



To CSA/MSA Affiliates and Members:

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It has come to my attention that a group led by CSA and MSA affiliate owners is soliciting you to join a new mounted shooting association to convince you to leave our association and join their start up. While fair competition in an open market is not a concern of ours, contacting our clubs to start a business to compete with us is not something we can fail to respond to. Being an affiliate of our business has placed them in legal jeopardy and it is doubtful they will be able to fund a brand new business while being sued by us.

While the promise of slightly smaller fees may be attractive to you as a club owner, you should consider how short sighted it would be to make a change in affiliation based on such a risky promise an untested entity. You should first be sure you are covered under insurance that covers gun use, as you are as a CSA/MSA affiliate, which does not come cheap. Second, I would ask what kind of rewards your members would receive from this new association, if any.

Are there national points race prizes? Do they offer a World Championship encouraging members to participate at the club level to qualify for a chance at \$50,000 in added money? Is there a club incentive that awards money to your charity and provides additional prizes? Do they intend to award an annual scholarship of \$5,000? Do they own a national magazine with over 25,000 readers, which advertises their association, recognizes its members and clubs accomplishments and provides news about the association?

If you have been told that you should jump ship because the MSA is expelling members without cause as some have taken to FaceBook to proclaim, those who have told you this are also committing a crime of defamation, as this is patently false. If you would like to discuss these rumors, I encourage you to contact our new President, Robby Moudy, who intends to work closely with all of our clubs and will present the facts, rather than take the word of anyone trying to show us in a false light to encourage you to join them, which is a considerable conflict of interest.

As for the fees, we continue to have the lowest fees in the sport and as we have explained, the MSA going forward will offer its clubs almost exactly the same system they had under the CSA. The merger was never intended to force our system on CSA members. We should not have to explain that running a national association is very complicated and expensive and stretching resources between two national associations was simply not sustainable. We acquired the CSA riddled with debt, which should tell you all you need to know about the ability to run a national association with little income.

The CSA never offered the level of prizes, support or national events that the MSA has offered for over fifteen years. This year we picked up two significant venues that were not offered to our competition, The Patriot and Road to the Horse. Those who do not know the significance of those events, should know that the Patriot is the final qualifier for the Worlds Richest Rodeo, The American, and Road to the Horse has long been the venue for the World Championship of Colt Starting, which attracts over 6,000 cheering fans that our All Star Team had the honor to compete in front of. This event alone, cost the MSA \$25,000 to be a part of and we were loyal enough to our members, to make this commitment. It is our belief that such a significant investment offers unmatched potential to display our sport to the equestrian world and grow our sport. No other association has significantly invested outside of the mounted shooting community. As the saying goes, you get what you pay for and it is very expensive and takes patience to create growth, which we are committed to.

Before making any rash decisions to follow those who wish to corrupt your minds with false accusations and fantasies about the MSA being in jeopardy, let me tell you that I have invested more money into our sport than anyone has in its entire history and that the only way the MSA will stop operating is if I no longer sense that mounted shooters want it. This message must come from my true members, not those who have recently been posing as such for their corrupting agenda. As I have made this point before, those who wish to see me fail have called me a narcissist among other hateful terms. If that were true, why would I bother to take my

disposable income and give it away to my members for their benefit?

Those same people who have foolishly said it is "easy" to throw money around, have never done it and disrespect the time and energy my wife and I have given to our members. If I were so selfish, as a financially independent man, why would I work at all? Why would I create jobs for my employees? Why would I invest in and take risks by owning and operating multiple businesses? Why would I continue to invest in a sport where I am made out by my haters to be a villain? I do this because I love our sport and wish to take it to the next level. Those who say we love drama and our responding to attacks gives our sport a black eye, should look in the mirror, as our intent has always been to tell people to stop gossiping, stay out of the drama and focus on having fun with their horses and friends, not harmful politics. I have grown tired of making these points, only to hear how those that want the MSA to quit, continue to publicly twist my words for their selfish, cruel and harmful agenda.

I ask that you consider what the future of mounted shooting would look like without the MSA and its support. I ask that you consider the thought and effort we have put into bringing two different associations together and the compromises we have made to try our very best to please all of our members. Finally, I ask that you show your support and tell those trying to build a business by tearing down ours that you do not respect their methods and will not support such a self serving effort. I can assure you that I can and will do everything in my power to help mounted shooting thrive, so long as I know this is what my members want. To show his agreement, Robby has also asked me to sign his name below.

Thank you for your consideration

Rick Pihl
Chairman of the Board/CEO
Mounted Shooters of America

Robby Moudy
President
Mounted Shooters of America

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