



**AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.**  
**BOARD OF DIRECTORS MEETING**  
Monday, March 7, 2022 at 5:00 PM ET

**1. Call to Order – Anna Marie Knipp**

- a. **Roll Call (via Zoom)** – Kristen Bagdasaraian, Julie Behrends-Jones, Allen Bosworth, Bob Brison, Rick Curl, Ali DeGray, Jennifer Dixon, Larry Hartsock, Anna Marie Knipp, Emily Lee, Joan Lurie, Helena Moreno, James Nichols, Evan Orr, Christy Parker, Cliff Paulsen, Chris Schubert, Rachel Seifert, Kim Skipton and Joan Todd. ASHBA staff present: David Mount, Katriona Adams, Jessica Cushing, Samantha Geller, Morgan King and Jean Warren. Board Members Absent: Jim Cherry, Joe O'Brien and Owen Weaver.
- b. **Adoption of Agenda** – Anna Marie called for a vote to adopt the Agenda. Motion was made by Julie Behrends-Jones and seconded by Joan Todd. All in favor. Motion carried.
- c. **Approval of February 7, 2022 Meeting Minutes** – Anna Marie called for a vote to approve the minutes from the last board meeting. Motion was made by Rachel Seifert to approve the minutes with correcting the Call to Order to Anna Marie Knipp. Seconded by Julie Behrends-Jones. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – Anna Marie ask if anyone would like to declare a conflict of interests. None were declared.

**2. Executive Director's Report – David Mount**

David gave an update on the Board's request to the Kentucky State Fair Board about adding classes at the WCHS. No action was taken during the KSFB's February board meeting, but a new process to add classes will be discussed and hopefully approved at their March board meeting. David reminded that the Board that the financials will be discussed in detail on a quarterly basis, but through the end of January net income was \$99,777, up by over \$21,000 from the previous year. David reported that the Breeders Committee has continued the work from the Breeders's Round Table in January at the National Conference. Saddle Horse Report has agreed to do bi-monthly articles on breeding topics and the committee is working on other initiatives to help breeders and increase breeding numbers. David also reported that Jessica Cushing will be leaving the Association at the end of the month to take a job in the corporate world. He wished Jessica the best of luck with her new job and thanked her for her 3 ½ years of service.

**3. Website Update – Jessica Cushing**

Jessica updated the Board on the new website progress. The current focus is to get the website to the testing phase with input from staff, the Marketing Committee and Board. Directors. The new site will maintain what our old website did well, which is the database driven content pages, but will be more user friendly and bridge the gap between member



and marketing needs. She went on to say that the current website provides more horse search details than any other breed organization and that will be maintained with the current site. Staff is working with Vibrant Brands and USEF IT on the final content and database links. One new area on the new website will be a giving area, which Morgan King has been working on, that will include information for donors and information on how we give back to our members and industry. David stated that once the final phase has been completed the Board will be invited to test the site and give feedback.

**4. Youth Conference Update – Samantha Geller**

Samantha reported on the Youth Conference, which was held February 18-19 in Lexington. 240 people attended the conference, which was down slightly from the 265 attendees in 2020 conference held pre-pandemic. This includes 25 barns represented from as far away as California and North Carolina. On Saturday attendees went to Grey Ridge Farm to see WGC Bourbon Select and WGC The Crowd Went Nuts, along with other American Saddlebreds representing western, hunter, jumpers and dressage. On Saturday night 55 Academy Awards were given out at the Awards Gala. A survey was sent out after the event with positive results about programming and willingness to attend in 2023. Morgan King reported that there were over \$41,000 raised through sponsorships for the event with an estimated net income of \$26,000.

**5. Convention Planning Update – Emily Lee and David Mount**

Emily reported that she attended the Youth Conference on Saturday at Grey Ridge Farm and on Saturday night for the gala. She said the feedback for the event was positive with the exception of the hotel. The Youth Committee recommended that if the event does move to a different hotel that the new hotel have an indoor pool, is pet friendly and has parking for large trucks. David reported that Helms Briscoe put out bids to local hotels to host the combined Annual Meeting and Youth Conference on February 17-19, 2023. The only hotel available that met all of the needs for the combined event was the Hilton Hotel in downtown Lexington. The Marriott Griffin Gate was not available. The hotel would host the annual meeting, board and committee meetings, along with the awards dinner and youth party. All other events would be held offsite. Motion was made by Kristen Bagdasarian to move forward contacting Hilton Hotel Downtown Lexington for 2023, seconded by Julie Behrends-Jones. All in favor. Motion carried.

**6. Registrar's Report – Katriona Adams**

Katriona reported that the office received 140 registrations and completed 216 through the end of February with an increase of 13 received and 43 completed. For the year 2021 there were 172 completed these were actually from the 2021 foal crop. The office received 418 transfers and completed 434 through the end of February with an increase of 169 completed. Katriona also reported that the Sweepstakes Committee approved a motion to move the Two-Year Old Sweepstakes Classes to the UPHA/American Royal Horse Show in 2022 for an initial period of three years. The Committee believed that this would increase interest in the program by moving it four months later and to an indoor facility. The Committee recommended opening up the nominations to any two-year-olds not nominated by paying the combined fee of \$275 by June 1 and refunds (\$75) would be given to those not wanting to show in Kansas City. Owners of the current nominated horses were contacted and almost 90% were in favor with moving the classes to Kansas



City. Motion to accept proposal made by the Sweepstakes Committee made by Chris Schubert and seconded by Joan Todd. All in favor. Motion carried.

**7. President's Report – Anna Marie Knipp**

Anna Marie reported that the Association has worked hard post-merger and made significant changes to bring more people into the fold, educate them and create enthusiasm. Members will soon see a new website, a new standalone convention and other initiatives that will renew interest and create new interest in our breed. Anna Marie thanked the board and staff for all the time put in to create the change. Also, she reminded the board about the in-person board meeting on March 28 in Lexington and hoped everyone could attend either in-person or via Zoom.

**8. Additional Business – Anna Marie Knipp**

No additional business.

**9. Adjourn – Anna Marie Knipp**

Anna Marie ask for a motion to adjourn. Motion was made to adjourn by Kim Skipton and seconded by Christy Parker. All in favor. Motion carried.