



AMERICAN SADDLEBRED AND BREEDERS ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING MINUTES
Monday, September 11, 2023 at 5:00 PM ET

1. Call to Order – Allen Bosworth

- a. **Roll Call** – Board Members Present: Kristen Bagdasarian, Julie Behrends-Jones, Allen Bosworth, Juliette Dell, Jennifer Dixon, Anna Marie Knipp, Smith Lilly, James Nichols, Joe O'Brien, Christy Parker, Clif Paulsen, Chris Schubert, Rachel Seifert and Joan Todd. Absent: Jim Cherry, Rick Curl and Larry Hartsock. ASHBA Staff Present: David Mount, Katriona Adams and Katie Porter.
- b. **Adoption of Agenda** – Allen called for a vote to adopt the agenda. Motion made by Anna Marie Knipp to accept the agenda as presented and seconded by Julie Behrends-Jones. All in favor. Motion carried.
- c. **Approval of August 14, 2023 Board Minutes** – Allen called for a vote to approve minutes from the last board meeting. Motion made by Joan Todd to approve minutes from last board meeting and seconded by Kristen Bagdasarian. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.

2. Executive Director's Report – David Mount

- a. **WCHS Update** – David gave a recap of ASHBA activities at the World's Championship Horse Show. Over 150 exhibitors participated in the First Timers Celebration, where they heard from 2022 World's Grand Champion riders Burt Honaker and Erin Eichenbaum. Scarlet Mattson presented Burt Honaker with the Five Gaited World's Grand Champion ring, which was paid for by ASHBA. ASHBA prize programs paid out \$586,486, including \$313,278 in the Futurity classes, \$100,000 in the Breeders Challenge class and \$50,619 in the Sweepstakes classes. The Kentucky Breeders Incentive fund will pay an additional \$122,589. The Breeders Challenge Auction raised the money needed to pay out \$100,000 in the Breeders Challenge Stake class in 2024.
- b. **Youth Programs Update** – Katie Porter reported on youth activities at the World's Championship Horse Show, highlighted by a youth bowling party on Thursday. Two "Horsing Around" sessions were held, one on the first Saturday and the second on Thursday. On Sunday, there was a "Meet and Greet" with Burt Honaker at Elisabeth Goth's stalls. Two Junior Judging sessions were held on Monday and Wednesday, highlighted by a Q&A with the Saddle Seat team. Also, the new Junior Judging app was tested at the show with a lot of positive feedback. On Thursday, there was the Golf Cart Decorating Contest parade, with



the winner winning ASHBA swag and ribbons. Katie also announced that they are in the process of searching for the new Youth and Outreach Coordinator position.

- c. **Half Saddlebred Futurity Update** – David reported that the Half Saddlebred Futurity will take place on Saturday, September 16 at the All-American Horse Classic in Indianapolis. There are currently 13 eligible weanlings that will share winnings in excess of \$23,000. Joan Todd reported that the Half Saddlebred Futurity Auction will be held on December 8 in Topeka, Indiana in conjunction with a part Dutch sale. ASHBA will provide breakfast, along with education and a stallion presentation.
- d. **USDA Proposal** – David reported that he sent the Board a link to the USDA proposal to strengthen the Horse Protection Act. David met with USEF last week to discuss a response from USEF and ASHBA. A meeting with Dr. Schumacher at USEF and Julie Broadway at the American Horse Council is planned. There was a recommendation to capitalize “Racking Horses” to make it clear that the USDA was talking about a breed and not a gait. Also, it was recommended to add language that the proposal does not apply to trotting breeds, which have to be sound to trot. Rachel Seifert reviewed the proposal and recommended that the board read the proposal in its entirety.

3. Marketing and Programs Report – Katie Porter

Katie reported on media at the World’s Championship Horse Show. ASHBA used Encanto Sports to help with video coverage and showed the board the highest performing social media video clips, the most popular of which received over 194,000 views on Facebook. Overall the social media impressions exceeded 400,000 across channels. ASHBA hosted television stations throughout the week, receiving 162 total mentions, 44 unique spots and over 249.8 million impressions. Overall an excellent week of coverage for the American Saddlebred.

4. Strategic Plan Update – Allen Bosworth

Allen reported that Rachel Friend, the strategic planning facilitator, has recently interviewed 33 members. Planning is currently underway for the strategic planning workshop in Louisville on September 22, with an expected attendance of 24, representing a diverse set of members. The plan is to present a draft of the strategic plan at the October board meeting.

5. Website Update – Allen Bosworth

Allen reported that the new website will be launched on September 18. Allen reminded the Board that this will be a soft launch, with the old site running concurrently with the new site until the end of the year.



6. Nominating Committee Report – Chris Schubert

Chris reported that the Nominating Committee unanimously voted to recommend Malissa Welke to fill the open board seat that expires in 2025. This appointment will give the Board the desired three classes of six board members. Joan Todd made a motion to accept Melissa Welke, the recommendation by the Nominating Committee seconded by Joe O'Brien. All in favor. Motion carried.

7. Registrar's Report – Katriona Adams

- a. **Broodmare Hall of Fame** – Katriona reported that 15 mares have been inducted into the Broodmare Hall of Fame. She is in the process of notifying the owners and letting them know they can advertise in the Journal of the American Saddlebred. Katriona noted that this is an automatic designation that does not require a Board vote.

8. Treasurer's Report – Rachel Seifert

Rachel reported on the July 2023 Financials. Net income through the end of July was \$36,250.94, which was a slight improvement over the net income of \$34,101.70 in 2022. Net assets were \$3,149,004.34 which was an increase of \$125,388.87 over 2022. David reported that the revised 2023 budget will be presented at the next Board meeting.

9. President's Report – Allen Bosworth

Allen deferred to David about a decision the Kentucky State Fair Board made on Saturday. David reported that the Kentucky State Fair Board voted to not accept qualifying results for any show that uses the Worlds Champion titles, which it has a trademark on. This would affect the All-American Classic Horse Show, which has several Worlds Champion designated classes for classes not held at the World's Championship Horse Show. David spoke with the management of that show and they will be removing the Worlds Champion titles from their classes, which they said is in the best interest of their exhibitors.

10. Additional Business – Allen Bosworth

There was no Additional Business.

11. Adjourn – Allen Bosworth

Allen called for a motion to adjourn. Motion made by Joe O'Brien and seconded by Joan Todd. All in favor. Motion carried.

Next Meeting Scheduled for Monday, October 23, 2023 in Ocala, Florida