

AMERICAN SADDLEBRED HORSE ASSOCIATION, INC.

Board of Directors Meeting
Thursday, February 16, 2012 at 4:00PM ET
Marriott Griffin Gate Resort, Lexington, Kentucky

MINUTES

Members Present: Judy Werner, President
Jim Ruwoldt, Treasurer
Betsy Boone, Secretary
Margaret McNeese, First Vice President
Chuck Herbert, Second Vice President
Mary Anne Cronan
Bret Day
Lisa Duncan
Robert Funkhouser
Louise Gilliland
Nelson Green
Minna Hankin
Germaine Johnson
William Marple
Scott Matton
Tandy Patrick
Lisa Sideman
William Whitley

Members Absent: Carl Holden

Others Present: Paula Johnson, Executive Director
Katriona Adams, staff
Scarlett Hall, staff
Rachel Brown, Dean Dorton Allen Ford
Fred Sarver, Kentucky State Fair Advisory Committee
Tammie Conatser, UPHA
Justin Provost, USEF
Jefferson Streepey, Counsel

- I. Roll Call/Establish Quorum/Consider Agenda/Adopt Rules of Order**
President Werner chaired the meeting. Mr. Herbert made a motion to accept the agenda, Ms. Duncan seconded the motion which was passed with all in favor.
- II. Introduction of Guests**
President Werner introduced guests.

III. Consideration of Association Minutes – December 19, 2011 meeting

Ms. P. Johnson explained that a friendly amendment to the draft minutes of the December 19, 2011 meeting had been made and a revised version was in the Board packets. Mr. Herbert moved approval of the minutes as presented, Mr. Matton seconded and the motion was passed with all in favor.

IV. Kentucky State Fair Advisory Committee Report

Mr. Sarver reported that four year old Sweepstakes classes for weanlings and yearlings will be added to the schedule at the Kentucky State Fair. A three year old Park class is also being offered for the first time. The list of judges is being finalized.

(Mr. Sarver left the meeting)

V. Financials

a. Audit Report

Rachel Brown of Dean Dorton Allen Ford provided a report on the 2011 audit and noted that the audit went very efficiently and smoothly. She reported that they found that the financial statements were presented fairly in accordance with generally accepted financial standards. She noted that the statements provided were in draft format and highlighted some changes from last year.

b. Investment Report

Mr. Whitley provided an investment report. He noted that we have been conservative on our investment policy which is good in this type of economy. The present portfolio is earning around 2.5%. He reported on some changes in our investments including the process of investing futurity money. He also noted that some of our investments are restricted in how they can be changed and how the funds can be used.

The Finance Committee has recommended separating the Registry investments and the Association investments. It was clarified that the Finance Committee reviews our investments periodically and operates under the investment policy previously adopted by the Board.

c. Technology Report

President Werner reported on the challenges with continuing to use our current database which is outdated and costly to maintain and to program. Ms. P. Johnson explained that we received three proposals regarding a new database and the proposal from USEF was the most responsive. Mr. Provost, USEF IT Manager, explained their proposal which includes the option of having a maintenance agreement once the database is complete. Data from our current system will be extracted and uploaded into the new

system. This system will allow for online capabilities for items such as automatic membership renewals and other online applications. It is anticipated that USEF IT staff could start work on the project around September 2012.

d. Treasurer's Report

Mr. Ruwoldt provided a report on financials as of December 31, 2011. He noted that we are under budget and are managing expenses well; however, it is not to the level needed. Mr. Ruwoldt and Ms. P. Johnson explained some changes to accounts between 2010 and 2011.

A discussion took place regarding the magazine, the Reference Directory, advertising, fund raising and corporate sponsors. It was agreed that a committee should be appointed to look into these areas.

Mr. Ruwoldt and Ms. P. Johnson explained the draft proposed budget. After discussion, Ms. Cronan made a motion to approve the proposed budget, Ms. Patrick seconded and the motion was passed with all in favor.

On a related topic, Ms. P. Johnson explained the estimated impact of the proposed computer upgrade during the development and finalization phases which was not included in the proposed 2012 budget. After discussion, Mr. Herbert made a motion to approve the USEF technology proposal and to embark on a fund raising campaign right away, Ms. Cronan seconded and the motion was passed with all in favor.

VI. Committee Reports

a. Strategic Long-Term Planning

Ms. Patrick explained that the Strategic Long-Term Planning Committee had reviewed all committees and has drafted policies which include principal functions of committee members and staff liaisons. The policies provide for separate Finance and Audit/Internal Controls Committees for the Association and for the Registry. The Executive Committee has approved the committee policies. After discussion, Mr. Marple made a motion to approve the committee policies, Ms. Boone seconded and the motion was passed with all in favor.

b. Marketing

Ms. Johnson reported that the Marketing Committee has held a couple of meetings with several good suggestions made some of which have been carried forward. We have contacted webmasters throughout the country to get a list of those willing to work for reasonable fees for any stables interested in having a website developed or enhanced.

c. Pleasure Disciplines

Mr. Matton reported on requests from the Pleasure Disciplines Committee.

The committee recommends moving the National Championship Pleasure Equitation Class to St. Louis and recommends adding a Juvenile Five Gaited Pleasure Division to the State Pleasure Horse Awards. They asked that we make sure we have awards categories for Country Pleasure 17 and under and for 18 and over. The committee is also recommending adding class specifications for Walk-Jog Western Pleasure to the USEF rules. Ms. G. Johnson made a motion to approve these recommendations, Ms. Gilliland seconded and the motion was passed with all in favor.

d. Youth

Ms. G. Johnson reported on activities planned for the Youth Conference which include a visit to the Horse Park Museum as well as to some local farms.

VII. President's Report

a. United States Equestrian Federation Convention

President Werner reported on some highlights of the USEF Convention for Saddlebreds which included CH The Daily Lottery as our nomination for USEF Horse of the Year and Debbie Foley was in attendance as a nominee for USEF Equestrian of the Year.

b. United Professional Horsemen's Association Convention

Mr. Herbert reported on the UPHA Convention which he noted was outstanding with several interesting forums and presentations.

c. Other

President Werner presented gifts to the outgoing Directors (Jim Ruwoldt, Louise Gilliland, Nelson Green and Germaine Johnson) and thanked them for their service.

VIII. Executive Director's Report

a. Election Results

Ms. P. Johnson provided an election report. A total of 733 valid ballots were received and tallied. The following individuals received the six highest vote totals and were elected: Betsy Boone, Randall Cates, Redd Crabtree, David Rudder, Kenneth Wheeler and William Whitley.

b. Staffing Report

Ms. P. Johnson reported that we did not replace the IT manager position. She explained that Brice Carr and Katriona Adams both have database experience and have been assigned as liaisons for IT issues and for the new database.

c. Request from Birgitta Anderson

Ms. P. Johnson explained a request that we have received from Birgitta Anderson for funding to send a judge to Sweden. After discussion it was

agreed that we would be willing to send an email to our email distribution list, however, that we would not be able to provide funding.

IX. Adjournment

With no other business, Mr. Ruwoldt moved adjournment of the meeting, Ms. Duncan seconded and the motion was passed. The meeting was duly adjourned at 7:20PM.

Submitted by:

Katriona Adams, staff