



4083 Iron Works Parkway
Lexington, KY 40511
859-259-2742 | Fax: 859-259-1628

**AMERICAN SADDLEBRED HORSE ASSOCIATION
CONTINUATION OF MEETING
9:00 AM
OCTOBER 31, 2017**

ROLL CALL: The following ASHA Executive Committee members were present at this meeting: President, Donna Pettry-Smith; Vice President, David Rudder; Treasurer, David Mount; Secretary, Sandra Currier and, Elizabeth Goth. Board members present were Candy Covino- Aversenti, Leslie Rainbolt-Forbes, Emily Lee, Joan Laurie, Holly Nichols, Jenny Taylor and Kenneth Wheeler Jr. Joining us by phone were Allen Bosworth, Kristen Cater, Cheryl Innis, Evan Orr and Owen Weaver. Also invited and present were Lori Nelson and Chuck Walker from USEF, ASHA's Executive Director, Bill Whitley; UPHA Representative, Jennifer Mellenkamp; IT manager, Cynthia Lowell and ASHA Registrar; Lisa Duncan. And from the ASB Museum Board Jennifer Foster and Keith Kurtz joined us

13. WCHS REPORT: David Rudder reported entries for the 2017 WCHS were 1,830 Saddlebreds, Hackneys and Road Horses. The 2017 horse show implemented a one person liaison to the State Fair for any issues. David Rudder was our liaison and this worked out very efficiently. Also, the designated gate for horse show exhibitors worked well. The WCHS Advisory Board announced they will be selecting the judges for the 2018 show.

The WCHS Advisory committee, which consists of ASHA and UPHA representatives, will meet in the next several weeks. Some ideas and suggestions for 2018;

- a. Enlarged warm up area outside of the in gate
- b. A winners circle for photographers to take win shots
- c. Possibility of a Jumbotron outside to attract more interest in the show
- d. More marketing for the horse show
- e. Texting the daily schedule with splits and class counts to all trainers





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f. Possibility of adding another day to the show

14. PROPOSED AMERICAN SADDLEBRED MUSEUM RENOVATION PLANS: Jennifer Foster and Keith Kurz gave a presentation on the steps they will be taking to update the museum.

The mission statement—The American Saddlebred Museum preserves the traditions and promotes the heritage of our beautiful athletic horses, through active engagement of the general public and equine community by expanding interest and appeal in our breed.

The vision statement--- The American Saddlebred Museum is the destination for everyone to experience history through the journey, past to present, of the horse America made ---- The American Saddlebred.

Museum Renovation---- the American Saddlebred Museum is the destination for everyone to experience history through the journey, past to present, of the horse America made. Through amazing artifacts, engaging video, and fun interactives, Visitors learn about and participate in the story of the American Saddlebred.

Project goals---- Create an engaging experience, develop ambassadors, increase revenue, and enhance presence.

They let us know the ASHA offices will remain unchanged. There is a joint committee with ASHA and ASM members to consist of Keith Kurz, Jennifer Foster, Donna Pettry-Smith, Joan Lurie, Candy Covino- Aversenti and Allen Bosworth. The planned launch party will be during the new Lexington Junior League Show.

15. UPHA REPORT: Jennifer Mellenkamp let us know the UPHA appreciates the working relationship with ASHA. She gave us the schedule for the ASHA/UPHA Convention to be held January 30, 2018 – February 3, 2018 on Amelia Island, Florida. It is planned to include more educational events and guest speakers for all interested.





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16. TREASURER'S REPORT: David Mount gave us the Statement of Financial Position for September.

- a. David laid out the financial status of the Dailies that are passed out at the WCHS.
2015 showed a loss of \$ 390, 41
2016 showed a profit of \$3,565.32
2017 showed a loss of \$ 9,122.63

There was a dramatic drop in revenue between 2016 and 2017. We need to focus on selling more ads and focusing on corporate ads for the Dailies. The discussion following centered on whether we should continue to do the Dailies. Should we move to doing them only as an App.?

The idea was brought up to apply for a Geo filter for Snapchat along with some other special filters for The WCHS.

- b. The Journal stallion ads have fallen from 98 in 2015 to 62 in 2017. This of course created a drop in revenue. Several ideas were brought up to help fix this.

- c. A new accounting software, Quickbooks Desktop Premier, will be in use starting January 1, 2018. This will;

1. Save us about \$1,400.00 a year
2. Eliminates double entries
3. Create budgets
4. Data visualization tools
5. Invoice on a recurring schedule
6. Integrated payroll options

- d. The Raymond James Account is being rebalanced and consolidated.

- e. Triple Crown Challenge raised \$41,782.00 for the marketing fund.

- f. Marketing budget- with the information gathered from the U of L demographic study corporate sponsors will be pursued. Another idea is the use of an auction to fundraise.

17. SELECT SERIES: Bob Funkhouser, Melissa Moore, Matt Shiflet, and David Rudder had a conference call to work on setting standards for a national set of rules for the Select





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Series. They are working towards a Regional championship for each area and would like to eventually have a National Championship show. Bob will present their ideas at the UPHA Convention, both at the ASHA general meeting and the Committee reports meeting.

18. USEF RULE CHANGE PROPOSALS: Elisabeth Goth announced there will be an open rule forum meeting following the UPHA trainers meeting in Kansas City. This will allow for greater input from the public. All hot topic rule changes will be approved at the Board of Directors meeting following the joint ASHA/UPHA Convention.

Lori Nelson and Chuck Walker spoke on the rule change proposals

GR 151.5 will limit persons that can lodge a protest.

GR603.1 will make it clear that only individuals present at the competition may file a protest.

GR702. This rule change proposal will provide members of the Federation a forum outside of the courtroom, in which evidence may be presented to show that another member has made untruthful statements or misrepresentations in a horse transaction between them.

GR.809.3 to make it more clear in what equipment can be repaired (such as bridle, saddle, cart, wheels, harness; not to include shoes); to eliminate shoeing time from the rule because it is defined in GR833 as an elimination if the shoe can not be replaced.

GR 833. To add that if a shoe is cast outside the ring and horses are delayed from entering, that five minutes will be allotted for the shoeing outside of the ring and time out charged.

SB 161 and SB 166 Deletion of rules for the Saddle and Bridle classes from the USEF rule book to allow more flexibility in the conduct of these classes.

19. MARKETING COMMITTEE REPORT: Alan Bosworth gave us:

1. The survey from the University of Louisville was discussed. Alan will be sending this out to the Board.





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2. The informational videos are being readied for the Convention and Alan hopes to have five or six videos ready to show there.

Alan's biggest concern is "how do we reach young adults?" He feels the Select Series and the Academy division are very instrumental in drawing people into our breed.

After discussion it was felt it would be beneficial to offer fan memberships to everyone at the Academy Finals. This would allow us to gather the names and addresses of them for future mailings. Jenny Taylor made a motion to give all participants at the Academy Finals a Fan membership. Kenny Wheeler Jr moved to second and this passed unanimously. We will also look into sponsoring at the show.

20. EXECUTIVE DIRECTORS REPORT: Bill Whitley reported the ASHA membership is up 3.8%.





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ASHA MEMBERSHIP REPORT YOUTH CLUBS

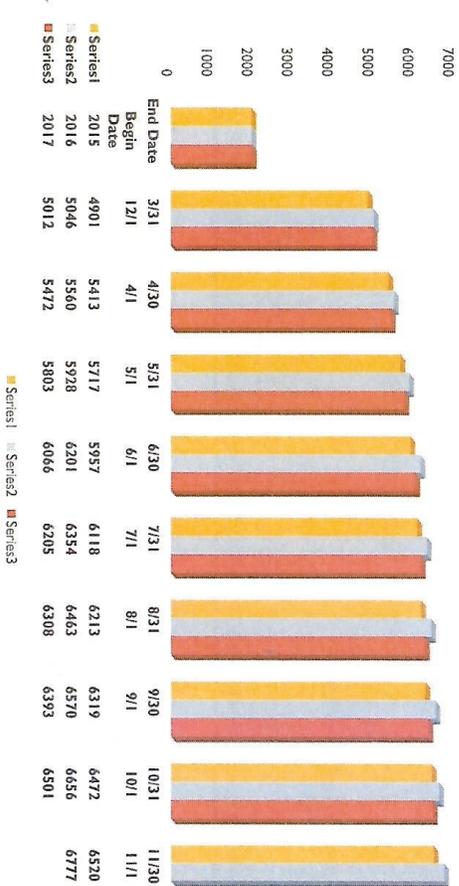
CLUB	MEMBERS	MEMBERS
Abby Road Riders	25	20
Avalon Show Team	27	17
Biggins Bridle Bunch	11	7
Cates Curbchain Gang	22	9
Cheval Saddle Club	10	11
Desert Palms Diamondbacks	8	5
Equizate Equestrians	48	10
Greenwood Groupies	12	7
Head Over Hooves	19	6
High Caliber Hot Shots	71	5
Hurtoon Horsepeople	22	32
Klerson Cavaliers	61	9
Knollwood Knockouts	91	9
Landon Farm Go Getters	32	19
LEC Step Ahead Saddlebreds	50	
Legacy Equestrians	51	
Mathew Roberts Show Stoppers	8	
	Total Clubs 32	Total Members 743



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ASHA MEMBERSHIP REPORT
MEMBERSHIP STATISTICS-2015-2016

ASHA Membership Statistics 2015-2017

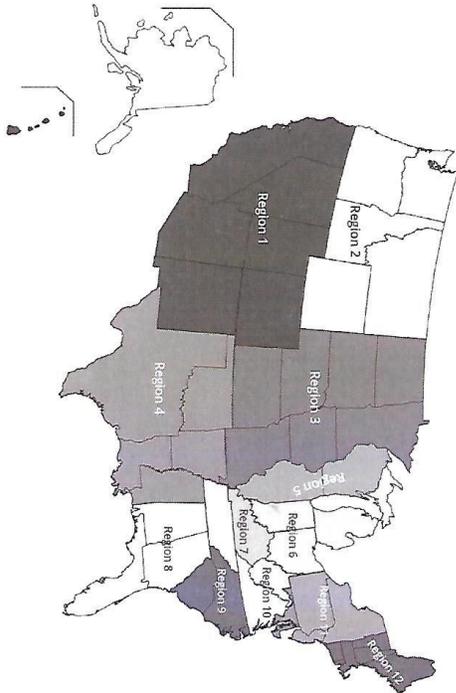


2016 Membership
 Year - Riders,
 Drivers and
 Handlers required to
 be ASHA members

Current members
 as of 10/27/17



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ASHA MEMBERSHIP REPORT
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He also gave as a report on the building we lease for our offices. In accordance with the First Amendment to Sublease dated 1st Day of July , 2000, by and between the American Saddle Horse Museum Association, Inc. (“ Sublessor”) and the American Saddlebred Horse Association, Inc. (“Sublessee”) the ASHA Board of Directors will need to consider whether to or not to exercise the option to purchase the Leased Premises by 12/31/2017, (as defined in the Sublease) and an undivided one-half (50%) interest of all of the common areas subject to the Lease, at the end of the eighteen year term for the sum of \$1,000.00 by 12/31/2017. If the purchase option is exercised the Association would still need to pay the remaining amortized rental payments through 12/01/2018, totaling \$64,657.44, and then the American Saddle Horse Museum would present a deed of ownership to the American Saddlebred Horse Association.

David Mount made a motion to exercise our option to purchase. With a second by Holly Nichols this passed unanimously.

At this point the meeting was moved into Executive Session.

