

# EXECUTIVE DIRECTOR'S REPORT

## March, 2016

### ACCOMPLISHMENTS:

- Regional Farm Bureau Meeting
- Discussion with NCDAs regarding the completion of the Stall Barns at the Southeastern Agricultural Center
- Attended the Commodity Leaders meeting at the NCSU
- Participated in a Focus Group regarding developing leadership and advocacy within the agricultural community
- Attended the Agriculture and Forestry Awareness Legislative Committee
- Developed marketing materials with AQHA for the NETC Conference
- Staffed the first Trail Challenge for 2016
- Attended the Legislative Research Committee on Access to Public Land
- Negotiated website support with Walking Man Productions
- Continued work on the NETC program including contacting speakers and venues
- Attended the NC Farm Bureau Women Convention
- Began development of plan for additional funding for the Stall Project
- Plans to begin designing the Mason Point Trail are moving forward

### DISCUSSION:

The North Carolina Farm Bureau held regional meetings in March to inform members of the Bureau's mission and goals for the upcoming year. Mr. Wooten, Executive Director, talked about advocacy and how the Farm Bureau shapes policies and decision. It was very informative and provided useful information on how to form a partnership with them.

Throughout this month, several discussions and meetings have taken place to develop a strategy to complete the stall barn project at the Southeastern Agricultural Center in Lumberton, NC. The current funds fall short on dollars to totally complete the project. A suggestion was made that we withdraw the stalls from the project, simply build the cover building and then let the NCHC Foundation try to purchase/donate the 100 stalls. This would still leave the project short on funds and without providing electricity or water to the barn. No option is ideal and discussions are on-going. Two possible plans of action include asking for state appropriated dollars during the short session or applying for additional grant funds from the Golden Leaf Foundation and the United States Equestrian Foundation. These options are also being pursued.

Planning for the NETC conference is nearing completion. The "rolling" conference schedule is almost complete with three very diverse stops. Robert Eversole, the Trailmeister, will be the rolling conference host. The majority of speakers have been confirmed with a good mix of talent from both west and east of the Mississippi! An agreement was made between the NCHC

and AQHA regarding marketing materials. In place of providing direct dollars in support of the conference, AQHA will be designing all of the conference print materials and providing other advertising assistance to promote the conference. American Trails has also offered marketing assistance.

Our first trail horse challenge was held in Franklinton, NC. The challenge was well attended and several new faces participated. There are a series of 8 challenges scheduled.

Finally, the Mason Point Trail Project will be moving forward. This will be an opportunity to construct a 12 mile loop trail in the Jordan Lake area on Wildlife Resource Land. Barb Oslund will be taking the lead on this project.