



4083 Iron Works Parkway  
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**American Saddlebred Horse Association  
Board Meeting  
Lexington, Kentucky  
October 27-28, 2019**

1. Call to Order/Roll Call – David Mount
  - a. Roll Call - The following ASHA Board members were in attendance: Marty Schaffel (President), Joe O'Brien (Vice President), Kristen Bagdasarian, Allen Bosworth (Treasurer), Owen Weaver (Secretary), Candi Aversenti, Sandra Currier, Nancy-Leigh Fisher, Elisabeth Goth, Emily Lee, Joan Lurie, Helena Moreno, James Nichols, Evan Orr, Tandy Patrick, Cliff Paulsen, Jenny Taylor; ASHA Staff: David Mount, Jessica Cushing, Alexandra Harper, Brenda Newell and Lisa Duncan. Also in attendance on the first day from the ASR Board were Susan Aschenbrenner, Tod Graham, Donna Pettry-Smith and Kim Skipton.
  - b. Adoption of the Agenda – David Mount asked to get a motion to adopt the agenda, Joe O'Brien made the motion and Tandy Patrick seconded the motion, and it was approved.
  - c. Approval of Minutes from September 9, 2019 – Joe O'Brien made a motion to accept the minutes and Candi Aversenti seconded the motion, all were in favor of approval.
2. Introduction of Guests – Marty Schaffel
  - Dr. Ernest Bailey – UK Gluck Equine Research Center
  - Edward R. Bennett – Kentucky State Fair Board
  - Kathie Dunn Jacobsen – ASHA Equine Welfare Advocacy Committee Chair
  - Jennifer Foster – Executive Director American Saddlebred Museum
  - Smith Lilly – President United Professional Horsemen's Association
  - Scarlett Mattson – Manager World's Championship Horse Show
3. Kentucky State Fair Report – Jessica Cushing presented the ASHA report from the World's Championship Horse Show to Mr. Bennett and Ms. Mattson. A link to the report can be found at [https://asha.net/media/680244/wchs\\_2019\\_asha\\_report-activitiessummary.pdf](https://asha.net/media/680244/wchs_2019_asha_report-activitiessummary.pdf). Ms. Mattson reported that the two WCHS entry closing dates were inherited from Munford because of Tatersall's and she feels it is time to go to one closing date. Scarlett said a lot of people including herself missed the Dailies at Louisville this past year. Allen Bosworth said that the Dailies lost money and ASHA now has the App, but maybe we could create a printed version from the App and charge for it.



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4. UK Lordosis Research Project Update – Dr. Ernest Bailey reported that the Lordosis project is tied to graduate student activity which is good because a team of faculty oversee the project. He reported that initially Dr. Patrick Gallagher worked on the project and finished in 2003 but back then tools were limited. Since then technology is better and less expensive. Currently there are 4 horses they are doing research on and more information will be made available online once the research has been completed.
5. American Saddlebred Museum Update – Jennifer Foster reported that the renovation of the museum has been slow, but they hope to have a soft launch in January and a ribbon cutting in February. She also reported that their Capital Campaign is 75 to 80 percent to where they need to be. Their initiatives this year are memberships, educational reach out and visibility in our community. They will be taking the gift shop to Kansas City for the American Royal Horse Show and will also have their first fundraising event there which is a Speakeasy theme. She also reported per our real estate agreement, ASHA will own its portion of the building in January.
6. UPHA Update – Smith Lilly reported that they are currently focused on the American Royal Horse Show. Entries are up slightly this year, and boxed seats and hospitality suites sold out. Plans for the new facility will be unveiled on Tuesday evening of the show. Plans for the upcoming UPHA/ASHA Conference are well under way. The Saddlebred luncheon will be on Saturday and there will be a Hall of Fame Instructor Clinic on Sunday. Also, Mr. Lilly suggested that the WCHS Advisory Committee meet twice a year instead of once a year.
7. Registry Report – Sandra Currier & Lisa Duncan went over the report included in the meeting materials which reflected that the number of applications is up. Smith Lilly stated that is something we should be talking about on social media. Also, David Mount spent two days at the Arabian Nationals where he presented the highest placing Half Saddlebreds with ribbons. He reported it was very positive with lots of excitement.
8. Marketing Report – Jessica Cushing reported that the Marketing Committee is working on the following:
  - a. Identifying the “Big Win” – they are working to develop a template for event promotions and build a brand that followers can depend on
  - b. Increase disciplines to feature
  - c. Interview to proof with Diagonals magazine
  - d. Share outside Saddle Seat events to support them
  - e. Podcast launching
  - f. Communicating and supporting our members

The Fall Marketing projects include WCHS Behind the Saddlebred Scenes video, features from St. Louis including the Pleasure Equitation Finals and versatility features, the ASR Futurity winners at ASHAV and Mane Event, Alpha Class at the National Academy Finals, Charter Club



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and Youth Club promotional flyers that they can customize, Fill the Stands Playbook, Social Media Resource Guides, and in the works is Trot Talk which will feature monthly conference calls on different topics. Also Buildfire, the company we used to design the App will do a video feature on us for use on their website and will also make a video for our use.

9. Communications Committee Report – Helena Moreno & Jessica Cushing reported that the Committee is working on the Strategic Communications Plan-Version 3. Their goal is to ensure we are consistent with our communication; reluctance in the past led to rumors and miscommunication. The top objective is to have an active, constant, educated response to membership. They meet once a week. The news releases that go out need balance, always remind people of good information. There are 4 releases that go out to our members:
  - a. What Matters-goes in depth on different issues and things we are working on
  - b. From the Desk of Marty Schaffel
  - c. Spotlight Series- ASHA Staff and Board Members are featured each week.
  - d. Weekly E-News on Monday

A key message is there's room for everyone within ASHA and we must work together to build the industry. This led into the discussion on how do we reach out to the Amish community. Marty asked if there were additional topics that needed feedback. Joan said we realize we need more classes of everything at Louisville. This led to discussions on different classes that should be added. James Nichols stated that Louisville is doing well, we need to change our focus to things that aren't for example keeping and growing the one day and mid-tier shows.

10. Professional Development Program Update – Owen Weaver reported that the program is off to a good start. There are four in the program, Teddi Estes, Alex Gravitt, Doug Roe and Whitney Anderson. All four have completed the first assignments and interview. At the end of 6 months, they will do a webinar. Lizzy McMillan will be at the convention and will have a report.
11. ASHA/UK Continuing Education Program Update – Alexandra Harper reported that the first release of the module will be at convention. It will focus on Marketing with Chad Mendell and Business with Lizzy McMillan. They will focus on developing a business plan, financial projection, learning to market and client relations. Participants receive a certificate upon completion. The expected cost is \$5000. In the future they will build on other modules. Proposed modules are: Teaching and Instruction; Management modules for both horse and farms. This program is open to all of the horse industry.
12. Equine Welfare Advocacy Committee Report – Kathie Dunn Jacobsen reported that this program is not a rescue but supports the American Saddlebreds and are self-funded. This program was initiated by grant from Bruce Hanson. They give out grants every third year. They are asked to comply with our code of ethics and must submit a 6 month and 1-year report for accountability.



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This year there are two applicants: Saddlebred Rescue and Leap of Faith Rescue. The Equine Welfare Advocacy Committee recommends to grant them \$1500 each. A motion was made by Sandy Currier to award Saddlebred Rescue and Leap of Faith a grant in the amount of \$1500 each. The motion was seconded by Tandy Patrick. There was a unanimous vote in favor. There will be a Halter Auction as a fundraiser on an annual basis. There are 13 halters to auction between November 6-15<sup>th</sup>. There are letters of authenticity to go with each halter. It was suggested we hold one or two back for auction at the convention. Kathie will take this suggestion back to the committee. The last item was Blood typing Conversion which is investigational at this time. According to the numbers at UK, there are 18,000 horses that are blood typed. Getting DNA on them would give us more to study for genetic history. Sandy Currier suggested we do Amazon Smile Day of Giving.

13. Meeting Adjourned at 6 p.m. to resume tomorrow at 9:00 a.m.

14. Licensed Officials Education Update – Fran Crumpler and Melissa Moore reported that the

October Judges Clinic was a success with another planned for convention with auditing available. There were 24 participants and they were thrilled with the outcome. There was \$6700 generated in revenue and \$4680 in expenses. The profit will go back into educational materials. They would like to update some videos and have live streaming available. A lot of the rule changes come out of these clinics. There is misconception that rule changes come from USEF, when they actually come from us to USEF. Allen asked them to consider being featured on “What Matters”.

15. Horse Show Task Force – Owen Weaver and David Mount reported that there are four subcommittees working on Task Force initiatives:

a. Tier Governance Options

- i. USEF licensed competitions
- ii. USEF Lite competitions (USEF is revamping)
- iii. ASHA Star Show Competitions

b. Expanded Marketing Support for Horse Shows – to help mid-size shows especially those outside of concentrated areas to succeed. The goals would be to make the shows a fun full weekend event with something for everyone more than just the classes you show in. There could be fun activities outside of the classes, for example Trainer’s Challenge, Groom Olympics, Ring Drag Karaoke. We need to think about show schedules and make suggestions for consistency. We need to think about the ways to support shows monetarily. One of the



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suggestions was to rethink trophies and maybe go to show bucks to use with the vendors at the shows. Lastly under this would be for ASHA to help educate which would include webinars and Monday After Show Podcasts.

- c. Horse Show Grants – based off what the Morgan’s have in place which would include a formal application process and the grants of up to \$1000 would be awarded on an annual basis.
  - d. Underrepresented Regions – Helen Roy sent a survey to the Southwest Circuits and Florida. Some of the topics included: distance to show, hospitality, length (3 days preferred), incentives, reimbursement and support of the hunter/country pleasure classes. Sandy made a motion to put the ASHA Star Program into place in 2020. Joan Lurie seconded the motion. All were in favor and motion carried.
16. USEF Affiliate Workshop – David Mount reported that the 19 USEF affiliates are working together to improve their relationships with USEF. We are the 5<sup>th</sup> largest affiliate. Affiliate agreements are being customized for each organization and the goal is to have in place by the end of the year. USEF action items include member benefit graphic, affiliate agreements, bylaw changes, annual report, contact list and staff list. The affiliates will continue to meet in person. Also, the Arabian Horse Association was recently invited to join the Joint Leadership Council.
17. Bylaws Committee – Tandy Patrick presented a new Social Media Policy. A motion to adopt was made by Allen Bosworth and seconded by Tandy Patrick. All voted in favor. Ms. Patrick presented a revised timeline for the Election of Directors along with a corresponding bylaw change. Joe O’Brien made a motion to accept the recommendation for a change to bylaws for past chairs to be non-voting on the Nominating Committee. Sandy Currier seconded the motion, all voted in favor.
18. Treasurer’s Report – Allen Bosworth reported that we have a strong balance sheet. The membership revenue is up 1.5%. We are up in all categories excluding fan memberships. We reflect a significant loss this year because the budget created for this year had an optimistic view on how much would be raised from donations and grants and also timing issues. Last year the journal was on the January financials (\$26,000) and now we are outsourcing so the revenue won’t appear this year. Tax fees were paid together for



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2017-2018 this year. Legal issues this year also put us over budget. The new budget is in the works and will be different this year in that it won't be budgeted against donations.

19. President's Report – Marty Schaffel reported on the new Ocala International Horse Show. The new facility will be ready in 2020. We need Board approval to commit. We would split between us and UPHA 90/10. We would be the first on the property although the hotel will not be finished. Being first is a great opportunity for ASHA. There is a lot of enthusiasm amongst those involved so far. They think it would be THE social event for Ocala. We have until the 31<sup>st</sup> to commit. This led to the discussion from yesterday about this show being the same time as the Royal. The concept of this show was brought to UPHA early on, it is not our intention to damage that show but a vision that they may want to work with us which we would be open to. One of the discussions revolved around the hotel not being completed, but there are hotels five minutes away as well as the campsite will be completed. There was discussion as to whether the grooms would be allowed to stay on the grounds with the horses. Tandy stated that the ASHA doesn't have the expertise to run a horse show and have multiple staff to help with it. Joe thinks that Kent Moeller would be willing to manage the show. Joe and Marty are willing to put up the money to Chapter 16 to sign the contract. There would be a letter of agreement between us as to what we would sponsor. The horse show would bring revenue into ASHA and if we bring in a charity, they would bring more people to the gate which we could get a share. This could also define the market for lower price horses. Sandy made a motion we accept the recommendation to commit to the show. Joe seconded the motion. All were in favor except one.

Nomination for seat for National Breeds and Disciplines Council - Sandy made the motion we elect Owen Weaver and Judy Werner to represent us. Emily seconded the motion. All voted in favor.

20. Executive Director's Report – David Mount gave an update on the Strategic Plan, Convention and Sponsorship activities.
- a. Strategic Plan – ASHA sets standard for an organization that has ethical standards for treatment of the breed.
    - i. Growth of the breed
    - ii. Growth of membership and enthusiasts
    - iii. Growth of the middle market
    - iv. Develop economic support for ASHA objectives
    - v. Outstanding communication and education



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- b. Convention Update – There will be a clinic for licensed officials. Chad Mendell and Lizzy McMillan will present Business Practices and Marketing sessions as part of the Continuing Education series. Lizzy will also have a Hands-On Workshop.
- c. Sponsorship Program – ASHA is looking to get 72 programs sponsored, and have been meeting with corporate sponsors. ASHA received the USEF Membership Incentive Grant again this year as well as the Youth Sportsman's Grant. As far as other revenue generating programs in the works, is a Saddlebred license plate; donations through Amazon Smile and Giving Tuesday on December 3<sup>rd</sup>. Also, we are ready to launch the new Affinity program

21. New Business/Old Business

Elisabeth is going to the National Academy Finals to speak. Alexandra will also be there to represent ASHA and to present for the new ASHA Alpha Classes.

Joe stated that the perception of most is that we are all one (ASHA, ASR, ASM) but we aren't and are asking the same people for funds. We should merge the two organizations which would be tremendous fundraising opportunities for us together as opposed to separately. There was a suggestion we explore ways ASHA and ASM can collaborate. Candi and Allen will set up a meeting to explore this with the museum.

Meeting adjourned by motion from Emily Lee and second by Kristen Bagdasarian. The next meeting will be via teleconference on December 2, 2019.