



4083 Iron Works Parkway
Lexington, KY 40511
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**AMERICAN SADDLEBRED HORSE ASSOCIATION
MEETING OF BOARD OF DIRECTORS
TUESDAY, JANUARY 30TH, 2018-3:00 PM
OMNI AMELIA ISLAND PLANTATION RESORT
ROOM: MAGNOLIA C
AGENDA**

- 1. CALL TO ORDER/ROLL CALL- Determination of a Quorum**
- 2. APPROVAL OF THE AGENDA**
- 3. THANK YOU AND PRESENT GIFT TO DEPARTING BOARD MEMBER: KENNY WHEELER, JR.**
- 4. APPROVAL OF MINUTES OF SPECIAL MEETINGS, JAN.8 & JAN.17, 2018**
- 5. REPORT FROM TECHNOLOGY-CYNTHIA LOWELL**
- 6. TIMELINE: ELECTION OF ASHA DIRECTORS**
- 7. PRESIDENT'S REPORT-DONNA PETTRY-SMITH**
- 8. NOMINATING COMMITTEE FOR OFFICERS REPORT- 2018 PROPOSED SLATE NOMINATING COMMITTEE'S REPORT ON NEW BOARD MEMBERS TO SERVE ON ASR BOARD**
- 9. FINANCIAL REPORT-DAVID MOUNT: NOVEMBER FINANCIALS & 2018 PROPOSED BUDGET [BOARD NEEDS TO CONSIDER/APPROVE]**
- 10. OTHER NEW/OLD BUSINESS**
- 11. EXECUTIVE SESSION**

ADJOURN





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1. CALL TO ORDER/ROLL CALL: The following ASHA Executive Committee members participated at this meeting: President Donna Pettry-Smith, Vice President, Joan Lurie; Treasurer, David Mount; Secretary, Sandra Currier; Executive Board Members Kristen Cater and Cheryl Innis. Board members present were Allen Bosworth, Candy Covino- Aversenti, Allen Bosworth, Leslie Rainbolt-Forbes, Emily Lee, Joan Laurie, Evan Orr, Holly Nichols, Jenny Taylor, and Owen Weaver. With Elisabeth Goth, Emily Lee, Scott Hagan, Joan Lurie and Kenny Wheeler joining us by telephone. Incoming ASHA Board member Marty Schaffel was also welcome and present along with Past President Bob Funkhouser and ASHA Communications and Technology Manager Cynthia Lowell.

2. APPROVAL OF THE AGENDA: Donna Pettry-Smith asked to move the Report from UPHA to the February 3, 2018 meeting. Elisabeth Goth moved to accept the Agenda with this change. David Mount moved to second and the Agenda was approved unanimously.

3. THANK YOU TO DEPARTING BOARD MEMBER: On behalf of ASHA, Donna thanked Kenny Wheeler Jr for the six years served on the ASHA Board.

4. APPROVAL OF MINUTES OF SPECIAL MEETINGS, JANUARY 8, 2018 AND JANUARY 17, 2018: Elisabeth Goth moved to approve the minutes of the January 8, 2018 Special Meeting. With a second from Marty Schaffel the minutes were approved unanimously. Alan Bosworth moved to approve the January 17, 2018 Special Meeting minutes. With a second from Kristen Cater the minutes were approved with one nay vote.

5. REPORT FROM TECHNOLOGY: Cynthia Lowell reported on her search to replace the ASHA Server. She is working with Dell. The new equipment will serve as the central storage and management of Data files on our network. There will be an additional cost of up to \$ 1,600.00 for installation and migration of data, applications and setting up the active directory.

The staff workstations will also need to be replaced. Windows 7 is an outdated operating system. It was felt by the Board that all of the work stations should be replaced at this time. Nine work stations will be purchased with each work station having two monitors. This will be approximately a cost of \$7,500.00.





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Making for an approximate total of \$13,000.00 to be budgeted for in 2018. In discussion Cynthia explained she had looked into leasing and this was not cost effective. The question was also raised regarding the percentage of time the Registry used these work stations and should they help with the cost? The Management of Services Agreement does not cover this.

Cynthia Lowell presented three different companies that provide conference calling. Sandra Currier made a motion that Cynthia research and procures the most appropriate company and plan. Owen Weaver moved to second and this passed unanimously.

Jennifer Foster was approached by the KYSF and was offered a free booth in the South Wing. Cynthia Lowell will be working with her to help promote the American Saddlebred at the booth. There is the possibility of live streaming the World's Championship Horse Show over there. Tickets for free seats, riding lesson coupons and other promotional information will be given out.

6. TIMELINE-ELECTION OF ASHA OFFICERS:





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Timeline: Election of ASHA Directors	
Second week of June:	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 June 30:	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 July:	Chair of Committee reports to the ASHA Executive Committee at its July meeting regarding upcoming vacancies on the Board and specific needs
On or about July 15:	ASHA issues Press Release and posts Nomination form for Directors
July 15 – August 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
During last week in August & first week in September:	Committee meets to review Nominations and develop proposed slate of candidates
Second Monday in September:	Chair of Committee presents proposed slate of candidates to the ASHA Executive Committee at its September meeting
Mid-September:	<i>[only if necessary]</i> Committee meets to revise the proposed slate to address any modifications or comments from the ASHA Executive Committee
Mid-September:	<i>[only if necessary]</i> ASHA Executive Committee holds a special meeting to review/consider revised slate of candidates
Mid-September	ASHA Executive Committee presents the proposed slate of candidates to the full ASHA Board for approval at its special full board meeting in September
Late-September:	Chair of Committee contacts the proposed slate, to confirm that all candidates are willing to serve if elected
October 15-31	Time period for ASHA to mail the paper ballot along with membership renewal
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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Discussion came up on the pros and cons of paper vs. electronic voting. AMHA will be contacted and asked about the ease of moving to electronic voting. They will also be asked if there was an increase or decrease in voting when they moved to only electronic voting. Cynthia Lowell will look into this.

Everyone on the Board is encouraged to bring one to three names to the in person meeting in July for the ASHA nominating Committee. It is also recommended to set a specific number of nominees for the ballot. After discussion it was felt the by laws should be looked at and tightened up.

7. PRESIDENT'S REPORT: Donne Pettry-Smith wanted us to think about hiring a Marketing manager to replace Michelle Krentz. Kim Skipton is filling in at the moment. Discussion centered on developing an ad to go out.

Marty Schaffel suggested these guidelines;

- a. A clear job description
- b. A reporting structure
- c. The skill set of the Executive Director will help determine who we hire
- d. Clear expectations and reviews for the hiree

Alan Bosworth will write up an ad for the marketing position. We will get this ad out and start to gather resumes.

Donna had ideas for 2018;

- a. An after party on the last Saturday night of the WCHS, The Louisville Letdown Party , to be held in the Crowne Plaza or the Horseman's Café.
A committee will be formed to work on this.
- b. Town hall meetings at five various shows. This would give ASHA members a chance to give their input and ask questions regarding rule changes and general information.
- c. ASHA booths could be simplified by using pull up posters and Radon curtains and table covers. Each booth could have different themes, junior exhibitors, sport horse, breeding etc.





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- d. Become serious about capturing corporate sponsors and updating our corporate sponsor package. Have we maintained our sponsors and how do we keep them? The thought was brought up to give anyone that brought in a corporate sponsor a commission.
- e. Give away fan memberships, as this will increase our sales base.
- f. Better promotion at the WCHS. Mark Farrar will be in the upper seats giving explanations about our horse show. There will be promotional materials to be given away. The children from the lunch tents will be invited into the upper seats to watch the show. A petting booth with a horse will be set up somewhere. Possibility of the Jumbotron to show the horse show somewhere on the grounds. Possibility of the U.K. or U of L mascots appearing.
- g. Focus on enlarging the sport horse group, sponsor awards for Saddlebreds at Sport Horse events.

8. NOMINATING COMMITTEE FOR OFFICERS REPORT: David Mount let us know the USEF had changed their recusal policy to resignation for any officer on the nominating committee. With the ASHA following that policy David Mount and Sandra Currier resigned from the nominating committee. The nominating committee elected to follow the USEF procedure. President Donna Smith was not aware there was a lack of slate to present. Owen Weaver made a motion to nominate Jenny Taylor and Candi Covino-Aversenti to the Officers Nominating Committee. Elisabeth Goth moved to second and this passed. The nominees will be presented to the Board to be voted on Saturday.

9. FINANCIAL REPORT: David Mount gave us the financial Report ending November 30, 2017. Net earnings are up about \$7,000.00 over the budget.

The Journal lost \$ 14,000.00. Discussion ensued on procuring corporate advertising (veterinarians, horse haulers etc.) to help fund the Journal and bring the Journal out of the red and back into the black. Cynthia Lowell mentioned we had not increased our rates for quite sometime and felt we should increase \$25.00 a page. It was also felt we should start putting the Journal together sooner in the year. Everyone agreed the Journal was worth the effort.





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Under advancements Kentucky State Fair Board presented ASHA with a check for \$ 100,000.00 in November. Total current assets are up by 6% over a year ago. Total investments are up by 25% over a year ago.

The overview from Raymond James showed our accounts had been consolidated and rebalanced per our investment policy.

Raising the Directors and Officers, Employee Practice Liability, Fiduciary Insurance to four million will be voted on in the Saturday meeting.

10. OTHER NEW/OLD BUSINESS: None raised

11. EXECUTIVE SESSION: Was not needed

Meeting was adjourned by a motion from David Mount at 5:42 pm EST. With a second from Cheryl Innis and a unanimous vote.

