



4083 Iron Works Parkway  
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**AMERICAN SADDLEBRED HORSE ASSOCIATION  
BOARD OF DIRECTORS MEETING  
Monday, December 3<sup>rd</sup>, 2018 – 5 PM ET**

**1. Call to Order – David Mount**

- **Roll Call:** The following ASHA Executive Committee members were in attendance: President, David Mount; Vice President, Joan Lurie, Secretary, Owen Weaver, Elisabeth Goth, Donna Pettry-Smith, Candida Covino-Aversenti, Allen Bosworth, Sandra Currier, Emily Lee, Joe O’Brien, Tandy Patrick, Marty Schaffel, Evan Orr, and Kristen Cater. Also present on the call were Terri Dolan, and Don Quaid.
- **Adoption of Agenda** – David Mount asked to get a motion to adopt the agenda and it was approved by majority.
- **Ratify Minutes from October 29 & 30, 2018** - The board ratified the minutes from October 29 & 30.
- **Declare Conflict of Interest** - No one declared a conflict of interest.

**2. Marketing Committee Report – Allen Bosworth** opened the meeting with his report. He informed everyone on the ASHA social promo themes

**i. ASB Dreams**

Footage that captures the joy of being with an American Saddlebred featuring families and people of all ages.

**ii. Born This Way**

Footage that captures the natural/inherent beauty, show horse attributes and athleticism of American Saddlebred foals & young horses.

**iii. Versatility**

Footage that captures American Saddlebreds participating in a variety of disciplines and activities outside of “saddle seat type” norm.

**iv. History and Pop Culture of the Breed**

Footage from historical moments or individuals of the breed and outside media coverage.

**v. All American Athlete**

Footage of American Saddlebreds performing that parallel with other great equine athletes and standards of great athleticism.

The committee is developing content in the aforementioned in the following areas:





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1. Blogging with the help of the Charter Club Council and others.
2. Video and Photographic content submitted for consideration to be used on web site and social channels. Have supplied photo/video release for use.
  - a. Goal is to spend 2019 to develop relationships with videographers and photographers to capture in those areas.

Additionally, they are working with Allie Layos to develop a script treatment for the possibility of using 2019 to develop a documentary/breed overview that could potentially run on something like Ride TV and debut at the convention in 2020. This would also spin other content off for 2019.

3. **Organization Task Force** – David Mount reported that the committee had a conference call on Nov. 20, and the task force has identified a set of questions that were sent to the attorney. The questions were:
  - How will the registry information remain confidential?
  - How will conflicts of interest be resolved?
  - How will ASHA maintain 501c3 status?
  - How will the Prize Program be impacted with the prize money payouts to the members?
  - How will the new operational structure impact USEF and involvement with the registry?

The task force is reaching out to other breeds to figure out how their registry is organized. The plan is to have another task force call when they receive feedback from the attorney, expected later that week. The task force would like to present the results at the ASHA BOD meetings on Wed. Jan. 16 in Palm Springs, CA.

4. **Middle Market Committee** – David Mount reported on behalf of David Rudder and Bob Funkhouser that they are preparing a proposal for national select series to make it a nationally recognized program. They are working on finalizing the proposal in time for the conference in 2019.
5. **Stallion Sweeps Committee Report** – Terri Dolan gave the report on sold tickets year to date, 17 tickets off from last year's number. She asked the ASHA Board members to help with selling the tickets to increase the sale. She also mentioned that ASHA is placing several ads in different publications to boost ticket sales. She also reported that an additional day will be added to sell tickets at the 2019 conference. The drawing is a day earlier (Friday) and with the time difference, makes selling a challenge. The days that we will be able to sell tickets are Tuesday, Wednesday and Thursday.
6. **Year End Awards** – Terri Dolan reminded the board to check their email for the link to cast their votes for the Year End Awards by Friday Dec. 7<sup>th</sup>.





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7. **Treasurer's Report** –David Mount reminded the board that since the reporting changed to quarterly, there will be no report on the financials. The fourth quarter financials will be available in January at the ASHA BOD meeting.
8. **Executive Director's Report** - Terri Dolan highlighted some of the marketing efforts she is working on.
  - Jessica Cushing and Terri have met with R.H. to discuss the possibility of providing content for different avenues. She is also working with him on producing a playbook for horse show managers “on how to fill the stands”.
  - She also talked about her visit to Rood & Riddle with David and Jessica. They have established an agreement to provide ASHA with educational content to our members in webcast and video formats. They will start with materials already available and look into opportunities to do in person educational sessions. Rood & Riddle are interested in becoming sponsors for incoming horse shows.
  - David, Jessica and Terri met with a marketing company that is putting together a proposal to work with the ASHA to identify new source market for promoting the breed. This company has techniques where they can identify equestrians of our breeds.
  - Terri met with Vicki Lowell at USEF to talk about partnership opportunities, such as advertising with their existing programs and sponsors.
  - She reported on the Journal that it went to print and we sold about \$60K in advertising and the office is busy collecting unpaid balances. She referenced that this year ASHA put the communication out to the members that if they renew early they will receive the journal early in the year. With that mailing ASHA saw a 40% increase in early membership renewals.
  - She talked about finalizing the presentation for the Marc Of Charm proposal to BreyerFest to be considered for a BreyerFest horse.
  - She reminded the board to make their reservations for the 2019 UPHA Conference, the packet information has been mailed.
  - Terri provided an update on the WCHS survey. We had 895 responses. She plans to review the results first with the advisory committee on an upcoming call and discuss the results with the KY Venue Fair Board at the upcoming meeting on Dec. 13.
  - Lexington Junior League will be doing a combined fundraising event with the UPHA on Friday night. ASHA will get more information about the program out to everyone as the plans are put together.
  - ASHA is planning to meet with the museum about the ASHA merchandise and have input into their plans. We will be working on connecting the ASHA list of inventories on the ASHA website and make it more available to the public. We are also coming up with a date in April 2019 for the fundraising event that will be in conjunction with the museum at the Churchill Down Derby event for the American Saddlebred.





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- She reported on the meeting she had with the Youth Committee over the preparation for the Youth Conference coming up in Feb. Six (6) new members were added to the committee. They are committed to challenging themselves to raise the bar for this year by providing a more up-to-date conference for our youth. There has been about 130-140 attendees (including parents) and their goal is to increase attendance. Once the ideas and plans have been formed, they will be shared with everyone.

**9. President's Report** – David mount presented on the following:

- David Mount mentioned that no commission was paid out for this year's Journal sales, there are no plans for commission consideration, so the income that Terri presented does not include commission.
- David reflected at the October meetings that he forget to get a vote from the board to accept the strategic plan. David asked to get a motion to accept the strategic plan that was presented at the October 29, 2018 meeting. Marty made the motion, and Candi seconded it and it was approved by majority.
- David gave an update on the BOD's election. Strothman & Co will again validate the tabulation of the results. ASHA will release the results once the report has been completed and new elected members have been contacted.
- David presented that the term of the ASHA representatives on the fair board expires in May. The board will meet to make a decision early 2019 to get a list of names to the governor's office. He asked the board to give thoughts on individuals they would like considered to represent ASHA on the fair board.
- Safe Sport Update: David reported that with Judy Werner's and Elisabeth Goth's help, they are working diligently with USEF to get the implementation ruling process addressed. They have meetings scheduled with leaderships of other affiliates, among them are the two biggest ones, Hunter/Jumpers and Dressage federations to get their thoughts on Safe Sport.

**10. New/Old Business** – There were no New/Old Business topics to discuss.

Marti made a motion to adjourn, and Candi seconded. The meeting was adjourned at 5:50 pm.

