



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

**AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, October 29th, 2018 – 2 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, Holly Nichols, and Donna Pettry-Smith. Also present were Candida Covino-Aversenti, Allen Bosworth, Sandra Currier, Emily Lee, Joe O'Brien, Tandy Patrick, and Jenny Taylor. On the call were Evan Orr, Leslie Rainbolt-Forbes and Kristen Cater. Also present were Terri Dolan, Cece Hagan, Rachel Seifert, Scott Matton, Kathie Dunn Jacobsen, Jennifer Foster, Jessica Cushing, Don Quaid, Lisa Duncan and Cynthia Lowell. Not present was Cheryl Innis and Marti Schaffel.
- **Adoption of Agenda** – David Mount asked to get a motion to adopt the agenda and swap item 3 with 8, Tandy made the motion, and it was approved by majority.
- **Ratify Minutes from August 6, 2018** - The board ratified the minutes from September 10. The motion was passed by Joe O'Brien and was approved by majority.
- **Declare Conflict of Interest** - No one declared a conflict of interest. David began the meeting with welcoming Cece Hagan and began the meeting with the Strategic Planning Committee Report.

2. Strategic Planning Committee Report – Cece Hagan presented the vision, mission and objectives. She went over the 20 workgroups to work on the 8 objectives the committee developed. She then presented her Objective #6.

- **Establish Grant Programs:** Cece went over this objective to discuss the action plans. She also gave a brief presentation of Instrumentl, a program that pulls together corporate, private & public grants. The pricing for non-profits are \$902/year or monthly plan for \$82/month.
 - i. **Identify Grant Opportunities**
 - ii. **How much will it cost to source grants?**
 - iii. **What are the benefits?**
 - iv. **Who will write the grants?**
 - v. **What will be ASHA staff needs?**
- Suggestions were made to create promotional pieces for grant opportunities that we can put on our website.

3. Code of Ethics and Conduct Task Force – Rachel Seifert covered Object 1: Establish Code of Ethics and Conduct. She went into details the areas she is responsible for are:

- For Members:
 - i. Create Safe Sport Committee
 - ii. Education ASHA members
 1. Work with UPHA to ensure everyone understands our role in monitoring this subject
 - iii. Provide guidance to our Charter Clubs
 - iv. Communicate Consistently with USEF on any changes/updates





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

- For Horses:
 - i. Take over licensed officials education from USEF
 - ii. Understand who at ASHA responsible for this
 - iii. Understand cost of providing this service
 - iv. Collaborate with UPHA to prepare educational materials
 - v. Develop job description for person managing the program
 - vi. Educate members about the judging system
 - vii. Communicate with members about judging
 - Some of her goals that she reported on are:
 - i. Create separate codes for members & horses
 - ii. Determine what we are doing wrong and find a way to resolve it within us
 - iii. Create guidelines for buying and selling
 - Her next steps is to give suggestion and guidance to work her team.
4. **WCHS Update** – David Mount welcomed President and CEO, David Beck, CFO Kevin Moore, David Williams of KY Venues and Scarlett Mattson, Manager of the KSF WCHS. Terri presented to the guests the report that ASHA office put together the production of the 2018 edition of the World’s Championship Horse Show. The areas she covered are:
- **Competition Support**
 - **American Saddlebred Registry**
 - **Competitor Support**
 - **Public Awareness**
 - **Social Media**
 - **During the Horse Show, and**
 - **ASHA Youth Activities**

David Beck gave his report by introducing his team. He stated that he is interested in learning about the ASHA industry. He suggested that we continue to be engaged as decisions are made every day and by collaborating, we can solve problems together.

Scarlett Mattson covered the changes that will take place at the 2019 KSF WCHS

- Adding the Hunter Classes
- The schedule is under development
- Anticipate 4-5 tents, and increase of 40 stalls per tent, that will allow for 168 stalls.
- Clean up will be 1 ½ hour prior the start of the session. The ring will close at 7:30 AM and 4:30 PM
- Horses that win a championship in a class of 9 or more will pay entry fees, and horses that don’t win a ribbon will not need to pay

Joe O’Brien asked about opening the upper level for fair attendees during the evening session. This year, they offered tickets for less than \$5. Scott Matton suggested we do “spectacular night”. Terri Dolan briefly covered the P&L report





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

of the expenses and programs the ASHA produces, and is looking forward to working with KY Venues on enhancements for our attendees. In addition, a comment was made to provide WIFI access to the WCHS participants. Kevin Moore suggested that ASHA IT staff contact him to discuss options and plans for 2019 KSF WCHS.

5. **Fundraising Committee** – Candi Aversenti gave her presentation over Objective #6
 - **Establish Sponsorship Programs**
 - i. Create a sponsorship committee
 1. Get an understanding of our current member base and their association with companies. Allen is refining the questions (5) for a brief survey that the ASHA will email to our entire membership.
 2. Implementation Process: This is still work in progress until we have feedback from the survey.
 - a. The team will work on the what sponsors get for their money
 - i. Develop pitch/presentation
 - ii. Access to our email list – most desirable
 - The project will be broken down to regional sponsors instead of working on a national scale. Joe O'Brien suggested that the sponsors be ASHA partners.
6. **Equine Welfare** – Kathie Dunn Jacobsen presented Objective #1: Equine Welfare and Advocacy Mission. The mission of this committee is to set the standard for an organization that has ethical standards for treatment of the breed, exhibitors, owners and members. The points she covered are:
 - Support Equine Welfare and Advocacy Mission
 - i. Promote Versatility
 - ii. Rescue Organization
 - Develop plans to promote versatility, collaborate with middle market and work with charter clubs
 - i. Create education videos
 - ii. Create educational videos and collaborate with Middle Market
 - iii. Create education materials to support versatility
 - iv. Public Outreach
 - v. Establish scholarship promoting versatility
 - Work with ASR to improve breed
 - i. Abolish fees
 - ii. Implement microchipping for breed
 - iii. Designate CH
 - iv. List the ASB as a Heritage Breed
 - v. Revamp the Bruce Hanson Grant
 - Determine financial needs for the committee by reviewing previous years donations and present economic conditions





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

- Kathie also presented to the board the vote from the Equine Welfare committee passed on October 1 for recommending the following grants, total of \$3,000
 - i. ASB Legacy Foundation - \$750
 - ii. Dreamscape Rescue, Inc. - \$750
 - iii. Fieldstone Farm Foundation, Inc. - \$250
 - iv. Gruene Heidi Farm Rescue - \$250
 - v. Misfit Toys Rescue - \$750
 - vi. Spirit Run Equine Rescue - \$250

Elisabeth Goth made a motion to approve the fund, and Sandy Currier seconded the motion.

7. **Marketing Committee Report** – Jessica Cushing, the ASHA Marketing & Communication Manager, gave a presentation on Objective #5: A Comprehensive Marketing Program to Promote the Breed. The areas she covered are:

- **External Strategy:**
 - i. **Identify target market for development & Corresponding Strategy**
 - ii. **Identify equine promotional events in Key Markets**
 - iii. **Develop social media program and measurement criteria**
 - iv. **Media plan to cover print, social, & events**
- **Internal Strategy:**
 - i. **Enhance website & establish font and style updates**
 - ii. **Develop marketing toolkit for charter clubs & barns**
 - iii. **Collaborate with UPHA**
- **Convention Deliverables**
 - i. **Website: Style updates, improve site navigation and more content overall**
 - ii. **Content Production: cover social media branding**
 - iii. **Video Samples**
 - iv. **Paid Promotion**
 - v. **Ride TV**
 - vi. **Marketing “How to Resource”**
 - vii. **Key & Media Initiatives**

8. **Treasurer’s Report** –Don Quaid, Accountant Leader at the ASHA, gave the financial report

- **ASHA Profit & Loss Per Year Comparison**
 - i. **Ordinary Income/Expense**
 1. Jan – Sep 2018: Total Income: \$751,506.01
 2. Jan – Sep 2017: Total Income: \$736,359.48
 3. \$ Change: \$15,245.53 & % Change: 2.1%
 - ii. **Expense**





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

1. Jan – Sep 2018: Total Expense: \$855,797.96
2. Jan – Sep 2017: Total Expense: \$858,153.51
3. \$ Change: \$15,602.18 & % Change: 13.0%

iii. Net Income:

1. Jan – Sep 2018: \$-104,191.95
2. Jan – Sep 2017: \$-119,794.13

• **ASHA Balance Sheet as of September 30, 2018**

i. Total Assets: \$2,040,373.57

1. Total Fixed Assets: \$616,106.17
2. Total Other Assets: \$17,213.76

ii. Total Liability & Equity: \$2,040,373.57

1. Total Liabilities: \$290,813.78
2. Total Equity: \$1,749,559.79

• **ASHA YTD Membership Revenue and Statistics 2017-2018**

Begin Date	End Date	Member Category	2017 Dec-Sept YTD	2018 Dec-Sep YRD	% Change	Membership Cost	Membership Revenue
9/1	9/30	Charter Club Affiliate Competing	707	675	-4.53%	\$60	\$40,500
9/1	9/30	Contributing Member Competing	404	468	15.84%	\$100	\$46,800
9/1	9/30	Fan Member	0	422		\$35	\$14,770
9/1	9/30	Junior Competing	1018	989	-2.85%	\$30	\$29,670
9/1	9/30	Life Member Competing	0	4		\$2,500	\$10,000
9/1	9/30	Senior Competing	2889	3231	11.84%	\$70	\$226,170
9/1	9/30	Special Junior Competing	50	46	-8.00%	\$60	\$2,760
9/1	9/30	Youth Club Affiliate Competing	87	55	-36.78%	\$40	\$2,200
Totals				5890			\$372,870

9. Executive Director's Report - Terri Dolan highlighted the following areas:

- **Convention Planning Update:** She went over the draft schedule presented by UPHA





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

- **Licensed Officials Education Update:** Currently the committee is working on the following:
 - Developing policies procedure document due to USEF
 - Committee revamped learner judges evaluation form
 - Composed interview questions & measurement criteria for applications
 - Referred to Morgan’s Process as a resource
 - Produced job description for Coordinator’s Position
 - Produced Draft P&L
 - Discussed with Bill Moroney USEF a request for financial assistant for training videos
 - Donna Pettry-Smith to consult with discipline breed council for funding of videos
 - March is first in person clinic
 - Determining dates for 2 webinar sessions

The ASHA office to check out the “ZOOM” webinar application for consideration.

- **ASHA 2018 Year End Award Nominations:** Terri Dolan gave the current nominations that have been submitted by memberships to the office and suggested names. The board is to submit further nominations and narrow down the list. New this year, ASHA created a form for each of the awards to help with continuity and a formal process with submitting nominations. The ASHA board will vote online in December.

** The meeting was adjourned at 6:30 PM.

Monday, October 30th, 2018 – 9 AM ET

The meeting was picked up from where we stopped on Monday. Terri Dolan continued with her presentations.

- **Journal Publication:** Terri Dolan gave a brief update on the production of the 2019 Journal of the American Saddlebred (as of October 28th, 2018)

Journal of the American Saddlebred					
	2015	2016	2017	2018	2019
Total Formatted Stallion Pages	98	74	62	69	38
Total Full Page Ads	73	73	51	57	25
Resource Directory Ads	63	23	55	36	22
# of Stallion Reported	391	341	399	341	160
Revenue	105,350.00	100,050.00	84,300.00	93,400.00	48,125.00
Quantity Printed	6,000.00	6,000.00	6,500.00	5,850.00	3,700.00
Printing Cost	36,452.00	35,497.00	33,942.00	31,496.00	18,718.00
				29,270.00	





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

20%
discount

- **Revenue Generation Meeting:** Terri Dolan mentioned about the meeting she had with David Mount, Jessica Cushing and Cynthia Lowell to brainstorm revenue generation ideas. She presented the following as top priorities:
 - **ASHA Affiliate:** Ensure ASHA the name Affiliate is on all horse show forms. The first phase in 2019 is to enforce ASHA membership at USEF and non-sanctioned shows if the owner, rider, wants their points to be tracked and counted for showing at the WCHS and be included in the ASHA High Point program.
 - **Special Events Committee:** ASHA will appoint a special events committee to work on the fundraisers for this year. The two fundraisers are KY Derby Museum Party in conjunction with the ASB Museum and a Lexington Junior League Party.
 - **ASHA App Charges:** Terri will be charging the other breeds to be included in the 2019 KSF WCHS. She will be reaching out to the Hackney and Road Horse Associations by letter.
 - **Marketplace:** ASHA merchandise will be added to the website, and we are coordinating with Jennifer Foster to add inventory to our website and link them to the ASB museum shop.
 - **WIFI Access at KSF WCHS:** We will discuss with KY Venues about WIFI access to attendees at the 2019 KSF WCHS.
 - **Other items for the future include:**
 - **Adapt in 2019 tiered recording fees for show for entries** (2-50: \$50; 51-100: \$100; 101-250: \$150; 251-500: \$200; 501 & Over: \$300). We will also review the Arabian format and consider code of ethics.
 - Horse Show blasts type of ads – winners
 - License plates
 - Credit Cards
 - Health Insurance
 - Conducting our own shows
 - Car raffles

10. President's Report – David Mount reported the following:

- **Stallion Sweeps Update:** Jenny Taylor gave an update on the Stallion Sweeps program. Something that is different from past two years it that this year the money raised will be donated to all Futurities nationwide. Tickets were sent to participating futurities. Tickets sold online will be distributed based on location by state or regions. Suggestion was made to send tickets with renewal mailings, ASHA will consider this option if possible, based on when we can get the gaming licensing renewed. David gave a total to date of tickets sold compared to last year.
 - i. Total to date tickets sold: 211





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

ii. June 2017 & October 2017: 258

1. November 2017: 155
2. December 2017: 329
3. January 2018: 1098
4. Total: 1840

• **USEF Report:** Elisabeth Goth presented the report on USEF updates.

- i. **Submission of rule changes:** Due to recent submission of rule changes, the committee will be putting guidelines in place, for example in order for someone to submit a rule change they need to be a member for at least 5 years.
- ii. **Competition Lite:** Elisabeth Goth has submitted changes for Competition Lite program that was approved by the ASHA in October of 2017.
- iii. **Standards and Ruling Committee** will meet at the UPHA American Royal on Sunday at 11 am – as a town hall meeting.
- iv. **Ethical way of conducting business:** A new committee is formed, Judy Werner, Josh Greer, Marty Schaffel, Judy Malon, agents and trainers – a guide for people on how to transact business. The committee is putting together a pamphlet and town hall meetings at USEF convention. Present at the meeting will be lawyers, trainers and owners from different disciplines.

A request was made to develop “competition standards”. Other breeds have this in place. We need to look at how we deal with mileage & calendar. Several competitions are taking place at the same time and the guidelines put in place will help with overlap to help with attendance and participation. Joe suggested that we form a competition committee, David Mount said that one exists, he will need repopulate this committee to address issues like these.

• **Safe Sport Update:** Terri stated the following rules

- i. All affiliates’ staff and board members need to take Safe Sport training
- ii. Adults accompanying kids to clinics and shows are to take the Safe Sport training
- iii. USEF will begin auditing all affiliates who are not complying
- iv. ASHA will send a letter to Charter Clubs about how to take the Safe Sport training. USEF will give free Fan memberships during this process.

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

12. **American Saddlebred Museum Update:**

- Jennifer Foster discussed the renovation and its progress. She mentioned that next year this time they will be done.
- Jennifer also mentioned that the museum is renewing their language to reflect their presence and purpose for now and the future.





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

- Jennifer shared with the board the event with Kentucky Derby Museum and the plan to collaborate with the ASHA on fundraising efforts. This event will take place this coming Spring in 2019.

13. UPHA Update: Smith Lilly was present on the phone and gave his report on the following:

- The UPHA American Royal will begin as scheduled on Nov. 5. He said that the entries are up in the exceptional challenge cup at the National Championship Horse Show with the UPHA American Royal. The prize money is up in the classics finals. With the agreement with the American Royal, they will get a percentage back of the prize money at the classics for the young horses and our breeder.
- The young professionals are planning on a fundraising event on Thursday night.
- The UPHA fall board meeting will take place on Sunday night at the American Royal. David Mount will be present to represent the ASHA. The trainers meeting with the rules change form will take place morning/lunch time on Sunday as well.
- The Ribbons of Service is coming to an end, and it has seen a dramatic increase in participation, and with the money raised and request to change some of its rules, riders can decide where to designate the funds for a charity, half of the money raised will go to their charity and the other half to St. Jude.
- Jackpot Sale is coming up in Spring. Jenny Taylor is the chair of this committee and there are few changes. They will go into an evening session on Friday night, there will be added incentive money at the classics.
- The riding program handbook will be updated in Spring.
- WCHS – Smith spoke with the fair board leadership and suggested that we all step up and make a recommendation to consider changes to the 25 years agreement and take a greater role in this horse show. UPHA has sent a letter to the fair board and David Mount & Scarlett Mattson have been copied on it. The plan is to work with the ASHA for all requests and needs to be presented to the WCHS fair board.
- UPHA and ASHA are working together on the agenda for the UPHA Conference coming up in January.

14. Gluck Research Project: Dr. Ernest Bailey, professor at the MH Gluck Equine Research Center of University of Kentucky gave his presentation on the proposal to ASHA to identify gene associated with juvenile onset lordosis and possibly influencing performance. The proposal is to:

- Identify variant at DNA level
- Identify effect of the variant on performance

Dr. Bailey went into details of the study, new technology they are applying and the methods his graduate students are researching and measuring. He presented the proposed costs

- Whole Genome Sequencing: \$14,000
- RNA-Seq: \$4,000
- Testing Candidates: \$2,000
- Grad Students (covered by UK)





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

- Total project for research materials: \$20,000

The board agreed that the current lordosis fund at the ASHA will be utilized to fund this testing. Elisabeth Goth makes motion to accept the proposal and Owen Weaver seconds it. Everyone agreed that individuals could fund for additional testing and research on their own expenses.

15. Reorganization Discussion

- **Reorganization History:** Fred Sarver gave a brief presentation of the historical perspective of the reorganization of the Foundation and the ASHA. He went over the timeline of internal reorganization and its facts. Copies of the article that was printed in the 2005 March/April magazine were included in the board packets.
- **ARGI Presentation:** Chris Green and Chris Morgan from ARGI presented the financial analysis for a potential organization and operating structures. The options presented where:
 - i. **Convert ASR to a Membership Organization**
 - ii. **Merger of the Organizations**
 - iii. **Two Independent Organizations**
 - iv. **No Change & Adjust Management Service Agreement**
- They went into details of the issues and challenges presented and if any of the options above solved them.
- They also presented the financial details should the ASR and ASHA split and what the financial impact of separation would be like for ASR and ASHA.
- After further discussion, the board agreed that each member on both boards email Sandy Currier, David Mount and the chair of the joint committee with questions and input. Fred Sarver has been assigned as the consultant to answer questions. Glen Petty (AHA) and Cindy Mugnier (AMHA) will also be available to answer questions as representatives of the other breeds. The committee will review the feedback in details, and present to the board with a recommendation. David thanked Scott Hagan, former board member, for funding this project.

The meeting was adjourned at 1:30 pm.

