



Hello everyone,

Hope this finds you gearing up for the horse show season and enjoying the new foals that have been arriving.

Let me share some exciting updates with you from the May EB conference call. Lots of positive results and new plans coming together for our World Show.

PHBA Cattle Classic WS

- 1) This is being held with the Holiday Classic on July 3, 4 & 5, 2021, in Tulsa.
- 2) Chair Mike Bendele and committee have been working hard to raise Added Money donations for each class; and they have secured over \$3,000 with more commitments coming in.

Marketing

- 1) Activities are moving forward with the creation of a basic plan and doing research for no cost and low-cost media options available to PHBA.
- 2) From the EB your voices are represented by Tom Craun, Lynn Rohwedder, Dave Remus and me along with Diane Kutz, Chair, Marketing Committee.
- 3) We are exploring the use of university students to assist Terri with this task at no cost for web updates.

2021 World Show

- 1) Plans are progressing for a Welcome Reception through the Springfield Chamber of Commerce. The youth will enjoy a Chamber of Commerce brunch in place of a banquet (at their own request).
- 2) Gift bags are in the works, with donations of a variety of gift items for those bags, and the gifts bags themselves have been sponsored. These will be available when picking up show packets.
- 3) WCHA has offered to sponsor the Open Premier classes (3) with a special award and prize. They also want to set up Youth Premier classes (2) the same way. This sponsorship will be for three years, 2021, 2022 and 2023.
- 4) BAG, Bradshaw Added Gold, is being promoted, so Amateurs, get your horses ready for any of the PHBA or PB halter/performance halter classes to share over \$2,000 in each class! Show your appreciation by grabbing your own BAG!
- 5) 2021 Sponsor Drive is doing well with all your help with ads and class sponsorships. Ads are due to me by May 21st, but classes can be sponsored up to show time!

Respectfully submitted,

Mimsi

Mimsi Roe Coon
2021-22 PHBA President