



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

Monday, August 8, 2022 at 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, Ali DeGray, Jennifer Dixon, Larry Hartsock, Anna Marie Knipp, Emily Lee, James Nichols, Evan Orr, Christy Parker, Clif Paulsen, Chris Schubert, Rachel Seifert, Kim Skipton and Joan Todd. Absent: Bob Brison, Jim Cherry, Rick Curl, Joan Lurie, Joe O’Brien, Owen Weaver and Malissa Welke (Honorary).
ASHBA Staff Present: David Mount, Katriona Adams, Samantha Geller, Margaret Babiarz, Morgan King and Jean Warren.
- b. Adoption of Agenda** – Anna Marie called for a vote to adopt the agenda. Motion made by Kim Skipton to accept the agenda as presented, 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 Rachel Seifert to approve minutes from last board meeting and seconded by Julie Behrends-Jones. All in favor. Motion carried.
- d. Declare Conflict of Interest** – Kim Skipton reported she works part-time for UPHA.

2. Executive Director’s Report – David Mount

- a. USEF Rule Change Proposal** – David presented three proposed rule changes. SB 103.16 would allow eliminated competitors to receive the last ribbon presented if they are eliminated for not complying with prohibited, not permitted or mandatory rules. SB 158.12 would permit smooth covers for flat curb chains in the Western division. SB 164 would add to the Hunter division that the stride at every gait should be long, elliptical, cover ground, and exhibit efficiency of movement. In addition, a chart was presented for inclusion in the rulebook identifying good, minor fault and major faults for each Hunter gait. Motion made by Julie Behrends-Jones to accept the SB 164 additions to the Hunter Country Pleasure rules and send back SB 103.16 and SB 158.12 back to the Standards and Rules Committee for further work, seconded by Chris Schubert. All in favor. Motion carried.



- b. WCHS Update** – David reported that ASHBA is sponsoring signage at the Louisville International Airport to promote the American Saddlebred and the World’s Championship Horse Show. Also, ASHBA has been working with Kentucky Venues on two WCHS press conferences in effort to position the horse show as a sporting event to local media. And, David announced that ASHBA is hosting a WCHS town hall on August 15 with Kentucky Venues and WCHS staff.
- 3. Social Media Policy Review-** Joan Todd reviewed the ASHBA Social Media Policy and stated that social media can make a significant difference in ASHBA’s reputation and public perception. The policy helps encourage a positive social presence and offers guidelines for dealing with difficult situations on social platforms. She encouraged everyone that posts to post positive things that support our mission.
- 4. Marketing Update – Samantha Geller**
Samantha reported the new ASHBA Website will be launched on Friday, August 12 with press releases and social media posts scheduled prior with instructions on how to login to the new site. Also, she reported that an accelerated Journal schedule has been agreed upon with Innovative Publishing that will allow the Journal to be mailed before the Christmas holiday. This should get the Journal in the hands of those making breeding decisions six to eight weeks earlier.
- 5. Programs Update – Margaret Babiarz**
Margaret reported that the youth activities at the Lexington Junior League Horse Show were a success. ASHBA hosted Horsing Around Camps with Ellen Beard, Junior Judging and an Ice Cream Party for junior exhibitors. She reported that a full schedule of youth activities is planned for the World’s Championship Horse Show. This includes Horsing Around Camps, Junior Judging, Meet and Greet with Elisabeth Goth and the Junior Exhibitor Party on Friday night at the Crowne Plaza Hotel, in addition to the First Timer Ribbon event in Freedom Hall.
- 6. Registrar’s Report – Katriona Adams**
Katriona reported that the Registry is current on all work. She commented that the new transfer of ownership rules are helping customers and staff work through difficult ownership issues.
- 7. Treasurer’s Report – Chris Schubert**
Chris reported that organization was in good financial shape at the end of the second quarter. The revenue from donations and contributions totaled \$204, 297.75 with total income of \$717,315.82. Total expenses were \$642,344.79 with a net income of \$74,971.03. Total assets were \$2,955,915.55 with total liabilities and net assets of



\$2,955,915.55. David reported that we expect to receive our employee retention credit from the IRS in the amount \$135,006.10 by the end of the year. Motion made by Joan Todd to accept the second quarter financials seconded by Kristen Bagdasarian. All in favor. Motion carried.

8. President's Report – Anna Marie Knipp

Anna Marie stated that she was appreciative of all of the hard work the board and staff has done this year and commented that the merger has been positive for the organization and industry. Anna Marie asked for an update on the Breeders Challenge. Kristen Bagdasarian reported that a \$500 bonus to the caretaker of the winning horse has been established, with a \$250 bonus going to the caretaker of the reserve horse. David reported that there are 28 entries for the class and that Friday will be the last day to submit vouchers and ownership changes.

9. Additional Business – Anna Marie Knipp

Anna Marie encouraged everyone to volunteer for the National Academy Championship Horse Show in November. ASHBA will be partnering with show and offering an expanded presence and programming at the show. Also, the location of fall board in-person meeting was discussed. After extensive discussion, it was decided that the meeting would be held in Lexington, KY on October 5, 2022.

10. Adjourn – Anna Marie Knipp

Anna Marie called for a motion to adjourn. Motion made to adjourn by Joan Todd and seconded by Julie Behrends-Jones. All in favor. Motion carried.