



AMERICAN SADDLEBRED REGISTRY, INC.

**Board of Directors Meeting
Friday, July 13, 2018 at 10:00 a.m. ET
Bingham Greenebaum Doll Office, Lexington, Kentucky
& by tele-conference**

MINUTES

Directors Present: Susan Aschenbrenner, Sandra Currier, Elisabeth Goth, Gail Kline, Emily Lee, Scott Matton, Donna Pettry-Smith, Karen Richardson, Kim Skipton, Jenny Taylor, Owen Weaver and Judy Werner.

Others Present: Rob Brewer of Raymond James, David Mount ASHA President, Terri Dolan ASHA Executive Director, Cynthia Lowell Communications and Tech Manager, Lisa Duncan Registrar and Katriona Adams Assistant Registrar.

I. Roll Call/Establish Quorum/Adopt Sturgis Rules of Order/Consider Agenda

Ms. Currier called the meeting to order at 10:05 a.m. ET and asked Ms. Adams to call the roll. A quorum was present. Ms. Pettry-Smith made a motion to adopt Sturgis Rules of Order, Ms. Skipton seconded and the motion passed. Ms. Richardson made a motion to adopt the agenda, Ms. Pettry-Smith seconded and the motion passed. Ms. Currier welcomed Terri Dolan, new ASHA Executive Director and noted that she has an excellent business background. She also welcomed David Mount, ASHA President who reminded ASR Directors that they are welcome to stay for the ASHA Board meeting.

II. Investment Report – Raymond James

Rob Brewer of Raymond James reported that they amended the investment policy as directed by the Board and implemented the changes approved. He has been working with the ASR Finance Committee and they have followed instructions to have futurity investments as riskless as possible.

III. President's Report

Ms. Currier explained a recommendation from the ASR Sport Horse Committee to join the AHA National Distance Riding Championship starting in 2019. After discussion, Ms. Pettry-Smith made a motion to approve this recommendation, Ms. Kline seconded and the motion passed with all in favor. Ms. Currier reported that the committee has also designed and approved a new Sport Horse logo that they would like to have placed on the

homepage of the website with all pertinent sport horse related information linked to the logo. Ms. Skipton made a motion to approve this request, Ms. Taylor seconded and the motion passed with all in favor.

The Board discussed the Sweepstakes Agreement signed in 2003 and a suggestion was made to make it clear to customers that we have no control over the Sweepstakes Program. Ms. Currier reported that ASR has a new Four-Year-Old Hunter Sweepstakes and that the St. Louis National Horse Show has signed a three-year agreement to host the class commencing in 2019. A suggestion was made to have a Western Sweepstakes. This will be sent to the Sweepstakes Committee for consideration.

Ms. Currier distributed the results of a recent customer service survey for the Registry. In general the results were very positive with some suggestions made such as offering another amnesty. Staff will put a proposal together for consideration by the Board. The \$20 fee for renewing membership by phone was discussed and will be brought up at the ASHA meeting.

Ms. Currier distributed a proposed outline for online registrations. A customer portal was discussed and Ms. Lowell noted that this will be covered under phase 2 of the database / website project when we are working on online registrations and transfers. She noted that online registrations will include some changes to the database and she will be working with Ms. Duncan on this project. Ms. Dolan will work with Ms. Lowell on priorities and will streamline the process. A suggestion was made to look at the possibility of putting digital photos on the back of the registration certificate and a suggestion was also made to look into Point of Sale software. After discussion Ms. Pettry-Smith made a motion to approve the proposal for online registrations, Ms. Richardson seconded and the motion passed with all in favor. A webinar will be posted educating customers on how to use the online process.

A discussion took place regarding grace periods for Sweepstakes and Futurities after which the Board unanimously approved removing grace periods for these programs starting with payments due in 2019. Ms. Duncan will provide a document outlining all of the due dates at the next Board meeting. The phone system was discussed as well as the possibility of hiring a receptionist.

IV. Treasurer's Report

Ms. Skipton noted that we have just received the balance sheet for April 2018 and so the Finance Committee has not reviewed it yet. She expressed concern about the accounting function running several months behind on the financials for the last couple of years and that there is also large backlog of refund checks. After discussion, Ms. Dolan noted that she will get together with Ms. Skipton and document procedures and outline expectations for Registry financials.

V. Registrar's Report

Ms. Duncan reported on the Registry transfers and registrations for June 2018 and for year to date and noted that we are in final testing of the pending registrations report which lists pending registrations by month received. She provided an article about the Dutch Harness and American Saddlebred cross which is being featured in the American Dutch Harness Horse Review. She noted that Equidae is sponsoring the Breeders' Award Medallions. A discussion took place regarding new sales tax laws. The Registry's auditor feels that we are not subject to this, however, it was agreed that we will ask the auditors of Registry and Association to discuss and report back. Walk-in/Call-in Wednesdays was discussed and it was agreed to continue this for another few weeks.

VI. Consideration of draft minutes

Ms. Skipton made a motion to approve the draft minutes of the April 11, 2018 ASR Board of Directors meeting, Ms. Richardson seconded and the motion passed with all in favor. Ms. Lee made a motion to approve the draft minutes of the May 3, 2018 ASR Board of Directors meeting, Ms. Weaver seconded and the motion passed with all in favor.

VII. 2018 ASR Nominating Committee

Ms. Currier read the function of the ASR Nominating Committee and asked for nominations for Directors to serve on the committee. Ms. Kline nominated Jenny Taylor and Matt Shiflet, Ms. Richardson nominated Scott Matton. Ms. Pettry-Smith made a motion to approve the nominations for Jenny Taylor, Matt Shiflet and Scott Matton, Ms. Skipton seconded and the motion passed with all in favor.

VIII. Saddlebred Record Candidates

Ms. Duncan asked for approval of the Saddlebred Record Candidates submitted by Louise Gilliland. Ms. Skipton made a motion to approve the candidates, Ms. Taylor seconded and the motion passed with all in favor.

IX. ASHA KSF App

Ms. Lowell reported on the new KSF App which is free to download and has sponsorship and advertising opportunities. It was noted that we need to make sure the data is accurate and perhaps add a disclaimer regarding class schedules. A suggestion was made to add the stabling list.

IX. Adjournment

With no further business to address, Ms. Donna Pettry-Smith made a motion to adjourn the meeting, Ms. Richardson seconded and the meeting was duly adjourned at Noon.

Submitted by: *Katriona Adams*
Assistant Registrar