

# **Jim Bret Campbell Selected as National Cutting Horse Association Executive Director**

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The National Cutting Horse Association (NCHA), the world governing body for the sport of cutting, has selected Jim Bret Campbell to serve as its Executive Director beginning June 10.

Jim Bret Campbell brings over 15 years of experience in association management and marketing to the NCHA having served most recently as the Director of Communications and Member Relations for the Texas Cattle Feeders Association in Amarillo and previously as the Senior Director of Marketing and Communications at the 285,000-member American Quarter Horse Association, where his responsibilities included overseeing the production of the association's two major publications and their online counterparts. He is also credited with leading the development of several programs including the Ranching Heritage Breeders and Ranching Heritage Challenge.

Campbell holds a master's in agricultural education and a bachelor's in agricultural communication from Texas Tech University.

Jim Bret and his wife, Teri, have two boys, Cash, 9, and Cooper, 6, who enjoy riding horses with their dad, as well as playing baseball and snow skiing.

Ernie Beutenmiller Jr., NCHA President and Interim Executive Director, said “The process to select the NCHA Executive Director took place over several months and much of its success can be attributed to the recruiting process, which included feedback from one-on-one interviews with the Executive Committee, Search Committee, Past Presidents of NCHA, key staff, as well as a survey of all (220) NCHA directors worldwide. There was a significant alignment amongst the entire group regarding our strategic issues and priorities as well as the qualities and values of the individual that would be most successful leading the NCHA into the future.

We are confident that Jim Bret embodies the qualities and values we believe are most important as evidenced by his past record of success in the industry and familiarity with ranching and the western horse industry as a whole.”