



## **Alice Walton's Final Words to the NCHA: Move Away From Tradition To Grow The Sport**

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Having hung up her hat as one of cutting's most high-profile breeders, Walmart heiress Alice Walton has called on the National Cutting Horse Association (NCHA) to make sweeping changes to the way major competitions are run in a bid to help grow the sport.

In an interview with Cutting Horse Training Online (CHTO), Walton says she believes that with today's costs, the younger generation cutters need a break on expenses to keep them interested and encourage the continuation of the sport.

"One of the things I've loved the most is working with the younger trainers and people new in the business," Walton said. "I think it's such an important thing for owners to really encourage everyone to support the younger generations as they come up. It's a difficult road, it's a tough road and I believe it's a really important part of the business that owners don't spend enough time on."

Although Walton's previous request to the NCHA for an owner's committee was denied, she states that the NCHA could still create new formats to reduce competition costs.

"For example, [the NCHA] could go to a one-go-round format and instead of having 20 horses in the final, have 40 or 45," Walton said. "You're cutting a huge amount of time out, hotel expenses, cattle, and you've got more people in the finals."

Despite her retirement, Walton said she wanted to give back the same opportunities that she was given. Walton said there are many different ways costs could be cut and the NCHA could be creative with it.

"I think we stick to tradition way too much, for the trainers and the owners," Walton said. "We've got to look at a way to create formats that reduce costs and put more money into the earnings pot. I really hope that the association will take a long, hard look at that because I think that that's one of the biggest issues and there are ways to change that."

Even though Walton sold the Rocking W Ranch, all 91 horses and equipment in September of 2015, she says she will always remain active in the sport by keeping her booth at shows and continuing her scholarship program. After 50+ years in the business, Alice Walton will always be considered one of the industry's most committed breeders.

"It's one of the biggest bittersweet decisions I've ever made and it's going to be difficult," Walton said. "I love this business, I love my way of life, I love my ranch family and I'm proud to say I would put this group together as the best in the business."

Alice decided it was time to change her priorities and devote more time to her art pursuits, in particular continuing to develop the Crystal Bridges Art Museum. Alice founded the free-admission museum in her hometown, Bentonville, Ark., in 2011. As one of the biggest art collectors in the world, Alice says she's passionate about making great art available for people to enjoy outside the big cities.

To hear more, click on the following links to visit Cutting Horse Training Online's YouTube page or view Alice Walton's exclusive interview with CHTO's co-founder, Simone Cobb.

For more information about Cutting Horse Training Online.com, [click here](#).

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## Cutting Horse Training Online

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