

ASHBA Charter Club Resource Guide

Join the Club. Celebrate the Saddlebred.



Caitlin
2022

Charter Club Resource Guide

The Charter Club Committee members assembled this guide to be a resource for all ASHBA Charter Clubs to help benefit their clubs and members.

Resource Guide Contents

- 2025 ASHBA Charter Club Listing
- ASHBA Programs
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- Working Together
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2026 ASHBA CHARTER CLUBS BY REGION

Region 1

California

Northern California ASHA
ncasha.org
Helen Roy
havroy@gmail.com
(415) 420-3216

Southern California ASHA
scasha.info
Cindy Kelledy
cindykelledy@gmail.com
(602) 616-6435

Colorado

Colorado ASHA
Coloradosaddlebred.com
Stacey Kipper-Perelli
Stacey0975@aol.com
(303) 619-8699

Arizona

New Mexico

Nevada

Utah

Region 2

Washington

Northwest Saddlebred Association
northwestsaddlebreds.org
Dana Johnson
danaanne@comcast.net

Alberta

ASHA of Alberta
saddlebredsofalberta.com
Paul Bentham
paul@sprucegrovefeeds.com
(780) 418-3983

Idaho

Montana

Oregon

Wyoming

British Columbia

Region 3

Iowa

Iowa ASA
iasaddlebred.com
Lindsey Calvert
Maplewoodfarmiowa@gmail.com
515-419-2618

Missouri

Mid- America Saddlebred Horse Club
midamericasaddlebred.org
Courtney
Morrillcourtneymorrill@gmail.com
(816) 506-3042

Kansas

Minnesota

Nebraska

North Dakota

South Dakota

Region 4

Texas

Texas ASHA
texasasha.com
May Chadick
mgizmoklein@att.net
(281) 787-9051

North Texas ASHA
ntasharidingclub.wixsite.com
Betsy Cowan
betsycowanrealtor@gmail.com
(972) 442-6438

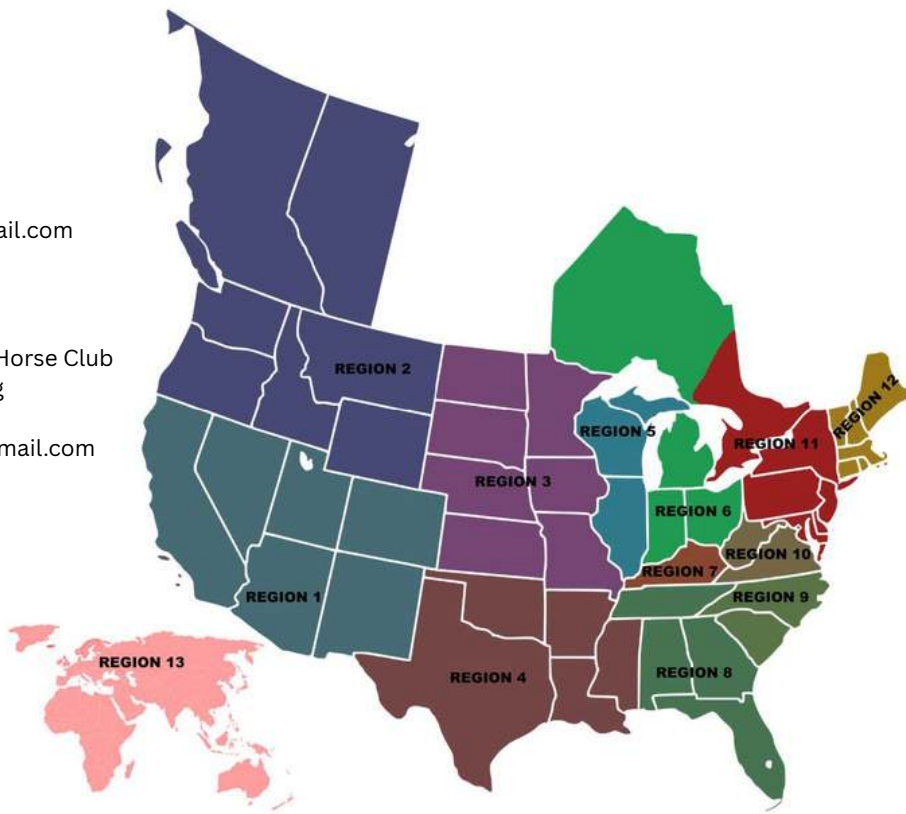
Louisiana

Louisiana ASHA
lasha.org
Tommy Benton
thbjr60@aol.com
(225) 938-7843

Arkansas

Mississippi

Oklahoma



Region 5

Illinois

Illinois ASPHA
laspha.com
Kristen Pettry
kristenpettry@gmail.com
(815) 347-4395

Wisconsin

Region 6

Indiana

Indiana Saddlebred Horse Association
indianasaddlebred.net
Corey Coover
babyhuey33_avs@hotmail.com
(317) 253-0697

Ohio

ASHA of Ohio
Ohiosaddlebred.com
Kelli Dreher
lynnwd@hotmail.com
(330) 635-6477

Michigan

Ontario (London)



The American Saddlebred Horse & Breeders Association
4083 Wing Commander Way Suite 50, Lexington, KY 40511
saddlebred.com | info@saddlebred.com | (859) 259-2742



2026 ASHBA CHARTER CLUBS BY REGION

Region 7

Kentucky

Kentucky ASPHA
kaspha.com
Charlotte Kurtz
charkurtz@att.net
(502) 727-7777

Kentucky Saddlebred Owners
& Breeders Assoc.

Fred Sarver
sarverequinellc@gmail.com
(859) 953-0265

Region 8

Alabama

ASA of Alabama
alabamasaddlebreds.com
Alicia Walters
erbentley79@gmail.com
(256) 572-6439

Florida

Georgia

ASHA of Georgia
www.ashag.net
Larry Schmidt
lawrence.schmidt@outlook.com
(404) 406-0994

Tennessee

East Tennessee Saddlebred
Association
easttnsaddlebred.net
Anita Miller
anitaamiller7@gmail.com
(423) 823-1740

Region 9

The Carolinas

ASA of the Carolinas
asacsaddlebred.com
Erin Fann
kwilliams2266@gmail.com
(704) 796-3057

Region 10

Virginia

ASHA of Virginia
ashav.net
Amanda Ohlson
skibeechsp69@yahoo.com
(276) 628-8877

West Virginia

Region 11

Pennsylvania

Pennsylvania Saddlebred Horse Assn.
pa-saddlebred.com
Mary Norman
mfreret@verizon.net
(610) 298-8087

New York

ASHA of New York
ashany.org
Theresia Giardino
teemagic@aol.com
(315) 723-7737

New Jersey

ASHA of New Jersey
ashanj.net
Leigh Whitman
lismis105@aol.com

Ontario (Toronto)

Delaware

Maryland

Washington DC

Don't see a club in your state?

Contact the closest club in your region
or contact the VERSA Charter Club:

American Saddlebred Versatility Association

saddlebredversatility.org
Carol Jones
amacrescj@gmail.com
(870) 540-7690

Or contact info@saddlebred.com
to find out how to start a club in your
area.

Region 12

Maine

ASA of Maine
mainesaddlebredassoc.com
Amber McAllister
amberlyndugan@yahoo.com
(207) 805-6345

New Hampshire/Vermont

Twin State ASAtwinstatesasb.org
John Lampropoulos
sheri2517@hotmail.com
(603) 770-0884

Massachusetts

Rhode Island

Connecticut

Region 13

International



The American Saddlebred Horse & Breeders Association
4083 Wing Commander Way Suite 50, Lexington, KY 40511
saddlebred.com | info@saddlebred.com | (859) 259-2742

ASHBA Programs

We consolidated some of the best practices from ASHBA Charter Clubs. The following are ideas that your club or club members can consider when trying to access ASHBA Programs:

- **ASHBA Grants**

- Share the Saddlebred Grants - helps support members, charter clubs and youth clubs with breed promotion.
- Horse Show Grants– funded through show application fees, supports financially challenged Saddlebred competitions.
- Breeder Excellence Fund – for breeders wanting to pursue educational opportunities related to breeding.
- Joyce Webster American Saddlebred Academy Grant - for existing and new Saddlebred academy programs participating at NACHS.
- Bruce Hanson American Saddlebred Welfare Grant - promote and support the welfare of American Saddlebreds.
- Emergency Welfare Grant – for rescue organizations when an emergency arises.

- **Youth**

- Youth Scholarships - email: scholarships@saddlebred.com
- Academy Awards – see other youth awards below!
- Junior Judging
- Youth Council
- Youth Clubs
- Saddle Time Awards
- Academy ALPHA Classes
- ASHBA National Pleasure Equitation Championship

Contact the youth department at youth@saddlebred.com for all things youth! Fun materials are available upon request such as, stickers, coloring pages, youth activity planning assistance and more!

Request your own Junior Judging in a Box to host a club sponsored Junior Judging event!

ASHBA Programs

- **Awards**
 - Youth Awards
 - High Point Awards
 - ASHBA Major Awards
 - Sport Horse Awards
- **Other**
 - National Select Series Program
 - Prize Programs – Futurities
 - CH Programs
- **Membership Information**
 - Reduced ASHBA Charter Club Membership Dues
 - Check out the ASHBA membership benefits here
 - *An ASHBA membership provides eligibility for all ASHBA awards and programs, plus the ability to conduct business with the registry.*
 - Email members@saddlebred.com with any questions.



Fundraising

- Apply for grants from ASHBA like the Share the Saddlebred grant.
 - This grant can be used for outreach events like Equine Affaire, Girl Scout events, and much more!
- Horse Show Grants
 - ASHBA Horse Show Grants are available for financially challenged American Saddlebred competitions.
- Contact Krispy Kreme or other restaurants in your area that donate to non-profits. You partner with a restaurant in your area, and anyone who comes in on a specific day and mentions your club, will have a percentage of their tab donated to your club.
- Look for local organizations that provide grants to other local non-profits.
- Identify something to sell at shows like horse treat boxes, that you can get either donated or at a discount, and then sell for profit.
- 50/50 Raffles, Reverse Raffles, Horse Poop Bingo, Chuck a Duck are all fun opportunities to raise money while involving horse show attendees.
 - Ask motivated youth to help sell tickets!
 - Be sure to check your state's raffle/gambling laws.
- If you have coffee/donuts in the morning at your show, put out a donation jar indicating it's for your ASHBA Club or Youth Club.



Promotion and Outreach

- Put on club hosted horse shows – [Horse Show Manual](#)
- Have a clean and modern website
- Use social media – Facebook, Instagram, Tik Tok to promote the Saddlebred and your Club.
 - Highlighting fun events, youth club offerings, and ways to get involve can help engage your club membership and beyond.
- Quarterly, Semi-Annual or Annual Newsletter
 - Utilize online tools such as MailChimp to send out digital newsletters to your club. Be sure to share these highlights to your social media pages.
- Set up a booth at an All-Breed show to promote the Saddlebred and local barns.
- Get coverage on local news if you are putting on a show. Most news stations enjoy covering local events and individual's achievements.
 - If you have a great charity you support that benefits the local community, the news will likely highlight the horse show. Identify reporters that do "local impact" type stories and message them via their email and their social media.
- Host a Club Podcast
- Organize a Share the Saddlebred event at a non-ASB venue
- Participate in a Horse Expo
- Host local Girl Scout troops to help them achieve their equine patches.

Be sure to reach out to ASHBA at programs@saddlebred.com to request outreach materials! Includes but not limited to stickers, brochures, coloring pages, flyers, digital banner design and more.

Volunteering

- Recognize a “Volunteer of the Year” to help incentivize volunteering at club events.
- Give club youth volunteer opportunities that count toward fulfilling mandatory hours for school, church or other clubs.
- Ask member parents to host a “career” night for older youth members or ask local equine professionals to join in as well.
- Make volunteering easy by using Google Docs or another easy sign up system for horse shows or other events.
- Identify members with skills that can be tapped to support the club like web design, social media/media outreach, non-profit experience, grant writing experience, event planning and more.
- Offer prizes or special incentives for volunteering.
 - Some clubs offer a volunteer raffle where all volunteers are entered into a raffle to win things like complimentary show fees.
 - Barn discount on a tack stall (1 per barn) or free tack stall for the barn with the most volunteers or a pizza party.
- Keep youth members’ parents involved as a lot of them would like to help, but don’t know how.
- Keep up to date contact lists of club members and volunteers.



Club Member Engagement

- Ask trainers to promote Club membership to new riders/clients and new rider parents.
 - Send flyers or brochures about the clubs to all barns in your area. Include membership forms or create an online membership option for easy access.
 - Trainer incentives on new members could help increase your club memberships.
- Offer an annual Club Banquet or Awards party to celebrate your members' achievements.
- Highlight the eligibility for High Point Awards within your own club and ASHBA.
- Access to discounts on ASHBA membership and resources.
- Contact local businesses to see if they would offer your club members discounts on items for being a member of the club.
 - Example 10% off at a local sandwich shop, tack shop, etc.
 - Could present membership card or another form of membership verification to receive discount.
- Use Google Docs or MailChimp to make it easy to sign up for club activities, volunteering, events, etc.
- Host a membership event during the club horse show as a meet and greet or social opportunity.
 - The club horse shows or events also provide an opportunity to have a club meeting since members should be in attendance.
- Encourage members to participate in the ASHBA Breed Ambassador program, originally started by the Charter Club Committee!



Youth Engagement

- An annual scholarship awarded to high point youth member (of your charter club).
- Start your own Youth Club within your charter club! This is a great way for your youth members to stay engaged with the club but also come together from different barns to partake in youth activities and more.
- Promote access to ASHBA Scholarships and ASHBA Youth Awards
- ASHBA Junior Judging – boxes available through ASHBA
- Encourage youth to qualify for ASHBA National Pleasure Equitation Finals – ASHBA scholarship provided to winner and reserve!
- \$500 club offered scholarship for the overall highpoint equitation rider (14-17).
- Opportunity for volunteer hours to help meet service hours requirements for school/church/club.
- Facilitate youth/mentor relationships *comply with SafeSport
- Member-only networking events (useful for older youth looking at job/internship/college opportunities).
- Have youth members do a “Live” or “Takeover” on social media, like Instagram for the club at a show.
- Set up barn visits in your region for youth members and youth clubs.
- Create a youth lounge or room with games, activities, prizes at horse shows.
- Contact ASHBA for coloring pages and more.
- Bring in a clinician just for youth members hosted at one of the barns or after a club horse show.
- Provide awards/incentives to encourage youth members to volunteer at shows.

Youth Engagement

- Get your youth members involved with the ASHBA Youth Council and help at regional and national youth events.
- Judge With The Judge – educate youth on judging and create knowledgeable exhibitors.
- Guest speakers – chiropractors, vets, nutritionists
- Non-horse activity like going out for ice cream, or a trivia night, bowling night or movie night.
- Art contest to design youth logo or sticker
- Scavenger hunt at horse shows
- Have youth take lead for any at-show fundraisers like Chuck a Duck or 50/50 Pony Toss.

Contact the youth department at youth@saddlebred.com for all things youth! Fun materials are available upon request such as, stickers, coloring pages, youth activity planning assistance and more!



Working Together

ASHBA and its Charter Clubs are dedicated to the promotion of the breed. Charter Clubs, established to expand recognition of and participation with American Saddlebreds in all areas of the country, have enjoyed outstanding growth in membership and services. ASHBA is committed to supporting the Charter Clubs and their members with a variety of growing resources designed to make promotion of the breed easier and more effective than ever. We encourage members to use ASHBA's resources, and communicate with ASHBA, the national breed registry and association. The following are ways we can work together to introduce more people to rewarding participation with the American Saddlebred:

- Forward a copy of your **Charter Club's Newsletter** to ASHBA at programs@saddlebred.com to keep the broader membership up to date on your club's activities.
- Inform your members of the **ASHBA membership** benefits. Having your membership stay informed and participate in these issues will strengthen both ASHBA and your club, and help the Saddlebred industry as a whole.
- Participate in **ASHBA Events**. Show the Saddlebred world that your club cares, make donations to ASHBA funds, send club representatives to the ASHBA Annual Meeting and Convention, and encourage club members to join ASHBA committees.
- Nominate your club for the **ASHBA Charter Club Breed Ambassador awards**. Active clubs can nominate for their region and national awards through earning points during the year for a multitude of activities.
- Involve your youth in **ASHBA Youth Programs**. ASHBA has a vibrant youth department with programs all youth members that love the American Saddlebred.
- Help promote **ASHBA Awards**. Have your club submit nominations for ASHBA major awards for outstanding individuals within your club.
- Keep your club active. Help us keep the national Charter Club listing up to date for any lesson/barn inquiries the ASHBA office receives.

Working together, we can continue to encourage the growth of members in our breed at all levels of participation.

Plan Ahead!

Important Dates for ASHBA Charter Clubs

- ASHBA Convention & Annual Meeting
 - Held annually during President's Day weekend in February, ASHBA holds it's Annual Meeting for ASHBA members.
- Charter Club Renewal
 - **April 30th** is the deadline to renew your Charter Club with ASHBA. Please submit the renewal form, renewal fee, current membership roster, current copy of club bylaws. Please consider making a donation to help support the Breed Ambassador program as well.
- ASHBA Award Nomination Deadline
 - Members wishing to make nominations should respond in writing explaining in detail why an individual is deserving of a specific award. The deadline for receipt of nominations is **October 1**.

Contact the ASHBA Office with any questions:

4083 Wing Commander Way

Suite 50

Lexington, KY 40511

859-259-2742

Info@saddlebred.com

www.Saddlebred.com

Staff Directory - [Click Here](#)

