



**Professionals Advisory Committee (PAC) Minutes  
Embassy Suites, Denton, Texas  
Arabian II Room  
Monday, February 2, 2026  
9:15 A.M – 10:30 A.M. (CST)**

*Approved March 10, 2026*

**Members Present:** Jordan Larson, Justi Mathison, Josh Crawley, Sebastian Petroll

**Members Present Virtually:** Matt McAuslan, Robin Schoeller, Josh Tishman, Kyle Kellmer

**Members Not Present:** Gennaro Lendi, Billy Williams, Josiane Gauthier (excused)

**Staff Present:** NRHA Commissioner, Billy Smith, Assistant Commissioner, Christa Morris- Sone, RHF Executive Director, Leslie Baker, Sr. Director of Education & Officials, Patti Carter,

**Call to Order**

Meeting called to order by Committee Chair, Jordan Larson, at 9:15 A.M. (CST).

**Consent Agenda**

Motion made and seconded to approve the minutes of the November 11, 2025, PAC meeting; motion passed unanimously

**Information: Review of NRHA Strategic Plan, Professionals Advisory Committee Charter & Strategic Goals**

**Action: NRHA – Interscholastic Equestrian Association (IEA) Professional – Led Youth Clinic Initiative**

Motion made and seconded to approve the development and implementation of an NRHA-IEA/4-H Professional-Led Youth Clinic Initiative, including funding for NRHA Professionals to serve as clinicians at approved IEA Regional Finals, the Western National Finals, and select 4-H events, with staff directed to report participation metrics and professional engagement outcomes to the Board; motion passed unanimously

### **Action: Media Training Initiative for NRHA Professionals**

Motion made and seconded to approve staff exploring and piloting a media training initiative for NRHA Professionals, designed to empower professionals to strengthen their individual brands, expand the sport's audience, enhance the overall commercial value of NRHA events and sponsorships, and provide focused education on crisis management; motion passed unanimously

### **Action: Professionals Survey**

Motion made and seconded to approve the development and distribution of a survey to NRHA Professionals to assess content engagement, educational needs, and communication preferences, with results to be reviewed by the Committee and used to inform future outreach strategies ; motion passed unanimously

### **Action: Selecting Dates for 202 PAC Meetings**

Motion made and seconded to approve the following future PAC meeting dates: Tuesday, March 10, 2026, at 3:00 p.m. (CST); Wednesday, April 8, 2026, at 3:00 p.m. (CST); and Monday, May 11, 2026, at 3:00 p.m. (CST); motion passed unanimously

### **Information: Review Request for an NRHA Professionals Application**

Continue exploring in-house solutions to develop an app utilizing NRHA's existing web-based resources.

### **Meeting Adjournment**

Meeting adjourned at 11:00 A.M. (CST)