



4083 Iron Works Parkway
Lexington, KY 40511
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**AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
FRIDAY, JULY 7, 2017-12:00 PM DST**

An in person meeting of the entire Board of Directors was held on July 7, 2017-12:00 PM at the United States Equestrian Federation-USEF.

1. CALL TO ORDER-DONNA SMITH

- a. **ROLL CALL:** The following ASHA Executive Committee members were in attendance: President, Donna Pettry-Smith; Vice President, David Rudder; Secretary, Sandra Currier; Treasurer, David Mount. Executive Committee Members, Kristen Cater, Elisabeth Goth and Cheryl Innis. Also present and welcome at the meeting were ASHA Board members Candida Covino -Aversenti , Allen Bosworth, Leslie Rainbolt-Forbes, Scott Hagan, Emily Lee, Joan Lurie, Holly Nichols , Evan Orr, Jenny Taylor, Kenneth Wheeler Jr. , and Dr. Owen Weaver. UPHA Executive Director, Jennifer Mellencamp; USEF Senior Director, Lori Nelson; ASHA Past President and H.R. Committee Chair, Tandy Patrick; World's Championship Horse Show Manager, Scarlet Mattson; ASHA Representative to the Kentucky State Fair Board, Edward R. Bennett; Director of Events at the Kentucky State Fair, Steve Kelly; ASHA Licensed Officials Committee Chair, Chuck Herbert; ASHA Marketing Committee Representative, Jason Gershman; ASHA Immediate Past President, Bob Funkhouser; ASHA Registrar, Lisa Duncan; ASHA Communications and Technology Specialist, Cynthia Lowell; ASHA Media and Marketing Manager, Michelle Krentz; ASHA Executive Director Bill Whitley also present and welcome.
- b. **ADOPTION OF AGENDA:** Motion was made to amend and approve the Agenda with Jennifer Mellencamp standing in for Tammy Conatser and adding time for a declaration of conflict if applicable, this was seconded and carried
- c. **RATIFY/APPROVAL OF ASHA BOARD & EXEX. COMMITTEE MEETING MINUTES:** Motion to approve minutes for January 18, 19, 20, and 21, 2017 was made and seconded. Motion carried.





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May, June – May 8 approved; Donna asked for corrections, none were made. June 12 minutes had not been ratified. Motion to approve, motion made and seconded and carried.

d. DECLARATION OF CONFLICT OF INTEREST: No one had a conflict of interest to declare.

2. INTRODUCTION OF GUESTS:

Donna introduced the guests:

- a. Edward R. Bennett
- b. Lisa Duncan
- c. Bob Funkhouser
- d. Jason Gershman
- e. Chuck Herbert
- f. Cynthia Lowell
- g. Steve Kelly
- h. Michelle Krentz
- i. Jennifer Mellencamp
- j. Lori Nelson
- k. Tandy Patrick
- l. Scarlett Mattson
- m. Bill Whitley

3. WCHS REPORT:

David Rudder gave his report. The Kentucky State Fair Board approved 12 members, 7 of which are voting members , with 3 representatives from ASHA (Elisabeth Goth, David Rudder, Bret Day) 3 representatives from UPHA (AHHS, Maureen Campbell; ARHPA, Melissa Moore; John Conatser) Kentucky State Fair President and CEO Jason Ritenberry; the In House Committee Chair, Marshall Cole; Executive Director of Exhibitions, Steve Kelly; Horse Show Manager, Scarlett Mattson; ASHA Executive Director, Bill Whitley; and ASHA Advisory Board Member, Edward R. Bennet.





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To start off, the terms on the Board are for 1-year, 2-year and 3-year durations.

Steve Kelly spoke about his place on the committee and gave his report. All of the stall floors and roadways around the outside barns have been leveled. Each entrance gate will have dedicated lanes for pass holders and pre-purchased tickets. The gate by The Courtyard Hotel will be open again this year for exhibitor entry. Golf carts will not be allowed on the sidewalks or walkways. The WCHS has been added to the KY State Fair App. Mr. Kelly thinks things are looking good.

Scarlet Mattson let us know the online entries have started coming in and she has between 500-600. She is hoping next year more people will take advantage of this option. At this point there are approximately 1,330 entries keyed in.

4. WCHS JUDGES COMMITTEE REPORT:

Jenny Taylor and Kristen Cater gave their report on the WCHS Judges selection criteria. Handouts detailing the judge's selection criteria were distributed and the material in that handout was discussed. Kristen said panels of judges need to respect each other and be cohesive. She outlined the balance of demographics and skills that need to be represented in the judges. The group discussed and agreed. There was a motion made and seconded, which carried to the effect that there would be 3 panels of judges presented to the ASHA Board. The vote will be done by email.

5. LICENSED OFFICIALS PROGRAM REPORT:

Chuck Hebert discussed the Licensed Officials Program. He said that the New Orleans Judges Clinic ran at a loss (\$ 10,798.71) and proceeded to lay out setting up a pathway for promotion of licensed officials or judges. Chuck Herbert is looking into acquiring financial support from USEF. Also, there is the possibility of offering an auditor's option. This may entice more participants and help financially. Having William Woods host the clinics would also help out financially. Webinars are currently used, but the last one with 29 attendees ran into problems with lack of bandwidth and buffering. The discussions ended with a consensus that the judge candidates need to work with a mentor judge and to have a score of 85 or not be accepted as judges. ASHA would like to pursue hiring an employee and will ask USEF if Chuck Walker would be able to help us... Donna asked about a Motion whereas ASHA will reach out to USEF concerning our taking over the American Saddlebred licensed Officials program. And also joining forces with the Hackney and Roadster Divisions. The Motion was made and seconded. The Motion carried. A





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committee was formed to help plan the clinics with Chuck Herbert as the Chair and Kristen Cater, Sandra Currier, Elisabeth Goth and David Mount, are members of this committee.

6. UPHA UPDATE: Executive Director Jennifer Mellencamp gave the report. Upha is currently working on writing a code of ethics. The UPHA Board voted to move forward with ASHA on developing educational videos. UPHA will be promoting an open barn day in the spring of 2018. She would like an ASHA Board member to help with the planning of this.. UPHA will also be helping with the meet and greet booth at the World's Championship show. She would like help from ASHA with this also. The Learning Center will be up and running at this show. Plans are under way for the American Royal Horse Show. The Hale Arena ring will be larger than the Kemper arena ring Tables around the arena will be sold. The Exceptional Challenge Culp Riding program committee is working on new rules that will encourage more entries. The UPHA/ASHA Convention will be January 30, 2018- February 3, 2018. The UPHA Board of Directors voted to join forces with the Arabian Horse Assoc. on an extraordinary rule change proposal. This change would prohibit non- participants from filing a protest. A Roadster Classic will be held at The Royal.

7. USEF PROGRAM:

Lori Nelson presented the report on the USEF Lite program. She discussed an agreement with the American Saddlebred Horse Association. There were discussions about fairness and promotional concerns with the program. Protections were discussed as well. Motion was made to work on this issue and seconded . The Motion carried. The vote will be made by email. Further discussion of the agreement will be made at future meeting. Lori touched on a Memorandum of Understanding Between USEF, Inc. and the ASHA. It was agreed to table this until the next meeting.

8. THE STALLION SWEEPS REPORT:

Jenny Taylor reported the online ticket sales have started. Jenny referred to the financial report. There is \$35,121.85 in the bank from last year's sales. \$25,000.00 will be awarded in the Yearling class at the WCHS. Questions were asked and discussed briefly.

9. AMERICAN SADDLEBRED REGISTRY REPORT:

Lisa Duncan gave us the Registry report.





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Registrations for May 2016	522
Registrations for May 2017	632
For an increase of	110
Transfers for May 2016	1,327
Transfers for May 2017	1,338
For an increase of	11

Breeder's Medallions, to be awarded at the WCHS will be sponsored by Equide Insurance this year.

10. HORSE SHOW ONLINE REPORT:

Cynthia Lowell is setting up and testing membership verification on Horse shows online. The horse show secretaries that are using it are very enthusiastic about it.

11. TRIPLE CROWN CHALLENGE REPORT---DONNA

Michelle Krentz was not available for her report, so Donna gave the report. As of this morning over \$44,00.00 had been raised. \$6,900.00 has been collected in sponsorships. At this point there is \$6,100.00 in expenses. Michelle is encouraging everyone to use Crowdrise to sponsor their favorite rider.

12. NOMINATION OF DIRECTORS TIMELINE—KRISTEN CATER:





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Timeline: Election of ASHA Directors	
Second week of July:	Meeting of Nominating Committee for Directors (the "Committee"), to review current makeup of the Board, those whose terms will expire, and identify specific needs as well as the need for diversity on the Board (geographic/professional/age/specific skills needed)
On or before July 31:	Chair of Committee contacts Directors whose first 3-year term is expiring, to ask if these Directors are interested in running for a second 3-year term
Second Monday in August:	Chair of Committee reports to the ASHA Executive Committee at its August meeting regarding upcoming vacancies on the Board and specific needs
August 15:	ASHA issues Press Release and posts Nomination form for Directors
August 15 – September 15:	Time period for submission of nomination forms to the ASHA; each current ASHA Board member is strongly urged to generate at least three (3) nominations ; ASHA forwards forms to the Committee and the ASHA President as received by the ASHA
September 15 – October 5:	Committee meets to review Nominations and develop proposed slate of candidates
Second Monday in October:	Chair of Committee presents proposed slate of candidates to the ASHA Executive Committee at its October meeting
Mid-October:	<i>[only if necessary]</i> Committee meets to revise the proposed slate to address any modifications or comments from the ASHA Executive Committee
Mid-October:	<i>[only if necessary]</i> ASHA Executive Committee holds a special meeting to review/consider revised slate of candidates
Mid-October:	Chair of Committee contacts the proposed slate, to confirm that all candidates are willing to serve if elected
Late October:	ASHA Executive Committee presents the proposed slate of candidates to the full ASHA Board for approval at the ASHA Board Meeting in late October; Board establishes deadline for voting
November 1 – 30:	Time period for ASHA members to vote on new Directors, by either electronic mail or by paper ballot
December 1 – 5:	Tabulation of ballots by the ASHA Executive Director and Controller, and confirmed by three current ASHA directors chosen by lot
December 5 – 7:	ASHA President contacts all candidates, to let them know the results of the election and to confirm (again) that the candidates who have been elected are willing to serve
Second Monday in December:	Announcement of new directors to the ASHA Executive Committee at its December meeting
On or about December 15:	ASHA issues press release regarding new Directors



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Questions were addressed and comments made. Voting was encouraged.

13. MEMBERSHIP UPDATE—BILL WHITLEY WITH THE MEMBERSHIP UPDATE:

2016 Membership Year: 12/01/2015-7/2/2016

MEMBERSHIP TYPE	COUNT	RATE	TOTAL
Charter Club Affiliate Competing	709	60	\$42,540.00
Charter Club Affiliate Non-Competing	120	30	\$3,600.00
Contributing Member Competing	320	100	\$32,000.00
Junior Competing	969	30	\$29,070.00
Life Member Competing	2	2,500	\$5,000.00
Senior Competing	2831	70	\$198,170.00
Senior Non-Competing	834	40	\$33,360.00
Special Junior Competing	53	60	\$3,180.00
Youth Club Affiliate Competing	85	40	\$3,400.00

Total **5923** **\$350,320.00**
 Total + Lifetime Members **6203**

ASHA Men

2017 Membership Year: 12/01/2016 – 7/2/2017

MEMBERSHIP TYPE	COUNT	RATE	TOTAL
Charter Club Affiliate Competing	690	60	\$41,400.00
Charter Club Affiliate Non-Competing	110	30	\$3,300.00
Contributing Member Competing	381	100	\$38,100.00
Junior Competing	979	30	\$29,370.00
Life Member Competing	4	2,500	\$10,000.00
Senior Competing	2716	70	\$190,120.00
Senior Non-Competing	785	40	\$31,400.00
Special Junior Competing	47	60	\$2,820.00
Youth Club Affiliate Competing	83	40	\$3,320.00

Total **5795** **\$349,830.00**
 Total + Lifetime Members **6075**



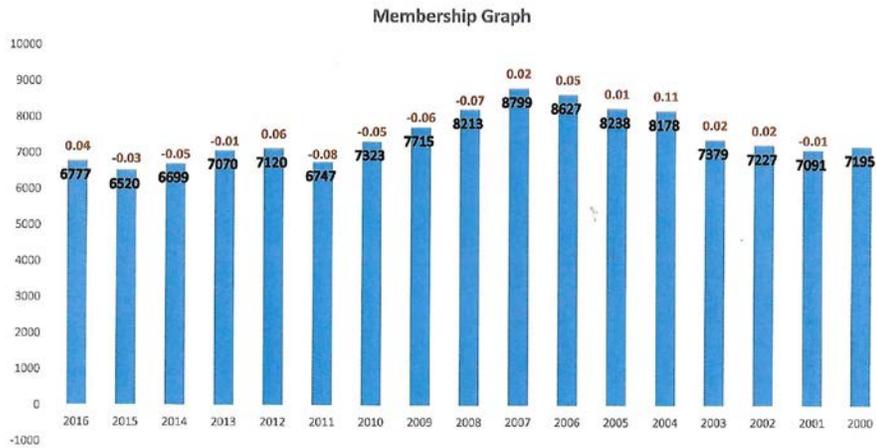


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ASHA ANNUAL MEMBERSHIP

BEGINS: 12/1 ENDS: 11/30

TOTAL HISTORICAL RECORDS INCLUDES LIFE TIME MEMBERS



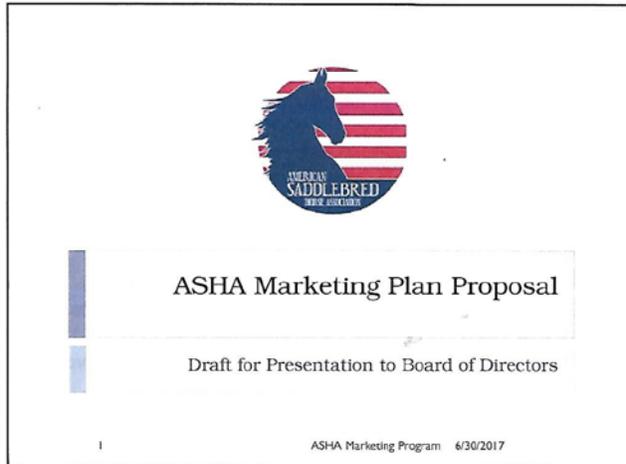
14. MARKETING & CHARTER CLUB REPORTS—ALLEN BOSWORTH AND JASON GERSHAMN:





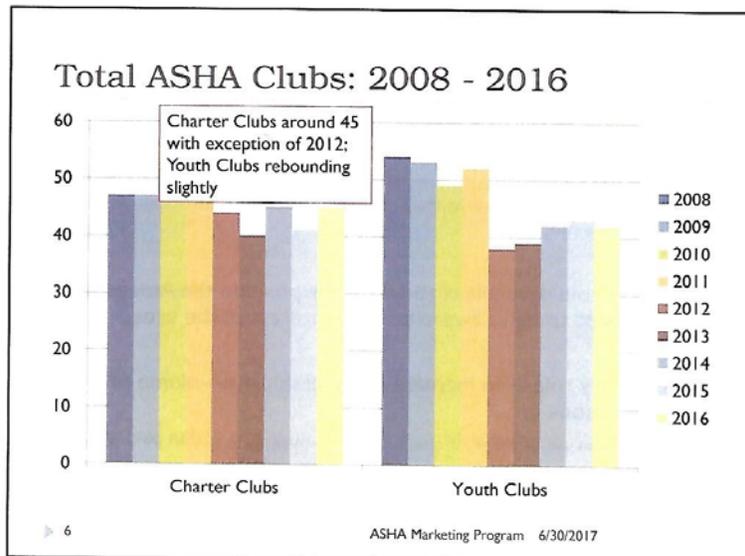
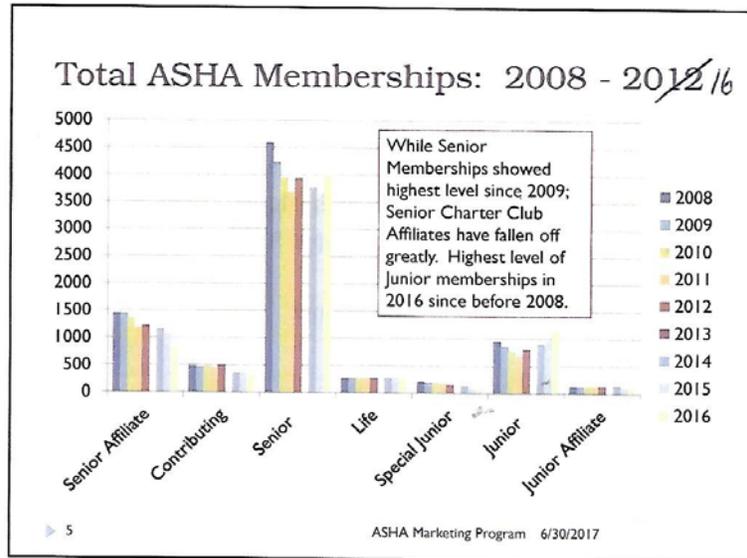
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Allen Bosworth did a PowerPoint presentation with a marketing guest, Jason Gershman.





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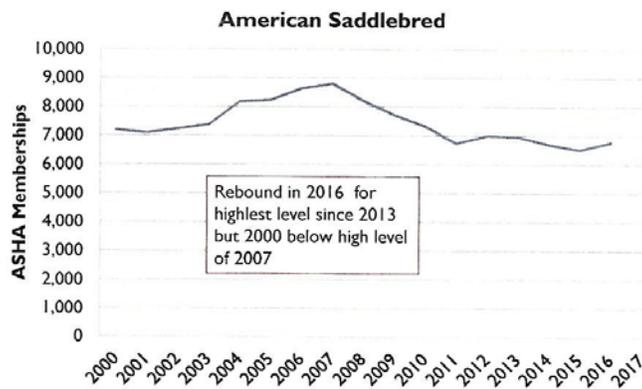
Key Initiatives

- ▶ Increase memberships in American Saddlebred Horse Association.
 - ▶ Get Baseline of New Memberships from Non-Previous members;
 - ▶ Create Possibility of Academy Memberships (maybe something different from Youth Memberships).
- ▶ Get Baseline of Purchases from Non-Previous Owners of ASB.
- ▶ Increase the registration of American Saddlebred foals.
- ▶ If possible, get a baseline of recorded leases of American Saddlebreds.
- ▶ Effectively position the American Saddlebred so that we consistently represent the breed to key audiences.

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ASHA Marketing Program 6/30/2017

ASHA Total Memberships

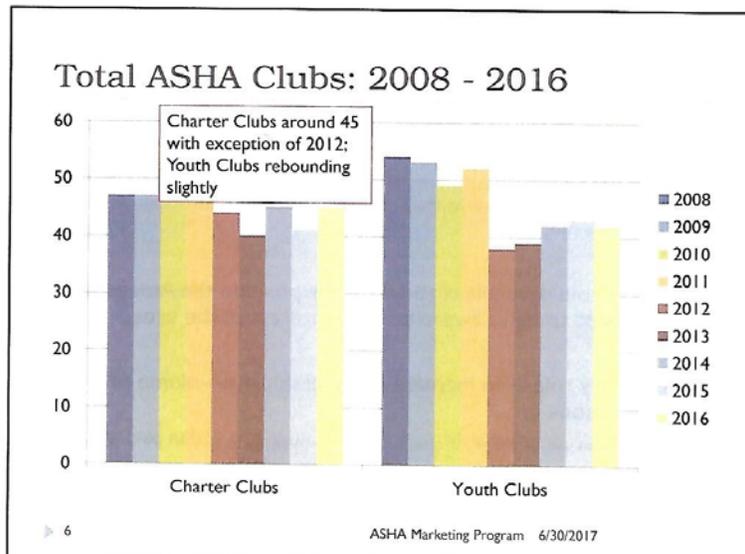
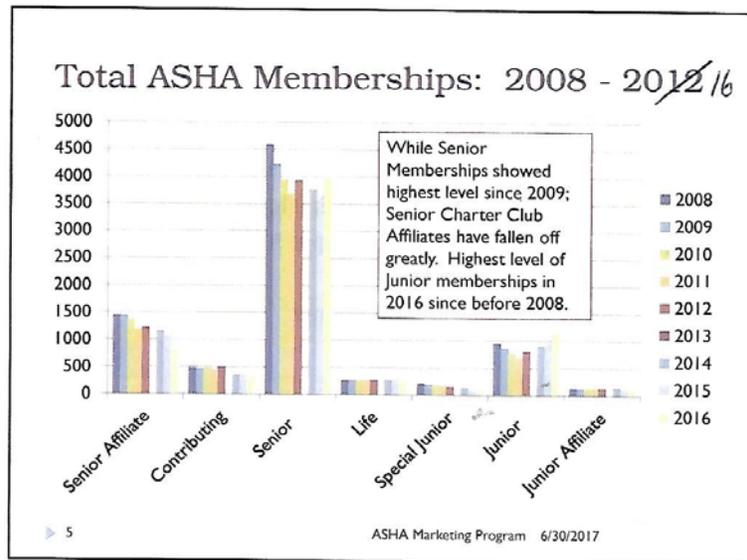


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Subcommittees

- › Marketing Plan: Bosworth, Rainbolt-Forbes, Krentz
- › Media Plan: Gershman, Bosworth, Krentz
- › Social Content: Krentz, Bosworth, Mount, Taylor, Hale
- › Video Content: Ashe, Krentz, Taylor, Rainbolt-Forbes, Parker
- › Web Site: Bosworth, Lowell, Krentz

- › Haller, Kipper-Perrelli, Moore TBD

› 7

ASHA Marketing Program 6/30/2017

Role of Paid Media in Marketing

- › Purpose is to utilize a strategic paid media plan to reach the right people at the right time
 - › Focus is on making sure we are reaching our target audience in places and spaces where they consume media, not just how we consume media
- › Primary role of media is to effectively position the American Saddlebred to drive awareness and interest of the breed
- › Secondary role is to increase membership and volume of riding lessons
 - › Can be accomplished through creative messaging within paid media plan

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ASHA Marketing Program 6/30/2017



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Strategic Approach to Paid Media

- ▶ Use purposeful targeting to ensure we are maximizing our effectiveness
 - ▶ Support efforts with a national campaign while making sure to heavy up in key markets where there is higher likelihood of Saddlebred exposure (final markets TBD)

- ▶ Leverage an effective and efficient mix of media to deliver our message and reach our target
 - ▶ Digital
 - ▶ Paid Social
 - ▶ Paid Search
 - ▶ Print

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ASHA Marketing Program 6/30/2017

Key Channel Recommendation/Overview

- ▶ Digital
 - ▶ Digital banners that live on Web sites that our target is visiting and consuming content

 - ▶ Will leverage several types of targeting to ensure we are reaching horse enthusiasts
 - Contextual – people consuming horse-focused content
 - Behavioral – people who may not be on horse-focused content but has visited horse-related content; help extends our reach

 - ▶ Our target is not current ASHA members so there is high likelihood we may not be exposed to our banners, which is a good thing if we are doing our job right

 - ▶ We may not see our ads, but proof of media running can be supplied through reporting with Web sites



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ASHA Marketing Program 6/30/2017



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Key Channel Recommendation/Overview

- ▶ **Paid Social**
 - ▶ Paid social will allow the ASHA to promote content outside of their followers on social platforms (Facebook, Twitter, Instagram, etc)
 - ▶ Specifically without paid support behind Facebook efforts ASHA is only reaching 3-5% of their followers due to the Facebook algorithm
 - ▶ Social platforms are the most broadly used Web sites/apps in the US and can help us achieve national reach in an efficient manner
 - ▶ Social platforms have a wealth of information to help us reach exactly who we are targeting
 - ▶ Registration data – age, gender, location
 - ▶ Engagement data – reach people based on their actions on social media (likes, etc)
 - ▶ Content – reach people who interact with certain topics

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Key Channel Recommendation/Overview

- ▶ **Paid Search**
 - ▶ Paid search will allow the ASHA to capture users who are actively searching for topics around the American Saddlebred within search engines and directs them to the ASHA site by having our link in top engine results
 - ▶ We only pay for our ad when someone clicks on the link; so still gain exposure in search results

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Cost Overview

- Provided 2 different budget tiers below
- Recommended Budget: \$100,000**
 - Full year digital plan
 - Full year paid social
 - Paid search on American Saddlebred-focused terms
 - Print insertions in key locations
- Budget Option 2: \$50,000**
 - Digital media limited to support key timeframes (spring/summer key events)
 - Paid social limited to support key timeframes
 - Paid search on American Saddlebred-focused terms
 - Minimal print coverage
 - To be evaluated if there is a special event or issue

ASBA Marketing Program - 4/2020

Alan Bosworth brought us up to date on the 90 second informational videos that are being put together.





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The American Saddlebred: All American Athlete

A Video Series

This horse, a uniquely American horse breed, is one of the most versatile, exciting athletes on the planet today. Like the greatest human athletes, the American Saddlebred is conditioned and trained to perform at its peak for any of the many equine disciplines for which it is suited.

This proposes a series of short films (under 1 ½ minutes each) that examine the various training and conditioning techniques of the American Saddlebred, in particular as it relates to its performance in the Saddle Seat show ring, and place it in the context of how elite human athletes condition and train and the equipment they use to get peak performance. We will use experts in the training and conditioning of human athletes and then compare them to the conditioning of the American Saddlebred.

Synopsis: The American Saddlebred, while one of the truly American born and bred equine breeds in the world, is also one of the most misunderstood. It has a fairly generic name but there is nothing about the horse that is generic. It is a superb athlete, with long neck, powerful frame, and a unique high trot that is bred into the horse. However, many do not understand the training and conditioning techniques that prepare into this unique elite athlete to perform at its peak. However, there is nothing unconventional about the training and conditioning techniques at all because many of them mirror the exercises, therapy, and conditioning that elite human athletes go through. In each video, we will identify one of the training or conditioning protocols and contextualize it by comparing it to the human athlete. For example,

- **Exercise bands:** The American Saddlebred often uses exercise bands on its front legs to provide resistance to increase range of motion and encourage the horse to land its feet evenly and safely. Just as human athletes often use resistance bands to improve balance, reduce joint pain, improve speed of movement and make the body more elastic, the tubular “stretchies” used by American Saddlebred horse trainers do the same.
- **Therapeutic Massage:** The benefits of therapeutic massage for human athletes is well documented: It reduces muscle tension, Helps monitor muscle tone, promotes relaxation, increases range of motion, decreases muscle stiffness and soreness after exercise, enhances athletic performance, and can help prevent injuries. So, too, is the reason for equine massage which the performance horse, American Saddlebred, can receive regularly.
- **Shoeing:** The Saddle Seat American Saddlebred typically performs in with padding in between its shoe and the hoof. This is done to protect the hoof and foot, make the feet launch and land angles appropriate to the inconsistencies in the natural foot, and cushion landing. This is similar to the purpose of a quality basketball shoe. From a 2015 Sports Illustrated article we see this: LeBron James isn't small. At 6'8", 250 pounds James hits the hardwood with force. Every step takes a beating and after over 155 miles on the court this season, James' kicks require powerful cushioning to soften the blow. But not every NBA player lands the same on their feet, from Damian Lillard, Kyrie Irving to Derrick Rose. So, shoeing is equally important to a 17 hand, 1,200 pound American Saddlebred to cushion the landing and make it consistent to prevent injury and give support.



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The All-American Athlete

- ▶ Like human elite athletes, these elite athletes are trained and conditioned to be at the peak of their performance.
- ▶ Proposal is for a series of short films (90 seconds or less) that draw the parallels in training and conditioning between elite human athletes and their equine counterparts.
- ▶ In each video, we will identify one of the training or conditioning protocols and contextualize it by comparing it to the human athlete.



The American Saddlebred: All-American Athlete

Video Series Proposal



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The All-American Athlete

- ▶ For example:
 - Exercise Bands for Strength and Agility
 - Appropriate Shoeing for Support and Cushioning
 - Jog Cart for Strength and Endurance
 - Therapeutic Massage for Conditioning and Recovery
 - Nutrition for Health and Peak Performance



Training with Resistance Bands



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Exercise Bands Key Frames



We'd open this 60- to 90-second video with a consistent opening TBD that introduces the subject.

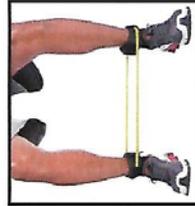
We'd follow with visuals of human athletes using resistance bands in training.

Then, we'd start with copy like this:



Resistance bands are one of the pieces of equipment you can use to strength train. Unlike other modes, resistance bands provide tension for the muscles throughout a movement. Ankle resistance bands are usually circular elastic bands that attach to your ankle.

Exercise Bands Key Frames



They are used to strengthen muscles of the lower body. Some ankle resistance bands have straps and Velcro for added comfort, while others do not. Adding ankle

resistance band exercises to your strength training program challenges the muscles of the lower body.



Cut to American Saddlebred using ankle resistance bands with copy that is something like this:



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Exercise Bands Key Frames



For More Information,
go to www.asha.com
or
www.uphaonline.com

With horses, the idea is that the resistance of the tubing will build muscles and as a result cause the horse to become more athletic with his legs. Stretching the tubing will cause the muscles to develop. When a horse feels resistance his tendency is to push against the direction of the pressure. The length of your resistance band should be compatible with the horse's stride and the speed that you want to have the most effect.

Close with call to action to point to ASHA and/or UPHA web site.

Shoeing for Protection and Comfort



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Unique Shoes Key Frames



We'd open this 60- to 90-second video with a consistent opening TBD that introduces the subject.

We'd follow with visuals from stock video of a professional basketball player like LeBron James jumping and cutting.



Then, we'd start with copy like this:

LeBron James isn't small. At 6'8", 250 pounds James hits the basketball court with force. Every step takes a beating and after **over 155 miles on the court** this season, James' shoes require powerful cushioning to soften the blow.

Unique Shoes Key Frames



But not every NBA player lands the same on their feet. That's why professional shoe designers work with the players to create shoes with padding and grip and spring and stability to help them perform to their peak ability.



Cut to professional shoe designer with cross section of basketball shoe and/or diagrams of basketball shoe or and/or exploded versions of basketball shoe.





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Shoeing Key Frames



Cut to American Saddlebred Walk-Trot horse, Five Gaited Horse, Juvenile Country Pleasure Horse photos.

Imagine the force of a 1,200 pound American Saddlebred landing and launching on all four feet. To maximize comfort and



protect the horse from impact injury, professional farriers also customize the shoes for the horse as all horses have unique feet and all four feet are not consistent just like with humans. These lightweight packages typically weigh less than a man's workboot but provide the cushioning and stability Close with call to action to point to ASHA and/or UPHA web site.

For More Information, go to www.asha.com or www.uphaonline.com

Shoeing Key Frames



These lightweight packages typically weigh less than a man's workboot but provide the cushioning and stability needed for these versatile athletes.

Close with call to action to point to ASHA and/or UPHA web site.

For More Information, go to www.asha.com or www.uphaonline.com



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Reference Material

This is good for "stretches": <http://www.stack.com/video/2097150001/brian-gearity-on-the-benefits-of-ankle-bands>

This is a good analogy for the "jog cart" —the sled pull: <https://www.youtube.com/watch?v=OGd3p3k-gfo>

Here's one of using a roller for massage therapy. I've seen this done on horses as well: <http://www.stack.com/a/the-benefits-of-chiropractic-care-for-athletes>



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15. FINANCIAL UPDATE—DAVID MOUNT & BILL WHITLEY:

a. ASHA Audit Presentation. – William Carroll, CPA with Strothman + Co. gave us the independent auditors report. “In our opinion, the financial statements referred to above present Fairly, in all material respects, the financial position of the Association as of December 31, 2016 and 2015, and the changes in its net assets and in its cash flows for the years ended in accordance with accounting principles generally accepted in the United States.”

B. Raymond James Investments – Rob Brewer gave us an overview of the ASHA accounts. A motion was made to approve the amended IPS. There was a second and this motion passed A 4:22 pm EST the Board moved into executive session.

Executive Session

Adjourn

