



4083 Iron Works Parkway
Lexington, KY 40511
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ASHA GENERAL MEMBERSHIP MEETING

February 2, 2018

Amelia Island, Florida

President, Donna Pettry-Smith introduced Lori Nelson from USEF. Lori Nelson explained some of the new rules being put in place for 2018. Most were clarifications of existing rules. She also clarified the rule change process.

The ASHA 2017 year in review video was shown. This chronicled the shows and fund raisers from the past year. After the year in review video Alan Bosworth showed an ASHA Marketing video showing the athleticism of the American Saddlebred across several different disciplines. He then shared with us the findings of the University of Louisville's economic impact study.

The respondents:

- 70 % Have been ASHA members over 10 years
- 80 % are over 45 years or older
- 75 % have a Bachelors Degree or more
- 62% are employed
- 23% are retired
- 66 % are married
- 82% are female
- 63% earn \$100,00.00 or more annually
- 90% own their own home
- 50 % have children
- 50 % do not have children
- 80 % do not have children loving at home
- 42% own a farm
- 45% own a tractor
- 28 % own a John Deere





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47 % own an ATV
58 % own a truck
47 % own a horse trailer
92 % dine out once a week
30 % dine out three times a week
6% fly charter annually
60 % fly for pleasure
32 % fly for business
75 % own a dog
45 % own a cat
33 % own more than one cat
89 % own a horse
75 % show their horses
38 % drive their horses
64 % show Saddleseat
33 % trail ride
20 % have sport horses
56 % have been to the WCHS five times or more
22 % have never been to the WCHS
25 % have shown five times or more at the WCHS
50 % have never shown at the WCHS

This data will help ASHA when approaching corporate sponsors.

Alan proposed the ASHA Marketing Plan Proposal. It is budgeted for \$50,000.00 for 2018 and will be one half digital advertising and one half paid social advertising.

Alan also reported the ASHA is working with UPHA on producing promotional and informational videos .

Donna Pettry-Smith reminded us of the ASHA by- laws.





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The Nominating Committee shall consist of five members, two of whom shall be elected by the members of the ASHA at the annual meeting of the ASHA, two of whom shall be selected by the Board of Directors at its board meeting immediately following the annual meeting of the ASHA, and the remaining member who shall be appointed by the President as the Chair of the Nominating Committee. The members of the Nominating Committee for Directors shall serve until the next annual meeting. Any vacancies in the Nominating Committee shall be filled by the Board of Directors.

Four names were nominated from the floor, R.H. Bennett, Betsy Boone, Charlotte Kurtz, and Judy Werner. A motion was made and seconded to close the nominations. After paper ballot voting Betsy Boone and Judy Werner were chosen to be on the Nominating Committee .

David Mount ASHA Treasurer gave us the Financial Report. Our 2016 audit report came back clean, with a favorable report. Our financial statements were presented fairly and met with generally accepted accounting practices . Strothman and Co. did a review of the ASHA election for the Board of Directors. A small amount of votes were not accepted because of irregularities but the election report came back as acceptable and fairly done. Our investment policy was updated . Raymond James was selected as our investment banker and is being used by both ASHA and ASR. Raymond James has consolidated and rebalanced our investments per our investment policy statement . The financial committee of ASHA has instituted a budget policy statement. We also have updated our accounting software. This will improve our reporting and make daily tasks easier with less data entry .

ASHA had two fund raisers in 2017 . One was the Triple Crown Challenge held at The Lexington Junior League Horse Show. This raised \$41,782.00 The Stallion Sweeps raised \$ 41,380.00 in 2017 .

Our Financials for 2017 show we have net earnings of \$ 120,525.00. This put us \$8,000.00 ahead of our budget. The proposed budget for 2018 shows net earnings of \$54,000.00. We will have two significant expenses in 2018, the Media plan and new work stations. Goals for 2018 are to continue putting in place policies and procedures, also an updated management services agreement between ASHA and ASR, and continue our focus on revenue and expenses .





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Registrar Lisa Duncan gave her Registry Report.

Registrations completed for 2017 1,527

Registrations completed for 2016 1,316

This gave us an increase of 211 or an increase of 14 %

Transfers completed for 2017 were 2731

Transfers completed for 2016 were 2795

This gave us a decrease of 64 or a 2% decrease

There was then discussion about the Foal Registration Comparison to Mares Bred chart. It was suggested we take a look at conception rate. It might be possible to improve our number of mares settling, thus raising our number of foals registered.

At this point the meeting was adjourned.

