



**AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.**  
**BOARD OF DIRECTORS MEETING MINUTES**  
Monday, May 2, 2022 5:00 PM ET (via Zoom)

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

- a. **Roll Call** – Board Members Present: Kristen Bagdasarian, Julie Behrends-Jones, Allen Bosworth, Bob Brison, Jim Cherry, Rick Curl, Ali DeGray, Jennifer Dixon, Larry Hartsock, Anna Marie Knipp, Emily Lee, James Nichols, Joe O’Brien, Evan Orr, Christy Parker, Clif Paulsen, Chris Schubert, Rachel Seifert, Kim Skipton, Joan Todd, Owen Weaver and Malissa Welke. Absent: Joan Lurie and Helena Moreno. Guest: Jenny Taylor. ASHBA Staff: David Mount, Katriona Adams, Samantha Geller, Morgan King, Ruby Tevis and Jean Warren.
- b. **Adoption of Agenda** – Anna Marie called for a vote to adopt the agenda. Motion made by Chris Schubert to accept the Agenda as presented seconded by Kim Skipton. All in favor. Motion carried.
- c. **Approval of Board Minutes** – Anna Marie called for a vote to approve the minutes from the last board meeting on March 28, 2022. Rachel Seifert requested a correction in the minutes regarding the Registry Rules Proposal to read “when the final edit is done the rules will be published”. Motion made by Rachel Seifert to approve the board minutes with the correction, seconded by Clif Paulsen. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – Anna Marie ask if anyone would like to declare a conflict of interest. Clif Paulsen reported that his mother had applied for a horse show grant and that he would not participate in the discussion or vote on the horse grant recipients. Anna Marie reminded the board that board members have an obligation of confidentiality regarding discussions in the board meetings either during or after.

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

- a. **Breeders Challenge Update** – David reported that the Breeders Challenge online auction will start on the first Saturday of the WCHS and end at 4pm on Friday. The Breeders Challenge class will be Friday night with qualifying classes (if necessary) on Tuesday afternoon. The Breeders Challenge live auction will include the top ten stallions determined by the highest bids during the online auction. The live auction



will take place at the Saddlebred Cafe and Todd Graham has secured his brother's band (Tony and the Tan Lines) as entertainment. Jenny Taylor reported that a \$2,500 breeders bonus will be sponsored by Rood and Riddle and a breeders trophy will be sponsored by John Scheidt from Stonecroft Farm. A trainers bonus of \$2,500 and trainers trophy will also be given. Appointments USA will donate a Breeders Challenge cooler to the winner.

- b. Horse Show Grant Applications** – David reported that the association received 26 horse show grant applications and is recommending 11 shows receive grants this year. The 11 recommended shows have met the required financial and geographical criteria. The recommended shows include: Almost Summer Horse Show (Colorado), ASHAV Horse Show (Virginia), California Futurity Horse Show (Nevada), Denver Queen City Horse Show (Colorado), Eastern States Exposition Horse Show (Massachusetts), Indianapolis Charity Horse Show (Indiana), Iowa Fall Classic Horse Show (Iowa), Jersey Classic Horse Show (New Jersey), New York State Horse Breeders Show (New York), NWSA Fall Classic Horse Show (Oregon), Syracuse International Horse Show (New York). Motion made by Chris Schubert to pass list as presented and seconded by Jennifer Dixon. All in favor. Motion carried.
- c. Charter Club Steering Committee Proposal** – David reported that Allen Bosworth proposed creating a Charter Club Steering Committee with the purposed of providing ongoing strategic direction to the Charter Club Council. David recommended that Susan Achenbrenner, president of the VERSA charter club, chair the committee and Allen Bosworth act as board liaison. Motion made by Rachel Seifert to create an ad hoc Charter Club Steering Committee and seconded by Joan Todd. All in favor. Motion carried.

### **3. Programs Update – Samantha Geller**

Samantha gave a report on the new website. Staff is currently refining content and searching for potential errors. The board was given a preview of the website along with its new features. David reported that once the content is complete we will go into a testing phase to solicit feedback from the board and members. Sam stated that the testing phase should start by early June.

### **4. Development Update – Morgan King**

Morgan presented a new Gift Acceptance Policy for ASHBA. The policy would govern the acceptance of gifts, offers guidelines to staff and the board and protects ASHBA from taking on unnecessary liabilities. Motion to accept this policy made by Rachel Seifert and seconded by Kim Skipton. All in favor. Motion carried.



Morgan reported on a new fundraising opportunity for ASHBA with Lujon winery in Oregon. Lujon agreed to make customized cases of wine using the photo and name of any horse or rider over 18. The fundraiser would launch in June with orders being accepted through the end of July. Joe O'Brien asked about possible restrictions with shipping wine across state lines. David reported that with the current regulations in place Lujon could ship wine to approximately 95% of ASHBA's membership including Kentucky. Anna Marie commented that was an exciting fundraiser and encouraged board members to participate.

#### **5. Marketing Update – Ruby Tevis**

Ruby presented a re-designed general breeds brochure to the board. The purpose of the brochure is to be an introduction to the breed not only to other horse enthusiasts but to those that do not know about horses. The new brochure is more visual than the old brochure and will be distributed at the Symphony of Horses later this month. Ruby also reported on a new posting schedule for social media which optimizes posting times for the most engagement. Instagram has seen the most significant increase in growth with a 1,500% increase in impressions. Tik Tok has seen a 264% increase in video views and Facebook engagement has increased by 238% on average. A new strategy for inviting people to like our pages has been implemented along with renaming ASHBA's handles the same across platforms.

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

Katriona reported on 2022 first quarter Registry statistics. In a three-year comparison, registrations received total 252 for the first quarter of this year or a 24% increase over last year. Registrations completed total 360 or a 14% increase over last year. Transfers received total 747 in the first quarter or a 7% decrease over last year and transfers completed total 724 in the first quarter or a 2% increase over last year. Katriona reported that the Registry is current in all areas. Also, it was reported that the Breeders Committee made a recommendation to include senior equitation, junior equitation, in hand and triple crown equitation horses as one of three qualifying horses for the Broodmare Hall of Fame. After much discussion a motion was made by Chris Schubert to accept the recommendation made by the Breeders Committee and seconded by Jim Cherry. Motion carried with two nay votes.

#### **7. Treasurer's Report – Chris Schubert**

Chris reported on the 2022 first quarter financials. Donations were \$122,029.68, Earned Revenue \$149,232.33 and Membership dues \$24,780.00. Chris reminded the board that the IRS has made us separate our membership dues bucket so the year over year comparison from 2020 and previous years won't look the same as 2021 forward. Total Membership Revenue equals \$87,580.00, Judges Clinic \$21,853.79, Youth Conference Revenue \$22,855.00, Prize Programs \$725,105.44, Registry Revenue \$140,612.36, Total



Income for Q1 2022 was \$422,825.02. Total Expenses for Q1 2022 was \$326,710.06 and Net Income for Q1 2022 was \$96,114.96. Total Assets Equal \$3,058,021.11 and Total Liabilities and Equity \$3,058,021.11. Motion to accept as presented made by Kim Skipton and seconded by Joe O'Brien. All in favor. Motion carried.

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

Anna Marie reported the deadline for Two-Year Old Sweepstakes entries, has been extended until June 1, 2022 to accommodate those that want to show in the newly moved classes in Kansas City. David reported that there have been five refunds requested since the announcement was made to move the class. Anna Marie also reported that a press release went out announcing the board's directive for a new championship program for the 12 and Under Walk and Trot Pleasure class. David reported that the rules have been finalized for the class and they will be added to the USEF rule book. Anna Marie went on to say that UPHA would be contacted about the possibility of having the class in Kansas City.

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

There was no new business.

**10. Adjourn – Anna Marie Knipp**

Anna Marie called for a motion to adjourn. Motion to adjourn made by Christy Parker and seconded by Emily Lee. All in favor. Motion carried.

**Next Meeting Scheduled for Monday, June 6, 2022 at 5:00 PM ET via Zoom**