on this matter throughout the state.

- Other News

– Jerry McMahan, president and general manager of Barretts, has resigned effective January 3, 2009.

– Barretts announced the elimination of their 2009 fall mixed sale (October).

- Thank You for Your Support

– Traber, Bergsma, Simkins, Inc. and Sally and Joe Steiner of the Quarter Chute Café in regards to the breakfast buffet held on December 6, leading into the winter mixed sale. ■

Prepared and submitted by Duane Belvoir