



Board of Directors Meeting November
Sun Nov 9, 2025 5:00 PM - 8:00 PM CST

1. Call to Order

Smith Lilly officially called the meeting to order at 5:04 pm.

a. Roll Call

Smith Lilly took roll because of early zoom technical issues.

Attendance

Members

Present: Sara Mayer, Jennifer Dixon, Smith Lilly, Anna Marie Knipp, James Nichols, Rachel Seifert, Allen Bosworth, sandra currier, Clif Paulsen, Allison Deardorff

Remote: Diane Hauslein, ASHBA ADMIN, Chris Schubert, Malissa Welke, Kristen Bagdasarian, John Scheidt, Joe O'Brien, Sophia Fischer, Christy Parker, Joan Todd, Julie Behrends Jones

Absent: Larry Hartsock

b. Adoption of Agenda

Agenda was adopted unanimously as submitted.

c. Minutes Approval

Minutes were approved without change.

d. Declare Conflict of Interest(s)

No conflicts of interest to declare.

2. President's Report

Smith Lilly

a. Voting Item: USEF

- Melissa Moore was re-affirmed to the National Breeds and Disciplines Council as the Saddlebred Representative
- Five athletes were re-nominated to the USEF Saddlebred Committee, with abstentions noted for those nominated. Sandra Currier, Allison Deardorf, Genevieve Hess, Rachel Seifert, Tiffany Wheeler
- Sandra Currier was recommended to represent the Saddlebred Athletes on the National Breeds and Disciplines Council.

b. WCHS Proposal

Formal proposal to move the Futurities back to the World Championship Horse Show has been submitted to the Kentucky State Fair Board, with no response to date. The proposal was considered professionally prepared and sent to key stakeholders. There was discussion about the proposal and clarification on communication with Fair Board and Council.

3. Executive Director Report

The status on the recommendations presented to the board in July by the ED was presented. HR and accounting functions have been separated; a comprehensive HR audit is nearly complete. Employee review processes, job descriptions, and bonus plans have been updated.

a. Financial Review Updates

Dean Dorton consulting recommendations are close to completion. Chart of accounts being reworked; monthly reports and internal controls discussed.

4. Council Reports

Council Reports started with the Finance Council.

a. Finance Council

Financial review and audit practices were clarified, including differences in firms and functions.

i. Treasurer's Report & Financial Package

Treasurer's report indicated ongoing negative net income due to audit and review costs, with discontinued sweepstakes program and budgetary impact noted.

ii. Voting Item: Investment Account Changes

Investment portfolio to shift from Raymond James to Atlantic Consulting Group, moving stocks to fixed-income investments for planned expenditures. Motion to reallocate and approve fund movement passed.

b. Development Council

i. Giddy Up and Give Annual Campaign

Campaign set for November 18th, with 6,000 prospects targeted for outreach. Tool kits and templates distributed to volunteers with support Zoom room available all day for questions.

ii. Additional Funding Opportunities

- Ladies Legends
- Convention & Youth Conference
- Database
- Fran Crumpler Aspiring Judges Fund
- Equine Welfare
- Prize Wall in Kind Donations

iii. Voting Item: Fran Crumpler Restricted Fund

The board voted to approve the restricted fund documents for Fran Crumpler Judges Grant.

c. Marketing Council

Amazon store and affiliate marketing efforts progressing, with initial successes and ongoing applications to key brands. We have been approved by Durango and Age of Learning.

i. Journal Ads

The annual journal project is performing well in advertising sales, especially for stallion ads; the business section needs additional support. Special thanks to Samantha and Kristen for all of their hard work.

d. Programs Council

Programs Council reported on the Youth Committee Activities

i. Youth Committee

The Youth Committee had great success in Ocala for the Jr. Judging with over 40 attending. Plus the Youth volunteers organized meet and greets known as the Road to the Roses where Youth are able to meet World Champion horses, riders and trainers.

Samantha also ran a very successful Jr. Judging at the National Academy Horse Show this year. The Jr. Judging has been growing over the last two years and Samantha has done a great job.

e. Competitions Council

i. Voting Item: Discipline Steering Committee Sport Horse of the Year Recommendations

Sport Horse Awards Ratified: Emerging Sport Horse of the Year is Harlem's Savoy and Jean Mutrux. Sport Horse of the Year is Nocturnal Question Heir owned by Carol Jones and the Sport Horse Owner and or Breeder of the year is Shayla Wetter of Blue Haven Stable.

ii. Judges Clinic Dates

2026 UPHA Annual Conference runs from January 15th – 16th in Las Vegas, NV at The Aria Resort & Casino.

ASHBA Convention runs from February 12th – 13th in Lexington, KY at The Campbell House.

f. Youth Council

No Report

g. Registry Council

The Registry Council had a number of items to be discussed and approved.

i. Voting Item: Registered Farm Names

Motions approved for allowing registered Farm names as suffixes grandfathering in all ready registered farm names.

ii. Voting Item: CH Proposal

Motions approved for CH proposal for USEF sub-divisions. A note was made that this change will take some programing to implement.

iii. Voting Item: Half Saddlebred Futurity Rules

Motions approved for Half Saddlebred Futurity Rules to adhere to deadlines.

iv. Voting Item: Equine Welfare Grant

Welfare grants approved for Dream Equine Therapy Center and Dreamscape, Inc., with emergency funding adjusted after council discussion.

v. Voting Item: Photograph

Motion approved for updates to photo requirements for registration to remove the need for additional photos.

A request was made for information regarding the Breeders Challenge Financials. The ED reported that information was provided in Boardable after the request at the last board meeting. A request was made for information regarding the Registry Trust Financials. The President mentioned that the Board does not directly manage the Registry Trust, the Registry Council does, per the merger document. The Council members may request that from the Registrar.

h. Governance Council

Amendments to the bylaws were reviewed and adopted, with key changes regarding membership voting, quorum special meetings and bylaw amendments.

5. Reports of Special Committees

a. Membership & Volunteer Engagement Ad Hoc Committee

i. Membership Drive Update

The We Want You Back campaign brought back 173 lapsed members in 40 days

ii. Board & Council Briefing Call

The Board & Council Briefing call was a success with 63 unique views during the live briefing and 592 views since that time.

iii. Committee & Volunteer Timeline

Call for 2026 volunteer and committee sign-ups and timeline shared with the appointments being made by January 19th, and the terms starting at the Annual Meeting.

b. Nominating Committee

i. Nominating Committee Nominations

Council and nominating committee updates provided, including timelines for volunteer recruitment and candidate material distribution.

c. Database Taskforce

i. Progress Update

- Phase 1-3 has begun
- USEF Meeting Concluded and plan presented
- Vibrant Brands Meeting Completed
- Service Provider Completed

d. Facilities Ad Hoc Committee

No Report

e. Audit & Internal Controls Committee

i. 2023 Audit Update

The 2023 audit is nearly finalized and then the 990 for 2023 will be amended.

ii. 2024 Audit Update

The Chair provided an update the 990 for 2024 will be submitted to the board for review electronically before being filed.

6. Executive Session

The board voted on and approved a \$1000 Holiday Bonus for the Executive Director.

7. Adjourn

Motion to adjourn