



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

Monday, October 23, 2023 from 9:00 AM to Noon EST
World Equestrian Center – Ocala, Florida

1. Call to Order – Allen Bosworth

- a. **Roll Call:** Board Members Present: Allen Bosworth, Joe O'Brien and Christy Parker. Via of Zoom: Kristen Bagdasarian, Julie Behrends-Jones, Jim Cherry, Jennifer Dixon, Larry Hartsock, Anna Marie Knipp, Clif Paulsen, Rachel Seifert, Joan Todd, Malissa Welke and James Nichols. Absent: Rick Curl, Smith Lily. ASHBA Staff Present: David Mount, Katriona Adams, Katie Porter and Kim Skipton.
- b. **Adoption of Agenda** – Allen called for a vote to adopt the agenda. Motion made by Rachel Seifert and seconded by Joan Todd. All in favor. Motion carried.
- c. **Approval of September 2023 Board Minutes** – Allen called for a vote to approve minutes from the September 11, 2023 board meeting. Rachel Seifert requested two corrections. First, Malissa Welke name is misspelled and the second, it should read the board seat expires in 2025 instead of end of 2025. Motion made by Joe O'Brien and seconded by Julie Behrends-Jones. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.

2. Strategic Plan Update – Allen Bosworth and David Mount

Allen reported the Strategic Planning Committee met three weeks ago in Louisville and it was a productive session. The expectation is to send a draft to the board by the end of the year and then present it to the membership at the annual convention in February. David recapped the strategic planning process and showed a draft to the board, which showed four strategic pillars and a proposed reduction in committees to eight.

3. Executive Director's Report – David Mount

- a. **WCHS Competition Report** – David gave the board a copy of the WCHS Competition Report which was submitted to the Kentucky State Fair Board per ASHBA's agreement. Successes were highlighted, including media outreach, which garnered 162 mentions, 250 impressions with an \$8 million dollar projected value. Also, highlighted was ASHBA app traffic, which exceeded 17,000 users per day and total prize program payouts of \$586,486.
- b. **Kentucky State Fair Board Representative** – Allen reported one of the responsibilities of the Board is to nominate a slate of candidates for the ASHBA seat on the Kentucky State Fair Board. The seat was recently moved from an appointment by the Governor to an appointment by the Commissioner of Agriculture. Commissioner Quarles office reached



out to ASHBA earlier this month to submit six names for consideration. The names must be residents of the Commonwealth of Kentucky and be willing to not compete at the Kentucky State Fair. The proposed list to be submitted include Edward Bennett, Mary Anne Cronan, David Mount, Tandy Patrick, Jimmy Robertson and Fred Sarver. A motion made by Joe O'Brien and seconded by Chris Schubert to submit the list as presented. All in favor. Motion carried.

- c. **Major Awards Nominations** – David reported that a link for Major Awards Nominations voting will go out to the Board after the meeting. There were no nominations received for the Gordon Jenkins International Award. Christy Parker nominated Barbe Smith for the award. Also, Kristen Bagdasarian nominated The Crowd Went Nuts! for Horse of the Year. Both nominations will be included for board voting purposes.
- d. **Other Business** – David reported that a License Officials Education Clinic webinar will take place on November 1 to allow officials with expiring licenses to remain in good standing for 2024. Also, David reported that ASHBA received preliminary approval for a specialty license plate in Kentucky pending approval of artwork. The Association will receive \$10 from every license plate.

4. **Marketing and Programs Report – Katie Porter**

Katie reported that Samantha Robinson has been hired for the new Youth and Outreach position. Samantha previously worked for USEF and has a Saddlebred background. Katie reported on upcoming programming at Ocala, National Academy Championship Horse Show and Kansas City. At Ocala, ASHBA is working with Erin Jones on media outreach and partnering with the Boys and Girls Club on a Meet the Saddlebred event. At the National Academy Championship Horse Show, ASHBA is sponsoring the exhibitors party and Alpha Classes. At Kansas City, ASHBA is partnering with the American Royal to host a group of Girl Scouts and two groups of high school students, which will include educational sessions on the American Saddlebred, barn tours and the horse show. Also, Katie reported on a 2024 marketing plan that she has been working on with Joan Todd and the Marketing and Communications Committee.

5. **Fundraising Report – Kim Skipton**

Kim reported on current fundraising activities including convention sponsorships and auction items. The first major convention sponsorship of \$50,000 has been secured for the Legends of Saturday Night event with proposals going out for other convention events. The goal is to have a sponsor for each individual event, along with a presenting sponsor for the overall convention. Kim reported that she has secured several convention auction items, including a trip to a villa in Sayulita, Mexico donated by Kaye Bowles Durnell and a BBQ Brawl package to meet Bobby Flay on the set of his new tv series in Texas donated by Carson Kressley. Also, Kim proposed a new Wonderful Life fundraiser for Giving Tuesday, which would offer discounted lifetime memberships of \$1,500 which could be paid over three years (\$500 per year). The fundraiser would start on November 28 and end on December 31. Rachel made a motion to accept Kim's proposal to offer Lifetime Membership for \$1,500 which could be paid over three years with the first payment made before end of this year. Seconded by Chris Schubert. All in favor. Motion carried.



6. Convention Update – Chris Schubert

Chris reported the Convention Planning Committee met last week to set convention registration pricing, including a la carte options, keeping in mind a roughly 30% increase in costs as compared to the 2023 convention in Lexington. Also, Chris reported on sponsorships secured for the Saddlebred Trail, including lunch at Autumn Hills Farm.

7. Registrar's Report – Katriona Adams

Katriona reported on the Q3 2023 registry statistics that includes a 7% increase in applications for registrations received with 971 applications received in 2023 compared to 910 applications received last year. Transfers increased 3% with 2,128 transfers received in 2023 compared to 2,076 transfers received last year. Also, Katriona reported an increase in Half Saddlebred registrations with 55 applications received so far in 2023.

8. Treasurer's Report – Rachel Seifert

a. **August Financials** – Rachel reported on the August 2023 financials. Total income through August was \$1,291,138.88 with total expenses of \$1,297,077.48 for a net loss of \$5,938,60. The net loss is consistent with August 2022 and reflects a lag in WCHS income, which has not been received, as compared to WCHS expenses. Total assets through August total \$3,128,554.80. The Q3 2023 financials will be presented at the next meeting.

b. **Revised Budget** – A revised budget was presented to the Board with a year-end net income of \$23,571.40 as compared to the budget approved in February, which had a net income of \$24,495.00. Line items revisions were made to account for such things as staffing changes throughout the year. Also, convention sponsorships were reallocated to corporate and general sponsorships to better reflect the sponsorship sources. And, grant income was reduced to reflect a discontinuation of USEF affiliate grants. Rachel reported that the Finance Committee has reviewed and approve the revised budget. Motion made by Joe O'Brien to approve and seconded by Chris Schubert. All in favor. Motion approved.

9. President's Report – Allen Bosworth

Allen reported on several items the Association will be working on over the next several months. This includes ongoing conversations with Donna Pettry Smith to better support the Monarch Series Championship Horse Show, which includes a Ranch Horse National Championship. There will be an in-person meeting with Donna in Kansas City to discuss potential collaboration. There will also be another meeting in Kansas City with USEF and UPHA to discuss ways to support the revamped USEF Competition Lite program and grow the number of USEF licensed competitions. This includes a new grant program by USEF to offset the costs of stewards at USEF Competition Lite shows. Also, ASHBA will continue to work with USEF, other breed affiliates and the American Horse Council to address the new USDA proposed regulations. David and Katie met



with Dr. Schumacher earlier this month, who is responsible for USEF's response, to make sure ASHBA's concerns are included in the response. Also, David met with Julie Broadway from the American Horse Council this month with other equine organizations based in Kentucky.

10. Additional Business – Allen Bosworth

Kristen Bagdasarian asked the Board to support and help promote the American Saddlebred Horse Expo on December 1 in Ephrata, PA. David stated that ASHBA would be assisting the expo at the same level as last year, along with facilitating the Half Saddlebred Futurity Auction on December 8 in Topeka, IN. David and staff will be present at both. Allen reiterated the importance of the two events and ASHBA's ongoing outreach in the Amish community.

11. Adjourn – Allen Bosworth

Motion made by Joan Todd to adjourn seconded by Chris Schubert. All in favor. Motion carried. The meeting adjourned at 11:57 AM.

12. Executive Session – Allen Bosworth

Allen stated there would be no Executive Session today.

Next Meeting Scheduled for Monday, December 4, 2023 via Zoom