

PHBA President's Newsletter  
April 2021



Hello PHBA members,

Thank you, once again, for your votes to allow me to serve as your 80<sup>th</sup> PHBA President. The honor is truly humbling. Please accept this thank you, also, for the wonderful Executive Board you voted for: Tom Craun, President-Elect; Dave Remus, Vice President; Gene Ray Stewart, Vice President; Lynn Rohwedder, Secretary/Treasurer; Appointees: Mike Battey, Mike Bendele and Joy Isley and Jenifer Patridge, Recording Secretary. This great team is filled with lots of positive energy to get PHBA on good ground for building its solid future along with your input.

Here are some updates:

The first official meeting was held immediately following the end of the National Convention, with all EB members in attendance along with our Terri Green, General Manager. After handling required activities, and personal introductions by each member, we set out to address some of our priorities.

The first was to name EB Appointee Mike Bendele as 2021 Cattle Classic WS subcommittee chair. This event is set for July 3<sup>rd</sup> and 4<sup>th</sup> with the Holiday Classic in Tulsa. He will set his subcommittee to:

- 1) promote this WS Event,
- 2) seek donations for added money, and
- 3) promote the PHBA PB program.

There is already \$1,000 committed for the added money, with more being confirmed.

Other members were asked to form a subcommittee to work directly with the Marketing and Public Relations Committee to draft a promotions/communications plan for PHBA events, and showcase stellar members and promote all PHBA programs. They will be utilizing all free media methods available plus any very low-cost methods to get information to each of you and to those outside of PHBA.

Subcommittee members are: Tom Craun (P-E), Dave Remus (VP), Lynn Rohwedder (S/T), Diane Kutz, PHBA-A President and Marketing Chair, Terri Green (GM) and me.

World Show Entry Forms are now ready on the PHBA website for your convenience. Don't forget the Bradshaw BAG monies available for all Amateur halter classes!

Respectfully provided,

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PHBA President, 2021-22