



## Canadian Senior Pro Rodeo Association

Minutes - Board of Directors Wrap Up

December 4, 2016 at 12:00pm in Calgary, AB

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1. **Call to order at 12:35pm**
2. Minutes read from AGM. **MOTION** to adopt minutes as read, **Accepted**
3. **Finals and Raffle Reports** (attached). Talk about unnecessary tractor use at arena (night time), will talk to Willow Creek Ag about it. Calf contractor is worried about weaning calves too early for finals so would it be ok to leave them on the cows, we say yes.
4. Rehashing the AGM motions and discussions:  
**Item 7a - MOTION** to add new ribbon roping rule as worded at AGM, **Carried**  
  
**Item 8a – MOTION** to add 68+ Barrel Racers to our Finals starting 2017 as per AGM, **Carried**  
Discuss that we will abide by all our CSPRA rules so the 68+ LBR'ers going to Montana will get their points in their respective Canadian age categories.  
  
**Item 8g –** Discuss that the newly formed rules committee has been going over the CSPRA rules since AGM.  
**MOTION** that they can book meeting room for a Rules Committee meeting, **Carried**
5. **NSPRA Report** (attached). We will talk to NSPRA to get official rules to put on our website especially for the team roping (new ages groups 40-59, 60+). **MOTION** to follow the new NSPRA Tie Down Handicap System (ages 72-74: 1 second off; 75-77: 2 seconds off; 78+: 3 seconds off), **Carried**.
6. **Rodeo Committee Report:** discusses that we have 25 rodeos for 2017. Lost Nanton but picked up Stavely (to run just before Standoff) and that will make a 5-rodeo run for the Americans to come up to for finals qualifying. Hamilton do not want to go with NSPRA (re: 3D) so asking if we can sanction an American Rodeo. Bigger risks, legalities, insurance? Discussion tabled until we can look into all facts. Talk about putting on a rodeo(s) in Wetaskiwin. Talk about tying in a "Roughstock Only" event with other roughstock events happening around the province.
7. Discussion of role of executive committee, that they are a sounding board on general rules and situations before calling for a full board meeting. Consists of Ross, Rhonda, Craig, Lyle.
8. Proposal that we look at dropping the age to 35-49 for couples, where one spouse has to be over 40 and other can be as low as 35. It is decided to add that as a question on the survey we are putting on website.
9. Sponsorship Report – talk of space on the barrel covers (a slide on cover costs \$300) and timer stands to offer to sponsors. Asked if a \$10,000 sponsor is "exclusive" (ie: trucks, beer, etc). Should we give our sponsors something more than the Finals Rodeo and Banquet tickets, photos, and thank you cards? Maybe a certificate in the color that signifies level of sponsorship. Wonder if we should have a sponsorship coordinator in the north and south?
10. Re: giving back to community, helps with sponsorship as we can say that a percentage of money goes to a fund. If it is to a fund (vs an individual) then we can use AGLC proceeds. **MOTION** that we support the Olds and Vermillion Colleges with a \$500 scholarship each yearly, **Carried**.

11. Reading of letter from Ty Northcott (attached), and his comments regarding bull quality. If bulls are too tough guys won't come out. This is good for us to help promote to committees in that we can guarantee good quality stock which will bring out more riders. Roy to send costs to Craig so that he can pass on.
12. Associate memberships: All paid personnel must have one, ie: announcers, judges, timers, stock contractors, secretaries. Volunteers are covered by committee insurance and pick up men, bullfighters by contractor's insurance.
13. Rules of Conduct: Should we send out written warning and fines? Yes, we need to end all toxic talk and actions towards and about the CSPRA and keep things positive. **MOTION** that we fine \$250 for any violation of Rules of Conduct, **Carried**.
14. Renaming the Association: Is it time? See attached handout "Branding For Success", that discusses the pros and cons. Put survey on website to get general consensus.
15. Suggestion that the setting up of barrel racing timers be the responsibility of rodeo judges/committees and not the competing barrel racers.
16. Our 2017 Finals Committee to help Chairperson Dawn Brooks is Rhonda, Roy and Guy. Note: the Finals Chairperson is a non-voting position.
17. **MOTION** to give a \$200 Visa gift card to Doreen Mattson for all her help with the Casino, **Carried**.
18. **MOTION** to adjourn the meeting at 3:40pm.

## Finals & Raffle Reports:

### Wrap Up Meeting held on Dec 4, 2016

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-235 members in 2016, even though we lost about 25 members we gained about 40 new so still up from 2015. This winter I would like to put a poll out to the members we lost to see why and how we can get them back.

#### Finals Report

- Income vs expense hand out
- As you can see the bottom line cost to Association was about \$3,200 less than last year
- Two more years on arena rental contract
- New arena won't be ready for full rodeo next year but maybe for warm up riding
- Since we have pink/blue perfs should we be donating to those causes too or at least making more of a presence for them?
- Weekend rodeo passes for sale?

#### Raffle Report

- 2590 tickets sold in 2016 (2558 in 2015, 1980 in 2014)
- \$25,900 gross, \$10,700 profit  
less: prize money(\$12,000), admin fee(\$2,590), printing fee(\$454), aglc fee(\$150)

#### Wrangler Canadian Classic Rodeo Tour

- Great success and cost the association nothing, everyone was very excited about the tour and jackets and I think that now they see how it works more people will participate thereby increasing the numbers going to those rodeos

## **NSPRA Report:**

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From the membership survey results and direction from NSPRA Board as decided at the last two board meetings:

- ...Keep Regional System
- ...Keep 6 second rule for riding events
- ...Keep enter down one age group
- ...Keep 3D barrel race format for 2017
- ...Change team roping ... 2 age groups 40-59 and 60+
- ...Stock Charge at US rodeos ... Maximum \$20.00 per run
- ...Five US rodeos rule to qualify for finals ...If you enter on a US permit or Canadian card ... For points to count in the NSPRA you must buy membership card before the end of the rodeos in that town
- ...68+ Tie Down Roping handicap – 72-74 one second off, 75-77 two seconds off, 78+ three seconds off

## **Roughstock Report:**

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Email from Ty Northcott:

To CSPRA Directors:

I have been in talks with your Roughstock Director, Roy Braybrook, over the last few months in regards to possible events and venues in which to hold Rough Stock Events at. We have talked about packaging up the Rough Stock Events in several different scenarios; an actual Rough Stock event, a Bull Riding and at regular rodeos.

I have been in contact with numerous contestants from the three Rough Stock Events and have been receiving very positive feedback on these ideas for these events. The general consensus from all that I have consulted is there needs to be a consistency in livestock that is both safe and of the proper caliber for the contestants.

I have had a brief conversation with your Committee Rep, Craig FitzPatrick, and would like to sit down with several members of your group and discuss the possibilities and benefits of moving forward on this.

Ty Northcott  
Main Event Inc  
World Professional Bull Riding Inc

## Branding for Success

Marketing experts say that a brand belongs more to its audience than to its owner. A brand is a product's identity. It produces thoughts, feelings and expectations in prospective sponsors and new members. It should provide a sense of pride to those associated with it.

It's time to examine the Canadian Senior Pro Rodeo Association brand. Perhaps we can do better. Let's consider the words "senior" and "pro."

### Senior

In 1993 "senior" likely replaced the name "old timer" because few members identified themselves as old timers. Over the past 23 years, "senior" has increasingly been associated with people aged 65+, who are retired from their life's work and eligible for various types of assistance and discounts. Keep in mind that **only** 22% of our members fit this category.

There is a good chance this image has arrived, however subtly, in the minds of people we approach to join us as members or sponsors. In a society that values youth and energy, having "senior" attached to our brand presents a challenge.

In the few days I've so far been associated with the CSPRA, I've been asked countless times to define the organization. The overwhelming misconception seems to come from the word "senior." Even Nanton-based ranchers who are involved in youth rodeo, people whom you would expect to have some knowledge of our organization, were under the impression that the CSPRA is for those aged 65 and older.

***We are missing a chance to appeal to new members in their 40s and 50s because of this powerful misnomer.***

A positive brand creates a feeling of pride. People want to be associated with it. An ideal replacement for "senior" is the word "classic." When you Google "classic," you see: *Classic - judged over a period of time to be of the highest quality and outstanding of its kind.* Who wouldn't want to be associated with a "classic" brand?

### Professional

Having "pro" in our brand is perhaps not as large an obstacle as "senior," but it is misleading. Professional implies that a person is making a living in this role.

The majority of CSPRA members are non-pro rodeo competitors, and calling the organization "professional" may **deter valuable future non-pro members**, who logically conclude that only pro competitors can belong.

Additionally, using "professional" may **create advanced rodeo performance expectations** in the minds of sponsors who are familiar with other pro rodeos. We should strive to meet and exceed sponsor expectations, to maintain a long and beneficial relationship.

Not being rodeo professionals also works to our advantage with sponsors because we represent a more diverse group. The reality is that sponsors are influenced by attractive marketing opportunities to benefit their business, and CSPRA members represent a valuable target market.

We possess a variety of life experience, connections in the work world outside of rodeo and accessible disposable income. Our entrepreneurial spirit comes in many forms, from agriculture to healthcare to businesses of all types and sizes. Within our organization, there are several market segments to reach. This **non-pro branding, based on diversity, expands the pool of potential sponsors.**

*Playing up our members' success outside of the rodeo world will help convince sponsors of the marketing benefits of CSPRA support.*

### **Creating Appeal**

“Before rebranding, analyze if you’re failing to reach your target market and why. Is your target market ignoring you or unaware of what you’re offering? In that case, you may have a perception problem, and rebranding can help.”

*-Chris Wechner, director of marketing for [The Ultimate Analyst](#), an online marketing company*

Choosing a more accurate name with positive connotations is forward thinking. It will help expand membership and increase sponsorship. The Canadian Classic Rodeo Association (CCRA) creates a growth opportunity. Hearing it for the first time, people wonder “What makes them classic?” They already expect a positive answer, and this opens the door to a discussion about the benefits of being associated with Classic Rodeo.

***Classic Rodeo Forever!***