



AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.

BOARD OF DIRECTORS MEETING MINUTES

Monday, July 11, 2022 at 9:00 AM ET

Spy Coast Farm – Lexington, Kentucky

1. Call to Order

a. Roll Call

Board Members Present: Kristen Bagdasarian, Julie Behrends-Jones, Allen Bosworth, Bob Brison, Rick Curl, Larry Hartsock, Anna Marie Knipp, Emily Lee, James Nichols, Joe O’Brien, Chris Schubert, Rachel Seifert, Kim Skipton, Owen Weaver. Board Members via Zoom: Ali DeGray, Christy Parker and Clif Paulsen. Absent: Jim Cherry, Jennifer Dixon, Joan Lurie, Evan Orr, Joan Todd and Malissa Welke. ASHBA Staff Present: David Mount, Katriona Adams, Samantha Geller, Margaret Babiarz, Morgan King and Jean Warren (via Zoom).

b. Adoption of Agenda

Anna Marie ask for a vote to adopt the Agenda. Motion made by Owen Weaver and seconded by Julie Behrends-Jones. All in favor. Motion carried.

c. Approval of Board Minutes

Anna Marie ask for a vote to approve the minutes from the last board meeting. Motion made by Allen Bosworth and seconded by Chris Schubert. All in favor. Motion carried.

d. Declare Conflict of Interest

Kim Skipton reported she works at UPHA.

e. Welcome Guests

Anna Marie welcomed guests, Cindy Mugnier from UPHA and Rob Brewer from Raymond James.

2. UPHA Update – Cindy Mugnier

Cindy gave an update on UPHA activities including activities at the UPHA/American Royal National Horse Show.

3. Marketing Update – Samantha Geller

a. BreyerFest Update – Sam gave an update on ASHBA involvement at the upcoming BreyerFest, which will have an estimated attendance of 30,000 over three days at the Kentucky Horse Park. The Marc of Charm Demonstration Team will exhibit 10 American Saddlebreds for a 10-minute demonstration on all three days of the event, starting with the time slot



after the opening ceremonies. Sam thanked Sarah Track and William Woods University, Stephanie Brannan and Wingswept Farm, Samantha Hegstrom, Holly Armstrong and Owen Weaver for bringing horses to the event. ASHBA will be providing promotional materials, give-a-ways and tickets to the Lexington Junior League Horse to BreyerFest attendees.

- b. Website Update** – Sam reported that new website feedback from the Marketing Committee was positive and that staff was ready to have the Board review the new website and give feedback. A link will be sent to the Board after the meeting. The new website will be saddlebred.com and the old link, asha.net, will be redirected to the new site automatically. The new website will be formatted to be easily viewed on smartphones, which is a limitation of the current site. Staff is currently gathering new photos to be used at the suggestion of the Marketing Committee. Sam also reported that the new ASHBA Pro Shop, which was launched on July 1, 2022, has seen strong sales in the first week of operation.

4. Programs Update – Margaret Babiarz

Margaret reported that youth activities at the Shenandoah Classic Horse Show were a huge success. Ellen Beard was there for her Horsing Around Camps and Sam was there for Junior Judging. Youth activities planned for Lexington Junior League Horse Show include Horsing Around Camps, Junior Judging and an Ice Cream Party. Youth activities planned for the World's Championship Horse Show include Horsing Around Camps, Junior Judging including Junior Judging Clinics and a Friday night Youth Party at the Crowne Plaza Hotel. Margaret showed the Board a newly designed Junior Judging In-a-box concept that includes everything a show would need to host Junior Judging sessions. The first box was sent out to a show in California last week.

5. Development Update – Morgan King

- a. Youth Scholarships** – Morgan reported the Youth Committee received nine applications for scholarships, which were reviewed and ranked based on financial need, geography, current involvement in ASHBA activities and letters of recommendation. The Youth Committee recommends that the Board approve scholarships in the amount of \$5,000/each for Jessica Ridgeway and Kennedy Wilson. Motion made by Chris Schubert seconded by Owen Weaver. All in favor. Motion carried.
- b. Melissa Moore Passion for the Breed Scholarship** – Morgan announced a new scholarship program that will give two individuals up to \$8,000 in scholarship money over a four-year period (\$2,000 per year for four years). The Melissa Moore Passion for the Breed Scholarship will annually give one scholarship to



an ASHBA member and an additional scholarship to a KASPHA member. Applications will go out later this year and the scholarships will be announced and presented at our Annual Convention in February.

6. Convention Planning Update – Emily Lee & David Mount

David reported that Spy Coast Farm has been added to the list of convention locations that include the Hilton Hotel Downtown Lexington, which will be the host hotel. The Convention Planning Committee has been working on a tentative schedule that includes meetings and a welcome party on Friday; fieldtrips, lunch, Legends of Saturday Night and a youth party on Saturday; youth breakfast, licensed officials education clinic and other activities on Sunday. David reported that Morgan has already secured the title sponsor and other sponsors for the convention.

7. Executive Director's Report – David Mount

- a. Learn to Ride for Free** – David reported that the Learn to Ride for Free pilot in Parker, Colorado was an overwhelming success. Over 40 children had the opportunity to ride American Saddlebreds for the first time and they came with their siblings, parents, grandparents and friends. The event was covered by local media. David thanked Jamie and Tom Volz at Parker Valley Farm, Malissa Welke and all of the volunteers for their help with the pilot. ASHBA is currently looking for additional locations for the program later this year, which will require new funding.
- b. Breeders Challenge Update** – David reported there are currently 28 entries for the Breeders Challenge class at the World's Championship Horse Show, which will require a qualifying classes on Tuesday followed by the championship on Friday. Stallions are still being secured for the auction. The live auction will take place at the newly named Breeders Ball, which will take place Friday night after the last class, with entertainment provided by Tony and the Tan Lines. Event Mix has been helping with the planning of the party.

8. Registrar's Report – Katriona Adams

- a. Registry Statistics** – Katriona reported registrations received are up 15% over the previous year, which is something we have not seen for many years. There was also an increase in Half Saddlebred registrations due to the new Half Saddlebred Futurity. Transfers completed are up 2% over the previous year. Katriona also reported that a new part-time Registry Clerk has been hired to fill an open position.



- b. Heritage Horse and Saddlebred Record Candidates** – Katriona presented candidates to be considered for inclusion in the Saddlebred Record. The candidates include Ridgefield’s Radiant Charm, American Buntree, Easter Serenade and My Silver Service. Katriona also presented two Heritage Horse candidates, Mass of Gold and Parading Lady. All horses have been verified to meet the criteria previously established by the board. Motion made by Kim Skipton to approve seconded by Larry Hartsock. All in favor. Motion carried.

9. Treasurer’s Report – Chris Schubert

- a. Raymond James Report** – Rob Brewer gave an update on ASHBA investments and the current investment environment. Year to date investments at Raymond James total \$1,188,657.34 as of June 30, 2022. Rob made a recommendation that ASHBA review the current Investment Policy Statement from 2017 and update as necessary.
- b. May 2022 Financials** – David reported that ASHBA is eligible for an Employee Retention Credit from the IRS in the amount of \$135,610 which will be received by year’s end. Chris reported that total income through the end of May was \$631,639.10 with total expenses of \$525,379.95 with a net income of \$106,259.15. Chris reminded the board that a full Q2 financial review will occur at the next board meeting.

10. President’s Report – Anna Marie Knipp

Anna Marie reported that UPHA has requested that ASHBA continue to sponsor 100% of the UPHA Open Gait Learning Center at the World’s Championship Horse Show. Last year 27 kids attended with total costs of \$6,090. Many kids would be unable to attend the show without working on classwork at the center under the supervision of a licensed instructor. Joe made a motion to continue to pay for the UPHA Open Gait Learning Center at the World’s Championship Horse Show, seconded by Chris Schubert. All in favor. Motion carried.

11. Additional Business – Anna Marie Knipp

There was extension discussion regarding whether or not ASHBA needed to host two Licensed Officials Education Clinics in the first quarter of 2023. No decision was made.

12. Adjourn – Anna Marie Knipp

Anna Marie ask for a motion to adjourn. Motion made to adjourn by Kristen Bagdasarian and seconded by Larry Hartsock. All in favor. Motion carried.

Next Meeting Scheduled for Monday, August 1, 2022 via Zoom