



AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.

Board of Directors Meeting

Tuesday, October 4, 2022 at 9:00 AM ET

Lexington, Kentucky – US Equestrian Conference Room

1. Call to Order – Anna Marie Knipp

- a. **Roll Call** – Kristen Bagdasarian, Allen Bosworth, Larry Hartsock, Anna Marie Knipp, James Nichols, Emily Lee, Joe O’Brien, Clif Paulsen, Chris Schubert, Rachel Seifert, Kim Skipton and Joan Todd. Via Zoom: Julie Behrends-Jones, Bob Brison, Jennifer Dixon, Evan Orr and Christy Parker. Absent: Jim Cherry, Rick Curl, Ali DeGray, Joan Lurie, Owen Weaver and Malissa Welke (Honorary Member). ASHBA Staff present: David Mount, Katriona Adams, Samantha Geller, Margaret Babiarz and Morgan King. Via Zoom: Jean Warren.
- b. **Adoption of Agenda** – Anna Marie called for a vote to adopt the agenda. Motion made by Clif Paulsen to accept the agenda as presented and seconded by Emily Lee. All in favor. Motion carried.
- c. **Approval of Board Minutes** – Anna Marie called for a vote to approve minutes from the last board meeting. Motion made by Joan Todd to accept the board minutes as presented and seconded by Kristen Bagdasarian. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.
- e. **Welcome Guests** – Anna Marie welcomed Fran Crumpler and Kathie Dunn Jacobsen.

2. Standard & Rules Committee Proposals – Fran Crumpler

Fran presented two rule changes recommended by the Standard & Rules Committee.

- a. **SB1658.12** – Curb chains and leather chinstraps may be used but must be flat and at least 1/2” in width and lie flat against the jaws of the horse. **A smooth of covering of a flat curb chain is permitted.** No wire, rawhide, metal or other substance can be used in conjunction with or as part of the leather chinstrap, or curb chains. Rounded, rolled, braided or rawhide curb straps are prohibited. ~~A light lip strap is permissible.~~ Hackamore bits, bosals, cavesson type nosebands, martingales and tiedowns are prohibited. A judge does not have the authority to add or to remove any of the standard equipment as specified above. Motion made by Rachel Seifert to



accept the rule change proposed as presented, seconded by Emily Lee. All in favor. Motion carried. Fran stated she would take back to the Rules Committee announce the board approved unanimously.

- b. **SB103.16** – When the terms prohibited, not permitted, mandatory, or required are used in these rules, the competitor who fails to comply must be eliminated, unless at the judge’s discretion, and no other penalty is stipulated, the competitor may receive the last ribbon presented if there are fewer competitors than ribbons. The Board referred this proposed rule change back to the Standards & Rules Committee for further clarification.

Fran also reported on the Licensed Officials Education Clinic at the ASHBA Convention in February. The Licensed Officials Education Committee recommended having the classroom portion of the clinic at the host hotel. Carol Jones has offered to help teach the Ranch Horse rules at the clinic and do a live demonstration so licensed officials and convention attendees can familiarize themselves with this new division.

3. Executive Director’s Report – David Mount

- a. **Major Awards Nominations** – Nominations extended to October 25, 2022.
- b. **National Academy Championship Horse Show Update** – David reported that ASHBA is assisting NACHS with social media and will provide app services including results at the show. All exhibitors will be given an ASHBA welcome bag with a hat, sponsored by Elisabeth Goth. ASHBA is coordinating with Event Mix on a carnival themed exhibitor’s party. Also, ASHBA has met with representatives from St. Jude and is coordinating press releases and potential stories to local media. St. Jude representatives will be coming to the show for the first time. Chris Schubert stated that Joyce Webster is happy with our relationship.
- c. **Breeders Challenge Update** – David reported that there will be a special Breeders Challenge section in the Journal for all stallions that sign up by October 15 for the 2023 auction. In addition to the Journal section, stallions will each get dedicated social media posts throughout the year. This will allow ASHBA to promote the Breeders Challenge program all year long, instead of just during the WCHS.
- d. **Public Relations Proposal** – David reported that Scott Adkins, who owns a public relations firm in Nashville and helped get Tanya Tucker to the WCHS, would like to work with ASHBA on an ongoing basis to help with national PR for the association and breed. Rachel Seifert moved to table this pending our strategic plan update, seconded by Clif Paulsen. All in favor.



David reported on a Fan Membership opportunity. USEF has given away their Fan Memberships to select groups which has helped push their total membership to over 200,000 and attracted a new level of corporate sponsorship opportunities. ASHBA has an opportunity to do the same by giving complimentary Fan Memberships to the 752 members of the Saddlebred Society of South Africa. Motion made by Rachel Seifert and seconded by Joan Todd and Kim Skipton to offer complimentary Fan Memberships to the Saddlebred Society of South Africa. All in favor. Motion carried.

David made a request to reschedule the board meeting scheduled for November 7, 2022, which is during the UPHA American Royal Horse Show, to November 21, 2022 at 5:00 PM ET via Zoom. Motion made by Joan Todd, seconded by Emily Lee. All in favor. Motion carried.

4. Convention Update – Emily Lee

Emily presented the proposed schedule and save the date for the 2023 ASHBA Annual Convention to be held in Lexington on February 17-19, 2023. A convention planning meeting is scheduled for October 11, 2022 with the goal of finalizing the budget and additional convention details which will be presented to the board in the November meeting.

5. Development Department Report – Morgan King

Morgan announced a new \$20,000 scholarship to Stephens College given by Sally Jackson to the winner of the USEF Saddle Seat Medal class in Kansas City. Morgan is currently working with Sally and USEF on the details and a joint press release. Also, she reported that gifts in kind are being tracked through the Kindful donor platform and exceed \$130,000 for the year.

6. Marketing Department Report – Samantha Geller

Sam reported that Kathie Dunn Jacobsen has donated her professional talents to help establish a User Acceptance Testing (UAT) system for further website testing. Kathie will be writing scripts for testing groups that include marketing, registry, youth and general groups, and will also include a group from the University of Kentucky. Once testing is complete and any bugs fixed the website will be ready to launch. Most of the current issues involve issues with API calls and the database. Sam also gave an update on the Journal of the American Saddlebred, which is scheduled to be mailed out two months early on November 30, 2022. And finally, Sam made a request to merge the Marketing and Communications Committees, which have overlapping members and purposes. Motion made by Joan Todd to merge the Marketing and Communication Committees, seconded by Chris Schubert. All in favor. Motion carried.



7. Nominating Committee Update – David Mount

David reported that the Board will need to replace Helena Moreno's position on the Nominating Committee. Anna Marie, as President, would then pick a new chair. Anna Marie ask for a nomination to replace Helena Moreno. Motion made by Evan Orr to nominate Joe O'Brien, seconded by Kristen Bagdasarian. All in favor. Motion carried.

8. Registrar's Report – Katriona Adams

Katriona reported on the 3Q 2022 registry statistics. There was an increase of 7% in registrations received and a 3% decrease in transfers received. There was a 225% increase in Half Saddlebred registrations, with a lot of registrations received for the Half Saddlebred Futurity held last month. All registrations and transfers are up to date. Staff has been researching Broodmare Hall of Fame eligibility, working on Registry focused sections of the Journal and mailing out Breeders Awards medallions, along with adding historical show records to the database and website.

David reported the Prize Program nominations across all programs were up 22% over the past five years, with entries being up 3%. We are still getting a lot of feedback from breeders and owners asking us to further simplify the programs and due dates. Merging the Kentucky and Kentucky Amateur Futurities in to the National Futurity program has helped. David recommended putting together a Task Force to look at further ways to simplify and improve the programs. Anna Marie suggested that James Nichols should be included. Motion made by Chris Schubert to have the Registry Council look at ways to simplify and improve the Prize Programs and report back to the Board. Seconded by Rachel Seifert. All in favor. Motion carried.

9. Treasurer's Report – Chris Schubert

David Mount gave an update on the Prize Programs which has paid out a record \$507,658 in 2022. There are still two more classes next month, the Two-Year-Old Park and Fine Harness Sweepstakes classes at the UPHA American Royal Horse Show in Kansas City. Also, David reported that ASHBA has received the first of two Employee Retention Credits in the amount of \$71,015.31 for Q2 2021. The second credit for Q1 2021 will be approximately \$65,000 plus interest. Chris Schubert gave a summary of the financials through August 31, 2022. Total income was \$1,056,598.45, total expense was \$943,899.81 with a net income \$112,698.64. Assets totaled \$3,136,965.95 through August 31, 2022.

10. President's Report – Anna Marie Knipp

Anna Marie thanked the Board and Staff for all they do to strengthen our breed. It is our job to make sure that everyone is represented and no one is left out and it takes a village to accomplish this. Anna Marie reminded the board that the Convention is rapidly approaching and this our opportunity to celebrate all things



American Saddlebred.

11. Additional Business – Anna Marie Knipp

Kim Skipton requested a Historical Committee be formed, consisting of Louise Gilliand, Jim Walls, Cynthia Preston, Ann Ritchey, Rebecca Damron and Kim Skipton. This will be an Ad Hoc Committee. Motion made by Joan Todd and seconded by Clif Paulsen. All in favor. Motion carried.

12. Adjourn – Anna Marie Knipp

Anna Marie called for a motion to adjourn. Motion to adjourn made by Joan Todd, seconded by Kristen Bagdasarian. All in favor. Motion carried.

Next Meeting Scheduled for Monday, November 21, 2022 via Zoom