



4083 Iron Works Parkway
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AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, April 1, 2019 - 5:00 PM
Dial-In: 1 502-242-0216
CONFERENCE CODE: 446026

1. Call to Order / Roll Call – David Mount

- **Roll Call:** The following ASHA Executive members were in attendance by conference call: President: David Mount; Vice President: Joan Lurie; Secretary: Owen Weaver; Donna Pettry-Smith, Candi Covino-Aversenti, Allen Bosworth, Sandra Currier, Joe O'Brien, Marty Schaffel, Jenny Taylor, Emily Lee, Elisabeth Goth, Tandy Patrick, Evan Orr, James Nichols, Nancy-Leigh Fisher, Kristen Cater, Helena Moreno, Terri Dolan, Jessica Cushing, and Brenda Newell. There was 100% participation on the call.
- **Adoption of the Agenda** – David Mount asked to get a motion to adopt the agenda, Sandy Currier made the motion, and ? placed a second motion, and it was approved by majority.
- **Approval of Minutes, March 4, 2019** – The start time should be corrected to be 5:00 p.m. and adjourned at 5:43 p.m. and also in section 9 Candi Aversenti, Nancy-Leigh Fisher and Helena Moreno's names are misspelled. Elisabeth Goth made a motion to accept the minutes and Donna Pettrey-Smith seconded the motion. All were in favor of approval.

2. Declare Conflict of Interest – No conflicts of interest to declare.

3. Marketing Update –Jessica Cushing

- Jessica's report is divided into committee and individual initiatives post-convention.
 - i. The committee is working on the social media initiative.
 - a. Tag lines are being created with one to two sentence descriptors of what our breed represents.
 - b. A creation of different tools, tips and definitions went out to our members.
 - c. An event promotion outline and checklist has been created and circulated that can be used by charter clubs or anyone having a promotional event.
 - d. "Fill the Stands" playbook has been sent to all show secretaries and managers and it is also on our website.
 - ii. Individually-Jessica has been working on several initiatives
 - a. Outlines for additional content and materials to help promote the breed and start conversations externally.
 - b. Sponsorships and Development Program-will be ready to share
 - c. Podcasts-are in development





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d. Saddlebred Strong and Saddlebred Snuggles campaign has been developed and received many “likes” and shares.

e. She is still looking for behind the scenes stories to share

iii. Externally

a. The numbers continue to grow on social media

b. Features on social media were: January-The Rose Bowl; February-Black History Month; March-Women in our Industry as well as programs at the grassroots level and lesson programs that use our breed to create strong and successful women.

4. Registry Update-Sandy Currier

- Sandy Currier stated before the report that the number received and the number completed will not match up month to month as some are not able to be completed due to missing information. She reported that through March 19, 2019 the following numbers for registrations: 212 applications; 83 completed; 195 pending and year to date there were 314 registrations received and 289 are completed. Compared to last year we are 56 lower on the completed registrations and 22 more received. The following reflect transfers through March 19, 2019: 183 received; 254 completed; 251 pending and year to date there are 617 received and 681 completed. Compared to last year, we are down 188 in received transfers and down 63 completed. In February we had amnesty for transfers and 65 applications were received and 51 have been completed. During March we offered amnesty for registrations and to date 125 have been received. Applications had to be postmarked by March.
- Joe O'Brien asked if the registry could email a report before the calls reflecting how many are carried over instead of received. He suggested a scorecard be created in house that would reflect the number of applications, incompletes, pending and carryovers. Sandy will get with Lisa Duncan on this.
- Kristen Cater made a motion to request the Registry Board extend the amnesty deadlines through April as she thinks a lot of the larger breeders didn't know about it and maybe have someone from the office call these breeders who breed more than 10 per year to let them know. The motion was seconded by Tandy Patrick. All were in favor.

5. Finance Committee-Allen Bosworth:

Allen went over the procedure on what we are doing since his appointment as Treasurer. We now have a finance committee, and they will have a call on Friday. On a monthly basis, Allen, David, Terri and Don will meet to go through the previous month's financials then report to the board on a monthly basis. We are currently on budget although being on budget also reflects





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significant amounts of legal costs. Our biggest revenue generator is Memberships. We are down 1% year over year in memberships through March. The decrease is predominately in the fan membership category. The competing memberships are flat for the Senior Competing and up 9% for the Junior Competing memberships. The Raymond James investments are up 8% this quarter. David asked the board if we should stay with a quarterly report out. It was in agreement that we will do a monthly recap basically just highlights and then report deeper for the quarterly reports.

6. Organization Task Force Update-Sandy Currier:

David, Terri and Sandy met to discuss moving forward with the Morgan Horse Model as agreed to by the special committee at convention. They contacted Kevin Maynard who helped create the Morgan Model and sent him bylaws, articles of incorporation, etc. and he sent back a letter of engagement.

7. KSF Board Representative Discussion-David Mount

There was discussion about the need for a Confidentiality Agreement as there was a breach of confidentiality regarding submission of nominees for the KSF Board Representatives. David had a discussion with the Governor's office where he learned there was a submission of the survey under his name. He had to convey to them that he had not submitted anything. When asked who the submission came from the office said they didn't have that information. Tandy recused herself from this part of the call as her name is on the list of nominees.

David will contact Brett Gaspar as to the deadline to submit nominations and we will resubmit our nominees for the KSB Board Representative. He will also get a list of members and their terms.

Moving forward we need a formal process for these appointments which will include bios for the nominees and it is the responsibility of the person nominating the candidate to get this information.

- David will also put together a task force to come up with a new confidentiality agreement and process for removal of board members. He will report again on this at the next board meeting.

8. President's Report-David Mount

- Joint Leadership Council-a task force was put together to look at financial and legal processes to start a new national governing body as a "Plan B" if the efforts to strengthen and improve our relationship with USEF do not work. This is chaired by Tony Lee from the Morgan breed and our representatives are David Rudder, Cece Hagan and Rachel Seifert. We are continuing to book public forums at horse shows. David is looking for someone to help him with the one in Murfreesboro.
- Safe Sport-Bill Moroney from USEF confirmed with us that there will be only one module for the Safe Sport Training as opposed to the 3 modules currently.
- World's Championship Horse Show-Two extra work days have been added for 2019 with Freedom Hall being closed at 7:30 and 5:30 for cleaning and maintenance





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- Agland –There was discussion whether we have a booth at Agland this year. We will reach out to UPHA Chapter 9 and KASPHA to see if this is something they would like to do on their own. This event is 10 days and has to be manned 12 hours each day. The majority of Fair attendees do not meet our target market. This along with the concern over the execution of live results is too much for the ASHA Staff to manage this year. We can revisit this in the future.

9. **Executive Director’s Report-Terri Dolan**

- Affiliate Workshop –this group came into existence from the annual meeting with USEF. The Affiliates wanted to have a workshop to find out how to better work with USEF. They had a meeting prior to Bill Moroney’s meeting with the Breeds and Disciplines Council. The majority of the affiliates were present and it was led by an outside facilitator. Concerns identified were: better representation on boards; how to work better as partners; issues regarding staff and team members with communication. Terri will send notes after she receives documents from the facilitator. She felt the outcome so far has been positive and there was lots of opportunity for networking.
- Sponsorship Program –ASHA purchased a software program to manage this process for both internal donations and external sponsorships. We will also have forthcoming recommendations on how the Board can become involved with this process.
- New Hire-Alexandra Harper –came with great background from University of Kentucky and will be involved in Special Programs.

10. **Other Old / New Business** – Joe O’Brien asked about the Executive Committee. David will get with the Bylaws Committee on this as well as the previously discussed Confidentiality Agreement and removal from a Board bylaw changes.

Owen Weaver made a motion to adjourn, the motion was seconded by Elisabeth Goth at 6:50 p.m.

