



## Happy New Year!

Happy New Year to all our CSA and MSA members. We are very excited to begin 2016 by announcing the winners of the 2015 CSA Points Race. Thank you to all those who participated and made 2015 a historic year for the Cowboy Sports Association. We wish to thank Karin Page for her vision in creating an association that has brought the focus of our sport back to the local clubs that are responsible for our success.

The winners of the 2015 Cowboy Sports Association National Points Race are:

**Shotgun:** *John Howard*, Plant City, Florida

**Rifle:** *Keith Hunt*, Lakeland, Florida

**Pistol:** *Jennifer McDuff*, Riverview, Florida

We also wish to thank and recognize the state and regional winners:

**State:**

VT *Robert Baratta*

PA *Michael Cooper*

NY *Barbara Walters*

NE *Kristy Allen*

MI *Jim Wallace*

ME *Richard Moody*

KY *Jeffrey Crawley*

IN *Ron Ice*

FL *Jennifer McDuffie*

CT *Allison Forsyth*

CO *Darrell Dye*

**Region:**

Western North Central *Kristy Allen*

Southwest *Rodney Greene*

Southeastern *Jennifer McDuffie*  
Northeastern *Allison Forsyth*  
North Central *Jim Wallace*  
Midwest *Jeffrey Crawley*  
Mid Mountain *Darrell Dye*

As we have previously announced, all CSA members and Affiliates become MSA members as of today. We realize this may be a bittersweet occurrence for our members. When we purchased the CSA from Karin Page, we intended to continue operating the two associations as separate entities. Unfortunately, the fee structure of the CSA was unable to sustain the operation and we did not want our members to lose the benefits of their membership. The logistics of operating two associations meant essentially competing against ourselves, which was not an advantage to our membership as a whole.

As we have explained, we have put great effort into merging our two associations in such a way that we maintain what is best about each program, without watering down the value to our members. We have always respected and honored Karin's commitment to our affiliates and it was vital to maintain this pledge as we merged the organizations. Our rules now reflect this commitment and our affiliates have the most freedom of any national association to decide which rules apply best to their particular demographics. Our role as a national association is to support our affiliates and offer incentives for their members to participate. We continue to offer the most prestigious national events, which offer our members unequalled ability to offer value to their sponsors, by providing access to large audiences and the assurance that individual sponsors will be recognized at no cost to our members. However, we do not compete with our affiliates by flooding the calendar with our own events that force affiliates within hundreds of miles of those events to shut down.

The MSA did not invent mounted shooting. We have great respect and admiration for the founders of our sport. We understand that we cannot reinvent the wheel by claiming we are the first to bring the top competitors in the world together to compete for thousands of dollars in payouts. We cannot claim to have the most members. The MSA was founded on an unselfish desire to benefit the members of our sport with transparency, fairness and choice. What we can assure our members is that the more participation we receive, the more value our members will achieve.

Since taking over the MSA, we have committed ourselves to the promotion of our sport for the benefit of all mounted shooters, regardless of their affiliation. Investing in promotion requires patience, perserviance and tremendous financial commitment. Our members are first to realize the benefit of this vision and we remain confident that as a clear leader, our association will also remain strong and grow in numbers. We understand that our vision requires us to prove our value before we achieve support. We cannot promise value down the road based on the

hope that our members will finance our efforts. This is the risk in any business venture. Those who succeed must be willing to step out of their comfort zones.

While we have made the financial commitment to assure our members receive value, it is not just about writing checks. Great effort is required to plan and organize and implement a business plan. Careful consideration of branding and promoting is required. Choosing the vehicles that offer the most potential for long term success is an art as much as it is a science.

As the MSA has invested in sponsorship of established national venues, unmatched payouts, professional branding and unequalled marketing of our sport, we have polished the wheel that is mounted shooting and spun it in ways that reflect success for our members and as they become known to the equestrian world, so does our sport.

Western Horse & Gun has become a vital partner in this process and as the only mounted shooting association with a national newsstand publication, our members have access to unmatched recognition. Horse and gun enthusiasts who seek out our publication are exposed to an obscure sport that deserves attention, recognition and growth.

We are proud of the fact that our investment in newsstand locations has doubled our readership in just two years since we purchased Western Shooting Horse in 2013. At the request of Walmart, 5,000 copies will now be offered for sale on their newsstand shelves and we are confident this is just the beginning of a relationship that is sure to grow. Our dedication to offer a quality publication provides our members with the opportunity to become national celebrities.

We are well aware and thankful that you have choices in mounted shooting. Competition always brings out the best and provides the most value to customers. While we are not the first nor the biggest mounted shooting association, our commitment to fairness, transparency, choice and ongoing promotion makes us the leader that will take mounted shooting to new heights and our members will reap the benefits of our growth. We hope that as new MSA members you will trust our dedication to our members and choose to take part in the excitement our future holds. Each member is a true partner in our success and we are blessed to have the opportunity participate in the spirit that has made our country great and keep the old west alive as we pay homage to the American cowboy. Welcome to the MSA, as you join us on our journey of success.