

PCQHA President's Message  
May 2018

The PCQHA office is running smoothly and the Quarter Horse shows are in full swing on the West Coast. After the shows, the office is busy calculating points for PCQHA year-end awards, Youth World Show, California State Championships and the EMO Western States Championship show. After AQHA processes the shows (usually at least 30 days), points are downloaded into the PCQHA computer program, and finally the spreadsheets are saved for the website. Any questions on points or shows, contact the PCQHA office for assistance.

Directors are also busy with committees keeping PCQHA moving in the right direction:

**YOUTH:** Youth qualifying ended on April 30, 2018, so youth World Show chair, Kellie Hinely and the office will soon be working on the youth qualifying lists. The youth are continuing to raise funds to offset costs of the trip to the Youth World. If asked, please participate.

**HALL OF FAME & AWARDS BANQUET:** Cherie Vonada heads up this committee. If you haven't heard, the PCQHA Hall of Fame is moving to Paso Robles, CA. It will be held in October during the Fall Classic and California State Championship shows. The PCQHA awards banquet will be held at a different time and location to be determined during the June Strategic Planning meeting. Watch the Pacific Coast Journal for announcements. If you wish to nominate a person or horse for the PCQHA Hall of Fame, remember June 1 is the deadline. You can find forms at PCQHA.com.

**THE CELEBRATION & EMO WESTERN STATES CHAMPIONSHIP:** Doug Brown is chairman for both of these shows. This year's Celebration show is June 28-July 8 at the fabulous South Point Equestrian Center, Las Vegas, Nevada. Spectacular Silver Champagne Coolers for circuit champions and Silver bowls for reserve circuit champions, plus other cool awards. For the EMO Western States Championship, \$10,000 in cash awards are being awarded to exhibitors, in addition to the trophies for first, second and third placings. Sponsorships are needed for these shows. They can range from individual class sponsorship to arena sponsorship. There is a wide range in between. Sponsorships help with the overall show experience and enables the committee to enhance the show experience. You can contact Ali Einolander at 805/226-7509 to find out more information on these sponsorships.

**FALL CLASSIC & California State Championship:** Get ready for everyone's favorite show, the Fall Classic and California State Championship, October 3-7 at the Paso Robles Equestrian Center. This year we are fortunate to have Sandy Arledge, as chairperson for these shows.. Forms for the Fall Classic and California State Championship shows will be ready soon at PCQHAFallClassic.com. New for 2018 is the \$5,000 added to the California State Championships. Check to see if you are qualified at PCQHA.com.

**STRATEGIC PLANNING:** Chaired by Doug Brown, the strategic plan for PCQHA is reviewed annually. This year, the board meets in June to adjust and update to ensure we are in alignment with the PCQHA mission and vision statement, which begins with "To provide opportunities for youth, amateur and professional horsemen of the Pacific Coast to gain first hand knowledge of the suitability and adaptability of the American Quarter Horse through venues and beneficial services such as marketing, promotion, advertising and publicity".

Other committees are also working on projects throughout the year for PCQHA. They include:  
**EXECUTIVE COMMITTEE** – chaired by Cece Campbell

**FINANCE AND PERSONNEL COMMITTEE** – chaired by Marc Ristow

**NOMINATING AND ELECTIONS COMMITTEE** – chaired by Doug Brown

**MEMBER BENEFITS** - chaired by Cathy Hanson. Subcommittees include:

YEAR-END AWARDS - chaired by Lori Pfaff

MEMBERSHIP & AMATEURS – chaired by Judy Bonham

MEDIA & PUBLIC RELATIONS – chaired by Chris Hocutt-Senteney

Thank you to all of the PCQHA directors for your work on PCQHA. Your dedication to our members is appreciated. The Board of Directors welcomes your comments and thoughts on all things affecting PCQHA and its members. Please contact us if you want to discuss anything you read or hear.

I am attending the SCQHEA Double Feature Show and Del Mar Nationals at the Del Mar Fairgrounds. Lovely weather and great shows. We are lucky to have such amazing facilities and locations in California. Thank you to all who the hard working professionals who make our Quarter Horse shows such a blast.

Until next time,

Cece Campbell

PCQHA President

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