



**AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.**

**BOARD OF DIRECTORS MEETING**

Monday, October 25, 2022 at 8:00 AM ET  
World Equestrian Center – Ocala, Florida

**1. Call to Order – Joe O’Brien**

- a. **Roll Call** – Board members present: Candi Aversenti, Kristen Bagdasarian, Julie Behrends-Jones, Bob Brison, Kristen Cater, Ali DeGray, Elisabeth Goth, Todd Graham, Anna Marie Knipp, Emily Lee, Helena Moreno, James Nichols, Joe O’Brien, Cliff Paulsen, Marty Schaffel, Chris Schubert, Rachel Seifert, Kim Skipton, Missy Hughes Smith, Jenny Taylor, Joan Todd and Owen Weaver. Board members that were absent: Jim Cherry, Rick Curl, Larry Hartsock, Joan Lurie and Evan Orr. The following ASHBA Staff members were present: David Mount, Katriona Adams, Jessica Cushing, Samantha Geller and Jean Warren.
- b. **Adoption of Agenda** – Joe O’Brien called for a vote to adopt the Agenda. Motion made by Rachel Seifert to adopt as presented and seconded by Emily Lee. All in favor. Motion carried.
- c. **Approval of September 7, 2021 Board Minutes** – Joe O’Brien called for a vote to approve the minutes from the last board meeting. Motion made by Joan Todd and seconded by James Nichols. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – Joe ask if anyone would like to declare a conflict of interest. No conflicts of interest were declared.

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

- a. **Development Manager Update** – David reported that Morgan King has been hired as our new Development Manager and will start on January 3, 2022. Morgan comes to ASHBA from the National Horseman where she has worked for the past seven years. She has experience writing grants and managing volunteers at her previous job.
- b. **Rule Change Proposals** – David presented several rule change proposals from USEF, the Standard and Rules Committee and the USEF Amateur Task Force.
  - i. USEF informed ASHBA of a proposed rule change to limit who can come into the ring during a competition. The proposed safety rule states that only individuals 16 years or older would be allowed in the ring. After extensive discussion no action was taken on the proposed rule change.



- ii. The Standard and Rules Committee proposed several rule changes to the Hunter Country Pleasure division. First, they proposed to increase the total size of the curb shank and pelham to 5.5 inches. Second, they proposed a clarification on ornamentation to better help the judges understand what isn't allowed. Kristen Bagdasarian made a motion to approve the rule change and seconded by James Nichols. All in favor. Motion carried.
  
- iii. The USEF Amateur Task Force has proposed four rule changes to update the rules and definition of an amateur athlete. First, they are proposing to allow amateurs to accept payment for basic barn duties. Second, they are proposing to allow amateurs to teach beginner lessons. Third, they are proposing to allow amateurs to get paid to be social media influencers, brand ambassadors and allow amateurs to accept token gifts of appreciation up to \$1,000. Fourth, they are allowing anyone under 25 a one-time exemption to reapply for their amateur status after a three month waiting period. If approved these rules will be going through an extraordinary rule process and become effective in the 2022 competition year. Joe O'Brien called for a motion to follow USEF recommendations for the proposed rule changes. Motion was made by Marty Schaffel and seconded by Ali DeGray. All in favor, with Chris Schubert and Anna Marie Knipp abstaining. Motion carried.
  
- c. **Convention Update** – David reported that Registry Council will have an in-person meeting at the UPHA National Conference in Orlando on Wednesday, January 5 at 2:00 PM followed by a Board Meeting at 3:00 PM. The Annual Membership Meeting will be on Thursday, January 6 at 2:00 PM followed by a DEI Discussion at 3:30 PM. A Breeders Round Table will be on Friday, January 7 at 2:00 PM. The ASHBA Awards Luncheon will be on Saturday, January 8 at Noon followed by a Board Meeting at 2:00 PM. There will be a Judges Clinic on Saturday, January 8 and Sunday, January 9.
  
- d. **USEF National Breeds and Disciplines Council Appointees** – David reported that Judy Warner and Melissa Moore's terms on the USEF National Breeds and Disciplines Committee will expire at the end of the year. They both have agreed to serve again pending Board approval. Motion was made by Kim Skipton and seconded by Candi Aversenti to reappoint Judy and Melissa to the Council. All in favor. Motion carried.
  
- e. **USEF Diversity Equity and Inclusion Action Plan** – David reported that the DEI Committee has requested that the Board formally adopt the USEF Diversity Equity and Inclusion plan. The DEI Committee recognizes the need to achieve diversity is vital to the growth and success of our industry. Motion was made by Kristen



Bagdasarian to adopt the USEF Plan and seconded by Ali DeGray. All in favor.  
Motion carried.

**3. 2020 ASHA Audit Report – Bill Carroll**

Bill Carroll, from Strothman and Company, gave the 2020 audit report for ASHA. Bill stated that the association was in a very strong financial position and given the highest level opinion he can give on the financial statements.

**4. Programs Report – Samantha Geller**

**a. Major Awards Nominations** - Samantha presented the following major awards nominations which will be given out at the UPHA National Conference in January.

- i. Lifetime Achievement Award – Bill Wise
- ii. Breeders Hall of Fame – Scott Hagan
- iii. C.J. Cronan Sportsmanship Award – Keith Kurz
- iv. Lurline Roth Sportsmanship Award – Tracy Garcia
- v. Frank Ogletree Youth Award – Alayna Applegate & Kendall Kelledy
- vi. Gordon Jenkins International Award – Leslie Jordan
- vii. Meritorious Service Award – Scott Matton
- viii. Dorothy & Paul Gillenwater Family Award – Bosworth Family
- ix. Wing Commander Medal – John Conatser, Nany Trent Crump & Gail Kline
- x. Wing Tempo Award – No Nominations

Joe called for a motion to approve the recommended nominations. Motion made by Chris Schubert and seconded by Anna Marie Knipp. All in favor. Motion carried.

**b. Sport Horse Committee Proposals** – Samantha reported on the Sport Horse Committee's recommendation to overhaul the Sport Horse year end awards. The committee recommended revising the CH-SH Wing Tempo Award to open up to both registered Saddlebreds and Half Saddlebreds. The committee also proposed adding Sport Horse of the Year, Sport Horse Owner/Breeder of the Year and Emerging Sport Horse of the Year awards. Joe O'Brien called for a motion to accept as proposed. Motion made by Emily Lee and seconded by Elisabeth Goth. All in favor. Motion carried.

**c. Bruce Hanson Welfare Grants** – The Equine Welfare Advocacy Committee received two applications for a Bruce Hanson Welfare Grant. The Board recommended giving American Saddlebred Rescue a \$3,000 grant to go towards a new fencing project. Joe called for a motion to award American Saddlebred Rescue a grant in the amount of \$3000. Motion made by Emily Lee and seconded by Kristen Bagdasarian. All in favor. Motion carried.



#### **5. Marketing Report – Jessica Cushing**

Jessica gave an update on our new brand promotional material with a revamped look. New banners and marketing materials were created and used at the World's Championship Horse Show and Equitana and will be used this week in Ocala. The new marketing materials will be available to Charter and Youth Clubs. Jesscia thanked Caitlyn Snyman and the National Horseman for their help with the design work and thanked Howie Schatzberg and Doug Shiflet for supplying ASHBA with photographs.

Jessica also gave an update on the new website. The initial design and branding was approved in August. Work is currently being done on content and organization. We are working with USEF and Vibrant Brands on the connection between our database and and the new website. We have weekly meetings with the web developer along with a weekly internal meetings and bi-monthly meetings with USEF IT to help us stay on schedule for a first quarter launch.

#### **6. Operations Committee Report – Chris Schubert**

Chris reported the Operations Committee has created a set of guidelines for committees to follow. These guidelines cover challenges of committee participation, functions of a committee, structure of committee meetings and parliamentary procedures. The guidelines will be distributed to committees and their leadership before the first meetings in 2022. Also, Samantha is working on creating committee meeting time guidelines that make more sense and better utilize staff.

#### **7. Nominating Committee Report –Emily Lee**

Emily Lee reported the Nominating Committee met to help facilitate soliciting board of director nominations, make a recommendation to the board and also fill the president-elect position for 2021. There are six board members eligible for a second term with Helena Moreno, James Nichols and Joe O'Brien agreeing to serve a second term if selected. Todd Graham, Marty Schaffel and Missy Hughes Smith decided not to serve a second term. The Nominating Committee recommended in addition to Helena Moreno, James Nichols and Joe O'Brien serving second terms that Allen Bosworth, Jennifer Dixon and Christy Parker be selected to fill out the six open seats. In addition, the Nominating Committee recommended that Anna Marie Knipp be selected to fill the open president-elect position. The motion was made by Clif Paulsen and seconded by Chris Schubert to adopt the recommendation. All in favor. Motion carried.

#### **8. Registrar's Report – Katriona Adams**

Katriona reported that EWAC submitted two proposals that have been referred to the Registry Rules and Half Saddlebred Committees. The first proposal is for a Half Saddlebred CH program. The second proposal is for a Heritage Horse Project that would recognize older horses by using Registry rules that were in place at their time of foaling. This would allow ASHBA to give a heritage registration designation to these horses, some of which competed at the Olympics and other major historical events.



Katriona reported the Registry is current in all areas. At the end of September, the Registry received 2,077 transfers year to date, processed 2,207 transfers with an increase of 149 received and 271 completed over the previous year. 840 registrations were received with 991 processed an increase of 15 received and 41 completed over the previous year.

**a. Registry Rule Change Proposals – Rachel Seifert**

Rachel reported on proposed rule changes recommended by the Registry Rules Committee. The Committee wants the membership to review and comment on the proposed changes before the board votes on them. The changes address the unbroken chain of ownership requirement and modernizes documents to match up more closely with standard corporate documents. The rule change proposal would more easily allow the transfer of ownership as long as the last registered owner does not have a lawful claim on the horse. A horse in this situation would be conditionally transferred for a period of nine months after DNA testing has been completed. Joe called for a motion to accept as presented. Motion made by Kristen Bagdasarian and seconded by Elisabeth Goth. All in favor. Motion carried.

**9. Treasurer’s Report – Chris Schubert**

Chris reported on the Q3 financials for ASHBA. She reported that donations were up from Q1 \$118,479.73 and Q2 \$159,799.73 to Q3 \$257,808.01. This includes donations from membership contributions, annual giving campaign, corporate sponsors, grants and the Stallion Sweeps. \$123,300 raised for the Breeders Challenge in Q3 was not included as it will not be recognized as income until 2022. Total earned income for Q3 is \$330,965. Other revenue of \$167,932 includes the PPP loan forgiveness. Registry revenue through Q3 is \$310,804. Total expenses through Q3 is \$1,321,835 with a net income through Q3 of \$131,934. Total assets through Q3 total \$2,634,977, not including the Registry Trust assets. Chris went on to state that the association is in excellent financial shape. Marty Schaffel made a motion to approve the Treasurer’s Report as written and seconded by Kristen Bagdasarian. All in favor. Motion carried.

**10. President’s Report – Joe O’Brien**

Joe thanked everyone for coming to Ocala for the board meeting and horse show. He stated that the World Equestrian Center is an amazing facility and he hopes everyone will return next year. He thanked David, Jessica and Sam for their hard work around the show. It was recommended to him to have a marketing trailer to take to shows like Ocala and he would like to explore acquiring one for the association in 2022.

**11. Additional Business – Joe O’Brien**

Rachel Seifert wanted to know the balance in the Registry Trust. David Mount reported that the balance was \$556,527.51 as of September 30, 2021.



**12. Adjourn – Joe O’Brien**

Joe called for a motion to adjourn. Motion made to adjourn by Candi Aversenti and seconded by Kristen Bagdasarian. All in favor. Motion carried. Meeting adjourned at 2:54 PM.

**Board went into an Executive Session at 2:54 PM**