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AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, August 5, 2019

1. Call to Order / Roll Call – David Mount

- a. **Roll Call:** The following ASHA Board of Directors were in attendance: President: David Mount; Vice President: Joan Lurie; Allen Bosworth, Sandra Currier, Elisabeth Goth, Emily Lee, Helena Moreno, James Nichols, Joe O’Brien, Evan Orr, Tandy Patrick, Marty Schaffel, Jenny Taylor; Owen Weaver, ASHA Staff: Terri Dolan, Jessica Cushing, Vicky Turnbull and Brenda Newell.
- b. **Adoption of the Agenda** – David Mount asked for a motion to adopt the agenda, Elisabeth Goth made the motion, and Sandra Currier made a second to the motion, and it was approved.
- c. **Approval of Minutes – July 12, 2019.** Joe O’Brien made a motion to accept the minutes. James Nichols seconded the motion. All were in favor of approval of the minutes.

2. Registry Report – Sandra Currier

- a. **Registrations** - Registration and Transfer comparison reports were included in the board packet. As of July there were 143 registrations received with 160 being completed and 105 pending, the number received year to date is 969 and completed year to date is 798. Compared to last year, we are down 20 received for the month, down 16 in completed for the month and up 135 from last year on the number received year to date and down 2 on the number completed year to date. Also included in the packet of materials was Registrations by Foal Crop beginning 2003-2019. The 2019 Registrations as of July 31, 2019 is 118 Colts and 117 Fillies for a total of 235.
- b. **Transfers** - As of July, there were 160 transfers received for the month, 219 entered and 204 completed. There are 1536 received year to date and 1608 completed year to date. In comparison to last year, there were 30 less transfers received, 45 more transfers entered and 30 more transfers completed. Year to date, there were 98 less transfers received and 53 less transfers completed.
- c. **Hunter Sweeps** -Sandra reported that we have only received 3 entries so the deadline has been extended to September 15, 2019. There will be forms to pass out at Louisville. Elisabeth said we have asked UPHA before about having Hunter and Western Classic classes and would like to revisit this as our mission is to promote Versatility. Sandra said



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one of the problems was the splitting of the money and may look into getting sponsorships. Joe O'Brien asked that we visit this in the Executive Session as well. Joe stated in regards to the Registry Report that it looks good but perception on the outside is we are way down on registrations. As we continue to communicate weekly, we should let the membership know how many are registered and transferred. We need to send positive messages to the membership.

3. Communication Committee Report – Helena Moreno

- a. **Master Plan** - The committee is working on a Master Plan which would be a roadmap for constant and effective messaging to our membership and would include who is responsible for each task and resources needed. Joan Todd, our Communications Consultant is helping with the formation of this plan. Once implemented we would need a monthly analysis to see how effectively it is working.
- b. **New Releases and Schedule** - There will be a new weekly release titled **"What Matters"** which will be an educational email. It will go to the Board via email first and the Board will also have the opportunity to write these emails. There will also be a bi-monthly communication from the President. The E-news will now go out weekly on Monday; What Matters will go out on Wednesday or Thursday. Allen said the goal is the weekly emails, bi-monthly from the President, social channels and weekly space in Saddle Horse Report.
- c. **Arabians Horse Association Study** - The AHA did a 10-month feasibility study on whether to stay with USEF. They voted 29-0 to stay with USEF and will include this in their weekly news on Wednesday. Their President has agreed to do a Q&A with us at the World's Championship Horse Show and will come to WCHS to help us in any way needed. This will tie into our communication strategy this week, after their release we will send ours with a link in it to their release. Allen is working on **What Matters** for this week and will discuss this topic. Joe O'Brien reiterated the importance of the Confidentiality Policy on this. When this is released the Board Members will be notified they can communicate about this.
- d. **Communication Topics**
Allen asked that if you have any topics you would like featured to contact the Communications Committee. Marty stated we have to continually come up with content and report to the membership what value of ASHA brings to the membership. Emily Lee suggested maybe a Q&A for Board members as a lot of members may not know the Board members. Helena will put this on the committee's list to work on.

4. Transition Plan Update – Marty Schaffel



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Tandy Patrick reported for the HR Committee, their vision of the transition for Executive Director. David Mount will be the Interim Executive Director through our convention in January. Marty Schaffel will finish the term as ASHA President. Joe O' Brien will be the Vice-President. Joe O'Brien, Owen Weaver, and Allen Bosworth and Marty Schaffel will work as a team on initiatives. Allen will work on Financials; Owen will review all the committees and recommend dissolution of those not filling a role and launch new committees as necessary; Joe will work with David and the staff on issues and challenges that swirl around our organization. Sandy asked that in the Executive Director search, she would like the Registry President and one non-dual board member on ASR to be involved in the search.

5. **Nominating Committee for Directors – Joan Lurie**

The Nominating Committee was tasked with finding replacements for the open seats on the Board. After discussion, Sandra Currier made a motion for Cliff Paulsen to replace Donna Pettry-Smith's seat on the Board. Emily Lee seconded the motion. It was a unanimous vote in favor. Marty Schaffel made a motion for Kristen Bagdasarian to replace David's seat on the Board with term starting September 1, 2019. Allen Bosworth seconded the motion and it was a unanimous vote in favor. Joan will reach out to Cliff to be sure he would do it. Nominations for the next election are due by August 31, 2019. Kristen would need to know that she would be on ballot again for next year.

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

a. **Thank you to the Board**

David thanked the Board for their confidence in him moving to the Executive Director position.

b. **Horse Show Governance Options**

David formed a Horse Show Task Force that will examine and recommend a comprehensive support program for horse shows. Areas that will be studied include governance, marketing and financial. The goal is to present the plan to the board by December with a rollout for the 2020 competition year. The task force will look into a tiered governance options that will include addressing governance at non-licensed shows, expanded marketing support for shows and establishing a horse show grant program.

c. **PAST Act**

The PAST Act passed the House and will now go to the Senate. In the House Committee hearing on the PAST Act, an AAEP vet testified that all pads cause soreing. David is trying to get the transcript and will share it as it needs to be immediately addressed.



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d. **Board Giving Letter**

A Board Giving Letter was voted on at the last Board meeting and they will be receiving it prior to the September rollout to members and will also ask Board Members to pledge to ask three members as well. Terri stated this will incorporate the software program which gives us the ability to track donors and be able to thank them. Sandra asked if there will be designations on where the money goes she would like to suggest Equine Welfare. Terri said there are several areas to select for designations.

7. **Executive Directors Report –Terri Dolan**

As this will be Terri's last Board meeting call, she thanked everyone for the privilege of working with them.

a. **WCHS**

This year we have three teams of two to do the Live Results of the World's Championship Horse Show. There are lots of PR activities for the week. Erin from InMode has two TV episodes scheduled. For the stories angle we have included International Horse Trainers and their impact to our industry, First Timers at WCHS and a story on the Glasscock's which will also be covered by podcast and Voice publication as well as TOPS magazine. We will set up the ASHA booth in AgLand next Tuesday. The Youth Events during the WCHS will include Equine Programs from Kentucky universities to be part of the show and four speakers will present topics to the youth and will also include a pizza party. This will include tickets for them to enjoy the show as well and get exposure to the Saddlebreds.

b. **Sponsorship Program**

The Sponsorship Program is set up with next steps in place and they would like to form a larger committee of Amateurs across the country to help in the sponsorship efforts for donations.

c. **ASHA Journal**

An outside company, Innovative Publishing is working with us this year. There are a lot of organizations using this type of service as it takes the financial risk off the associations and they do the legwork. We will help guide them through this process especially with the Breeders in the front part of the journal and have given them a spreadsheet of prospects for ads. Informative articles will be included in the Journal as well.

d. **Stallion Sweeps**

We are already selling tickets for this and hopefully the committee is pulling some people together to sell tickets at Louisville.



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e. Clinic for Licensed Officials

The first clinic for Licensed Officials will be held during the Kentucky Fall Classic Horse Show. They are hoping to secure the Alltech meeting room for the meeting.

f. Affinity Programs

An Affinity Program is a company that comes in that has collected perks and discounts for members. They would like to present to Board for approval.

g. Course Development at UK

The course development is underway and is an opportunity for income for us as well. Alexandra will bring these details to the Board.

8. New Business

a. New Horse Show Opportunity – Marty Schaffel

There is a possibility of ASHA partnering with Mary Jo Schmidt to have the first equestrian event at the World Equestrian Center in Ocala, FL. Marty stated this is a huge opportunity, the venue has 2700 air conditioned stalls and is an opportunity to expand our breed/market with classes that we have never had before. David Rudder is working with Mary Jo on this and would like for it to be the week of Halloween. Joe suggested a committee from board members to be involved to chair the committee. There is already a committee in place for this which David Rudder has agreed to chair. Sandy suggested maybe UPHA could also be a part of this. Joe and Marty both agreed this could be a good partnership.

b. ASHA/UPHA Convention – Joe O'Brien

We have received a MOU (Memorandum of Understanding) from UPHA requesting \$5000 from ASHA and ASR as a commitment to be involved with the convention and also that we would be supplying some of the staff. Joe recommended we sign the MOU and assign someone on our staff to be a part of working with the conference and ask the ASR to split the \$5000 for the conference. Joe made a motion to approve the payment of \$5000.

9. Adjourn

The meeting is now adjourned at 6:37 p.m. by motion from Joe O'Brien and a second from MartySchaffel. All voted in favor. The staff leaves the call as it goes into Executive Session.

The next meeting will be Monday, September 9, 2019 due to scheduled meeting falling on Labor Day.