



Pacific Coast Cutting Horse Association

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July 2, 2009

To the members of the PCCHA;

First of all, I would like to say I am very excited about the future of the Pacific Coast Cutting Horse Association.

Having been selected by your Board of Directors as your new Executive Director is a great honor. I look forward to serving you, our membership and the Board of Directors.

As we move forward, I would like to challenge all members to become more involved with our association. It takes a whole membership to make our association run. Any help you can give, whether it is positive input, constructive criticism, committee participation, helping at any of our events, award sponsorships or you tell me. Any and all participation is welcome and greatly appreciated.

I urge you to contact myself or any of your Regional Board of Directors with any input you might have that will help make our association an even greater force in the future.

My vision is to see our membership grow, increase our purses and put on the best shows possible. As I see it, we have no excuses. We have a great venue, a city that supports us and a strong group of people.

I plan to put out an, "Executive Director's Report "on the website as often as possible to keep you, our membership updated and informed.

Again, I want you to know that as your Executive Director I will give the association and the membership 100% of my attention. I look forward to working with you and hearing your ideas and thoughts. Together, I think we can take the Pacific Coast Cutting Horse Association to the next level.

I can be reached on my cell at 209-587-0567 or at the PCCHA office 209-7275779 x 106 or by e-mail: pbenadum@pccha.com

Sincerely,

Phil Benadum

PCCHA Executive Director