

**AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING**

Monday, May 6, 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 Directors were in attendance by conference call: President: David Mount; Vice President: Joan Lurie; Allen Bosworth, Kristen Cater, Sandra Currier, Nancy-Leigh Fisher, Elisabeth Goth, Emily Lee, Helena Moreno, James Nichols, Joe O’Brien, Evan Orr, Tandy Patrick, Donna Pettry-Smith, Marty Schaffel, Jenny Taylor; Rob Brewer from Raymond James, ASHA Staff: Terri Dolan, Jessica Cushing, Don Quaid and Brenda Newell
- **Adoption of the Agenda** – David Mount asked to get a motion to adopt the agenda, Marty Schaffel made the motion, and Nancy-Leigh Fisher placed a second motion, and it was approved by majority.
- **Approval of Minutes** - April 1, 2019. Joe O’Brien made a motion to accept the minutes and Joan Lurie seconded the motion. All were in favor of approval.

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

3. Finance Committee Report-Allen Bosworth

Allen reported that the Finance Committee has been reconstituted. The members are Allen Bosworth, Elisabeth Goth, David Rudder and Mike Judah. Each month there will be a top line review by the committee and then dive deeper for the quarterly review. More transparency will be provided by separating out some specific initiatives. They will also be reviewing the investment policy to make sure we are maximizing our opportunity for returns.

First Quarter Financials-Don Quaid

- i. Membership revenue is now recognized when we receive it instead of a percentage each month. This is reflected in the revenue increase the first three months. Year over year we are only down 2%. The decrease is in the Fan Memberships, overall Competing Memberships are up a little. We are in line where we should be.
- ii. Don reported on the Lordosis grant. This money came from the Lordosis fund created in 2003 which was put in revenue. In October 2018 the board voted to give this money to the University of Kentucky for the Lordosis research. When it is given in April it will be on the P/L as an expense (\$20,000).
- iii. Don is making an Operational P/L with the revenue and expenses of operating the office and revenue and expenses of running our programs. We are applying for grants that asks for specifics for revenues and expenses by program services, administrative and fundraising. QuickBooks doesn’t allow for this so he is creating templates. For the next quarter meeting he hopes to have in place a P/L for Operations, P/L for Programs and a P/L of where we are overall. This will give better clarity and we will provide P/L’s for to determine costs for programs.
- iv. Joe O’Brien questioned the increase in the employee insurance premium amounts. Don explained that there are now 9 employees and some of the increase is due to a required two month premium upfront. Don expects it to level back out. He will validate this information.

Raymond James Update-Rob Brewer

For the first quarter in January, between the rates and trade we are at 80% in earnings. At some point, we will have a slowdown. For our Investment Policy as of today, all parameters look good and in line. He sees no changes that we need to make at this time. For year to date the combined portfolio together is up 11.2% and we are at 5.25% for the trailing 12 months. We have 64% in Equity and 1/3 in International. Rob will meet next week with the Finance Committee.

4. Registry Update-Sandy Currier

- **Registrations**-A new report format was created to better show the comparison year to date. For April there were 251 registrations received, 100 completed, and 224 were pending/carryover. The total received year to date is 567 and year to date completed is 389. Comparing 2019 to 2018, we have received 154 more registrations and completed 36 more. We have received 178 more year to date and completed 20 less year to date.
- **Transfers**- For April there were 208 transfers received, 277 completed. The total received year to date is 958 and the total completed year to date is 958. Compared to 2018, we are down 88 in the number received, down 53 in the number completed, down 156 received year to date and down 116 in the number completed year to date.
- **Amnesty**-As of April 30, 2019 there were 65 Amnesty Transfers received, 65 completed and \$4225 received in transfer fees. There were 284 Amnesty Registrations received and 12 completed, 264 were entered into the spreadsheet, 116 were processed and sent letters, \$25,400 was received in registration fees, \$14,200 fees received for DNA, \$5,605 received for foal transfers and the total fees collected were \$48,205. The total fees for Transfers and Registrations is \$52,430.
- **Addendum to Month End and Amnesty Report**

Sandy read the addendum Lisa sent which was included in meeting packet

 - i. Kristen stated that for normal transfer paperwork goes to the owner and can take months to realize mistakes and is there a way to get the agents email for use instead of snail mail as lot of times it is the agent taking care of it. Sandy replied that we have to send to the authority on file. Terri also added that we are both emailing and using regular mail and will spot check for consistency.
 - ii. Jenny commented on the amount of time working on the live foal report that there isn't an urgency for working on this as it is being used as a study. This may even be a five year project. Sandy will make this recommendation to Lisa. Terri stated that we will be having interns for the summer and maybe that is something they can help with.

5. Bylaws Committee-Tandy Patrick

- The Bylaws Committee consists of Helena Moreno, Evan Orr, Owen Weaver, Rachel Seifert and Tandy Patrick. The committee along with David Mount and Terri Dolan met last week. The committee was to address the addition of an Executive Committee, Confidentiality Policy and a revision to the bylaws regarding removal of directors
- On the discussion of the addition of an Executive Committee, at this time they do not feel a need for an Executive Committee, as they like having all board members engaged.
- On the discussion regarding removal of Directors, the committee recommends automatic removal if a member fails to attend two of three in person meetings or 50% of the meetings even if the absence is excused and must serve on at least one committee. The procedure for removal of member for other causes would be if a fellow board member felt another board member had done something unacceptable or was in violation of a policy, they would contact the Executive Director confidentially, who would contact the accused and if no resolution, the accused would be sent a notice in writing and given the opportunity to be

heard at a board meeting. The member could then be removed by a 2/3 vote of the board otherwise they would remain on the Board. The Executive Director will advise the President of all issues regarding a Board member that has been brought to their attention.

- The proposed draft of the Confidentiality Policy would not be part of the bylaws but would come in to play in the removal of board members, so this would need to be voted on by the entire board. This also brought up by Marty one of the concerns of what we do with complex issues when we don't have an Executive Committee. Tandy stated that the Human Resources Committee could handle some of these issues instead of it going to the entire group. David said we could look at adding this to the bylaws and that in special situations, the President can form a taskforce or committee if necessary.

6. **President's Report-David Mount**

- **Code of Conduct** –suggested draft revisions were made but after discussion decided to wait for voting. *This passed after the meeting.
- **Competition Recording Form** –David reached out to Smith Lilly (UPHA) who felt it would be better if any recommended changes came from us. There was discussion regarding Safe Sport at non-recognized shows whether someone in violation can be on the grounds not just that they wouldn't receive their points. If our policy goes above USEF requirements maybe we need to look at it.
- **Joint Leadership Council Public Forums-** David led the forum with Jackie Hale which was held in Murfreesboro. There were about 60 in attendance and Richfield videoed the meeting. It went well, people just seemed to want to be informed. After the meeting, David was approached by about ten people who were upset about the new Hunter policy that goes into effect next year. Terri led the forum in Clemson, with about 35 in attendance. She said it seemed a lot of people still do not understand Safe Sport, not so much taking the training but the fair process for the accused. It is not a good time to take a poll on whether to leave or stay with USEF. The first objective is to make this partnership as best as possible.
- **PAST Act**-Senator McConnell's office determines whether it will be heard in the Senate. Senator McConnell is not for it, would like to propose his own version and would like our support of it. Donna reported from her & Tammy Conatser's trip to DC. She feels it may pass in the House but not the Senate.
- **Research Committee**-Dr.Amy Rock approached David about putting together a Research Committee, which she would chair. This committee which would be responsible for overseeing Saddlebred related projects such as the current Lordosis project with the University of Kentucky. They would also be responsible for raising money through grants and other means to fund the research projects.

7. **Executive Director's Report-Terri Dolan**

- **Committee Appointments on USEF**-Terri was appointed to the newly created Member Services Council. The old committee was budget/finance related and this one will oversee the direct member benefits of the Federation's operation components which includes components such as safety and compliance, fairness, marketing and sales, education and licensing officials, competition recognitions, horse and athlete services, grassroots development and cover the Executive and Finance areas . They are also responsible to elect two members to serve on the Nominating Committee. Terri was nominated to be on this committee. We are making progress on our representation on committees.
- **Affiliate Action Steps**-There were four top themes that were the primary items of interest/concern from the Affiliates.
 - i. **Value of Membership**-what value membership brings to Affiliates and Disciplines

ii. **Governance and Representation**

iii. **Staff, Affiliates and Volunteers in their interactions and behavior.** The need for non-biased staff at USEF, and both sides of the equation treating each other and people with respect. Additional training and a more customer service approach were heavy topics under this discussion.

iv. **Committee and Marketing Opportunities**-We felt as affiliate organizations that there could be better outreach from USEF as to what marketing opportunities are available for the Affiliates. We as Affiliates also need to provide content back to USEF to use with the different marketing platforms.

Action steps and Committees were formed to work on specific topics

i. **Reconfiguring the Breed and Disciplines Council to make sure there is better representation and topics relevant for all breeds.**

ii. **Orientation Model**-This needs to be in place for the affiliates to better understand the mechanics of USEF and how to work through this environment.

iii. **Ongoing Opportunities for Affiliates to meet as a group**-Since our meetings we have seen a great deal of change coming from USEF.

iv. **Affiliates asked for an Annual Report**

v. **Repopulation of Committees**- We would like more input in the repopulation of committees, specifically the Saddlebred Committee. Terri and Elisabeth are heading up this committee.

vi. **Carte Blanche invitation to analyze our barriers and opportunities related to the competition environment.** If we are not providing an environment now that is a product that show secretaries and show managers find valuable, then we need to articulate what these issues are and make recommendations back to USEF. We need to form a group to work on this topic.

vii. Bill Moroney has a group working on an **Affiliate Agreement** and what changes need to happen. This will be going out to the Affiliates for review.

viii. We asked that **USEF learn from their process and implementation of Safe Sport.**

viii. **Value of USEF membership**-The value of USEF membership is not articulated well enough on their website. We need the commitment from USEF to do a better job of this and also we need focus groups from various members to make sure these benefits are really benefits.

- **Land Rover Three Day Event**-Terri thanked all that brought horses for the demos at this event. We presented three Saddlebreds on Thursday and Saturday. We were the only non-competitive content represented and we were included on the USEF Network recap of the event. We reached 53,000 accounts on social media and no negative responses. On Instagram we reached 30% on non-followers. On USEF Network they average 80,000 followers. It was a big win for us that we were shared on their content.
- **Marketing Meeting with USEF, Wrigley Productions and WCHS/Horse Show Committee**
 - i. USEF meeting was a recap from January of where we are going and what we are doing. We received increased coverage on Land Rover, and they are asking for content from us to share. Also discussed was more coverage at crossover events and sharing of resources
 - ii. Wrigley Productions bought the Horse Network. We met with them and have an invitation to work together and brainstorm on things we can do and put some action steps to this.
 - iii. David Beck, CEO of Kentucky Venues, Scarlett Mattson and the Horse Show Committee will meet to discuss Marketing opportunities.
- **USEF Drug Medication Meeting**- There was a request from our trainers and part of our joint leadership council in wanting to get help regarding usage of ship and clip drugs. We have invited Larry Hodge, Bret Day, Nelson Green, Steven Schumacher, Bill Morony and Sonya

Keeting to have dialogue of what we can do as an organization. This meeting is set up for tomorrow morning.

- **USEF/SAFE SPORT Conference Call**-From the last call they were told there are some changes in the Safe Sport Act. There will be official information from USEF maybe next week. Tandy reported that the Safe Sport code went into effect in 2017 with 27 pages and now in 2019 it is 47 pages. Looks like they fleshed out the whole procedure on how this works. Terri will send the new information to Tandy for review as well.

8. **Old Business**-There was no old business for discussion.

9. **New Business**

- **Board Giving Policy**- With the creation of the new Sponsorship Package, we are asking the Board members to lead by example and that our Board become a giving Board. We need to look into a policy that requires some level of giving. For the first time, we will have a formalized donation and sponsorship program and it will be ready to show the Board in July but we will roll it out in a couple of weeks. We have already purchased the software program to manage our donations by members it. Tandy made a motion that we have 100% participation on an annual basis without a required dollar amount. Joe O'Brien seconded the motion. All were in favor.
- **ASHA High Point Awards Program**-Allen presented a change to the ASHA High Point Awards which was worked on by Stacey Kipper and Amy Haller and voted on unanimously by the Charter Club Council requesting Board approval and to be implemented this year. Because of the requirement for three shows per region, many of the regions didn't have enough shows for the horses to qualify. The rules were revised by the Charter Club Council and presented to the Board for approval. The changes were to drop the three show per region requirement, change the name of the classes now listed as combined to "Combined All Ages" and suggestions for naming of classes. Sandy made a motion to accept the revised rules and Joan Lurie seconded the motion. All were in favor.

10. **Adjourn**- Joe O'Brien made a motion to adjourn at 7:11 p.m. Allen seconded the motion. All were in favor. The next meeting is June 3, 2019 at 5:00 p.m.