



**AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.  
BOARD OF DIRECTORS MEETING**

Tuesday, September 8, 2021 at 5:00 PM ET via Zoom

**1. Call to Order – Joe O’Brien**

- a. **Roll Call** – Candi Aversenti, Kristen Bagdasarian, Julie Behrends-Jones, Kristen Cater, Rick Curl, Ali DeGray, Elisabeth Goth, Todd Graham, Larry Hartsock, Anna Marie Knipp, Joan Lurie, James Nichols, Joe O’Brien, Evan Orr, Cliff Paulsen, Rachel Seifert, Kim Skipton, Missy Hughes Smith, Jenny Taylor and Joan Todd. 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 was made by Kim Skipton to adopt as presented and seconded by Julie Behrends-Jones. All in favor. Motion carried.
- c. **Approval of August 2, 2021 Board Minutes** – Joe O’Brien called for a vote to approve the minutes from the last board meeting. Motion made by Kristen Bagdasarian and seconded by Joan Todd. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – Joe O’Brien asked Rachel Seifert to give clarification on a conflict of interest. Rachel stated any board member that has a business relationship with another organization that does business with the the association is considered to have a conflict of interest. No conflicts of interest were declared.

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

David gave an update on association activities since the last Board meeting, including ASHBA activities at the World’s Championship Horse Show. He thanked staff members, including Jessica Cushing, Samantha Geller and Patricia Edwards for helping support members and the show with more details to come later in the meeting. David updated the Board on future events including Equitana which will attract 60,000 attendees to the Kentucky Horse Park later in the month. ASHBA will have a booth, petting horse and breed demonstrations daily. ASHBA will also participate at the Dutch Harness Horse Finals in Indianapolis and Arabian Nationals in Tulsa through the Half Saddlebred Ribbon Recognition program. David reminded the Board that major year end awards nominations were due on October 15 and that very few nominations have been received to date.



- 3. World's Championship Horse Show Recap – Jessica Cushing & Samantha Geller** Jessica reported that the ASHBA app used for the World's Championship Horse Show has seen significant growth. There have been 11,562 downloads of the app, with almost 2,500 downloads in August which is an increase of almost 1,000 over the previous year. There were over 118,000 views of the app during the show which is an increase over the previous year. Jessica reported that ASHBA started a TikTok page during the horse show which recorded an impressive 620,000 video views with 100,000 likes. Other social media platforms remain strong including Facebook reach of 90,000 people during the show with an average of 26,000 per day and 40,000 engagements. Instagram had a reach of 209,000 during the show with 2,000 profile visits and 25,000 likes. Outside local and national media covered the Marc of Charm breakfast and our sponsor State Line Tack had their social media representative at the show for three days promoting the breed to over 100,000 followers on their social media platforms. Samantha reported that we had a record 175 registered for the First Timer Event at the World's Championship Horse Show with over 300 attendees. 2020 WGC winners Scott Hagan, Matt Shiflet and Neil Visser were on hand to talk about their WCHS first timer experiences and what winning a WGC meant to them. Also, Scarlett Mattson presented Matt Shiflet with his WGC ring, all of which was new to the first timer event. Samantha reported that ASHBA had youth programming every day of the show. New to the show was the Horsing Around with Ellen Beard camps, which were very popular with the kids, their parents and their trainers. Guest speakers to the camp included Matt Shiflet, Jimmy Robertson, Sallie Mason Wheeler, Kim Skipton and Sandy Backer. Junior Judging and the Golf Cart Decorating Contest once again proved to be very popular and four youth scholarships were given out at the show.
- 4. Breeders Challenge Update – Jenny Taylor & Todd Graham** Jenny reported that the Breeders Challenge online and live auction held at the World's Championship Horse Show raised \$124,800. Jenny thanked those involved with the program and event. She also reported that the 2022 class was moved from Lexington Junior League to the World's Championship Horse Show.
- 5. Ocala International Horse Show Update – David Mount & Joe O'Brien** David updated the Board on the Ocala horse show including reminding the Board that their next meeting will be held in person on Monday, October 25 in Ocala. Joe will be hosting a Board reception on Sunday, October 24 at 6:00pm ET at the World Equestrian Center hotel. Deborah Butler will be hosting a horse show kick off party on Monday, October 25 from 6:00pm – 8:00pm ET. He reported that the online entries for the show will close on September 28 and VIP seating is sold out. The show will be the first show to offer both National Select Series qualifying and championship classes. Joe reported that Maui Jim has signed on as a sponsor and has agreed to give a pair of sunglasses to all of the trainers and sponsors at the show.



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

Katriona reported the Registry numbers were up in all categories. Registrations are up from last year, 101 registrations, 112 completed, YTD at the end of August we received 728 applications, completed 880, this is 10 more YTD than last year and 32 more completed YTD than last year. Transfers are up from last year in all categories, 194 in August, completed 240, YTD received 1852, 1988 completed, an increase over last year of 133 received and 240 completed YTD. She reported that staff is working to make sure we stay current, working on second notices and follow up items. She reported that this is the first time in the 15 years that she has been with the association that the office has been current at this point in the year.

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

David gave the Treasurer's Report in Chris's absence. He reported that the association received two large grants since the last board meeting, including one from the US Equestrian Trust to help fund the pilot for Learn to Ride for Free. Net income through the end of August was \$143,898 and the balance sheet remains strong. A more in-depth third quarter financial report will be given at the next board meeting in Ocala.

**8. President's Report – Joe O'Brien**

Joe stated his concern with the information and misinformation that is being put on social media by members. He suggested that ASHBA look at social media policies from other equine organizations including USEF.

**9. Additional Business – Joe O'Brien**

There was a lengthy discussion about the World's Championship Horse Show. It was suggested that Joe and David meet with Scarlett Mattson, Hoppy Bennett and Kentucky Venues to discuss members concerns and suggestions for the show.

**10. Adjourn – Joe O'Brien**

Joe called for a motion to adjourn. Motion to adjourn was made by Kim Skipton and seconded by Rick Curl. All in favor. Motion carried.

**Next Meeting Scheduled will be at the Ocala International Horse Show  
Monday, October 25 at 8:00 AM ET**