

American Saddlebred Horse Association, Inc.

Board of Directors Meeting Embassy Suites Hotel, Clark Room

Saturday, February 18, 2006
3:30 p.m. Eastern Time

MINUTES

[As approved May 16, 2006]

Members Present: William Blacklaw, Nancy Boone, Louise Gilliland, Nelson Green, Tim Lockard, Mary Ann Pardieck, Dr. Alan Raun, Kay Richardson, Fred Sarver, Misdee Wrigley, Art Zubrod.

**Arrived After
Meeting**

Commenced: Mary Anne Cronan, Vicki Gillenwater, Matthew Heiman, David Howard, Jim Ruwoldt.

Members Absent: Director Paul Treiber.

Others Present: UPHA President Randy Harper, Counsel Jeff Streepey, Executive Secretary Alan Balch.

I. The meeting was called to order at 3:30 p.m., and a quorum was present. As this was the first meeting of the newly-elected board of directors, Mr. Balch assumed the chair briefly and called for the report of the Nominating Committee for Officers.

II. Nomination and Election of Officers

Mr. Zubrod and Mr. Green reported that the Nominating Committee for Officers recommended that Mr. Sarver serve again as president, Ms. Wrigley as first vice president, Ms. Cronan as second vice president, Ms. Pardieck as secretary, and Mr. Howard as treasurer. Mr. Balch asked if all had agreed to serve and Mr. Zubrod stated they had. There were no further nominations from the floor and the officers were elected unanimously as presented.

III. Appointment of Nominating Committee, 2007 Board Election

Mr. Balch reported that the members had elected Betsy Boone and Carson Kressley to the Nominating Committee. Mr. Zubrod and Ms. Richardson were nominated from the board, both nominations were seconded, and there were no further nominations from the board. They were thereupon elected unanimously by the board to the Nominating Committee. Per the bylaws, Mr. Sarver then appointed Ms. Cronan as the chair, and she accepted the position.

Dr. Raun moved and Mr. Green seconded that the Nominating Committee be directed to provide two additional nominees for consideration by the members in 2007, as well as the six required by the bylaws for the third of the board that will be required to stand for election. During discussion, it was made clear that should this be agreed by the board, any of the nominees not elected to the board would not necessarily be "next in line" should a board vacancy occur thereafter. The board discussed the matter at length.

Upon voting, the motion failed by a vote of 6 in favor and 7 opposed, with one abstention (Ms. Cronan), and the president not voting. Mr. Treiber was absent and Mr. Ruwoldt had not yet joined the meeting.

By consensus, the board directed that the Nominating Committee and staff use all possible means, including outreach to Charter Clubs and through every possible avenue, to solicit suggestions from the membership for the Nominating Committee to consider.

IV. Consideration of 2006 Budget

Mr. Howard once again described the detailed material provided to the board, and reiterated the Association is in very sound financial condition. He and Mr. Balch noted that the budget calls for a pool to be reserved for merit increases for staff, one additional staff position, and some small amounts earmarked for advertising and marketing.

Following a discussion of possible advertising and marketing ideas, ***Dr. Raun moved and Mr. Zubrod seconded that the budget for 2006 be approved, and the motion carried without objection.***

V. Executive Secretary's Report

a. Convention Statistics

Mr. Balch reported that convention and Youth Conference attendance and financial support appeared to be at all-time highs, without exact figures available yet. ***Mr. Heiman moved and the entire board agreed to second his motion that the whole staff be commended for its commitment to the success of the***

convention and their service to the Association in connection with it. The motion was adopted by acclamation.

b. Marketing/Advertising Plan

Mr. Balch reiterated the previous discussion to some extent, and noted that a consensus on the future direction of the breed needed development if any advertising or marketing approach is to be successful. He stated that with the exception of some routine advertising customarily done, no advertising plan would be commenced without close communication with at least the Executive Committee, and preferably with the entire board, since the direction of the breed was at such a sensitive point and that any public approach might be seen to validate one or another conflicting point of view about directions to take. He stated that he hoped to use a combination of some university and private sector approach to market research, once needs were determined, and that it was possible that little of the allocated budget would be spent unless he were confident it would be cost-effective.

VI. Report from Registry Board, 2005

Mr. Sarver reported that the Registry directors had had a meeting early in the day, and advised the board of discussions relating to the Grand National program and the suggestion that the new board meet promptly to elect officers and then have an in-person meeting to take up pending business in April, if not earlier. A general discussion of Registry matters followed.

VII. Nomination and Election of Registry Board, 2006

The Nominating Committee for Officers made its second report of the meeting, chaired by Vicki Gillenwater. They reported that the bylaws require the 3 principal officers of the Association to serve as directors of the Registry. In that Mr. Sarver, Ms. Pardieck, and Mr. Howard have been elected president, secretary, and treasurer, respectively, those individuals are therefore directly placed on the Registry board. In addition, at least two additional members of the Association board must serve as directors of the Registry, and the Nominating Committee for Officers recommended that Dr. Raun and Mr. Ruwoldt serve in that capacity. Mr. Sarver asked if there were further nominations from the board for those positions, there were none, and the nominations were closed. Dr. Raun and Mr. Ruwoldt were then duly elected to the Registry board. For the four remaining positions, the Committee recommended that Ms. Joan Hamilton, Dr. Rick Luft, and Mr. Spencer Mains serve again, and that Ms. Anne Stafford also be elected a director, since Ms. Pardieck had moved to an officer position and Ms. Lilly was no longer a joint director, thus opening an additional position to be filled. Mr. Sarver asked if there were additional nominations, and there were none, with *Mr. Zubrod moving and Ms. Boone seconding that the nominations be closed and those individuals be elected to the Registry board. All concurred.*

VIII. Committee Reports

Mr. Sarver noted that with time running short, committee reports would have to be brief and couldn't cover all the business conducted.

a. Breeders

Mr. Sarver noted that since there was a disagreement on splitting Futurity in-hand classes by gender, the Breeders Committee favoring it and the Futurity Committee of the Registry opposing it, the Registry Board had decided not to recommend this be done, adopting the position of the Futurity Committee.

Dr. Raun asked what committee should take up the possible rule change requiring each section of a split class be judged and marked by a three-judge panel to the number of places required. Following discussion, ***Dr. Raun moved and Ms. Gilliland and Mr. Green seconded that this suggestion be placed on the April agenda of the Registry board for consideration, and the motion passed without objection.***

b. Competitions

Mr. Sarver and Mr. Balch noted that this committee had not yet been formed, and explained the thinking behind organizing such a group.

c. Education, Communications, Marketing

This committee is currently in the formative stages, and Sandy Lilly has been asked to chair it.

d. Equine Welfare

A brief meeting was held without a quorum present, described by Mr. Heiman, who suggested that the purpose and composition of the committee needed attention from leadership.

e. Pleasure Horse

Mr. Sarver noted that the committee had had a large and vocal meeting, and that he would attempt to secure a written report on it since Mr. Matton was not in attendance.

f. Sport Horse

The difficulties faced by this committee and the designation "sport horse" were discussed at length. Mr. Balch noted that these are all Saddlebreds, and that perhaps we need to speak of Saddlebred Dressage horses and Saddlebred Driving horses, by discipline, rather than the undefined term "sport horse." We have

unintentionally brought some difficulties onto the Association by fostering the idea that there are different interest groups, rather than one breed, and that in that light it could be that the whole committee structure needed to be reviewed in this regard. Ms. Gilliland spoke to the need for outreach to all Saddlebred breeders and owners.

g. Strategic Planning

It was noted that despite strong efforts, this committee had not been able to schedule a meeting since the October retreat. Mr. Zubrod and Mr. Ruwoldt pointed out that we need to diversify our committee membership, and perhaps expand some committees, so as not to have several key volunteers over-committed. The possibility of removing some initiatives from the Planning Committee was voiced, such as the Regional Championships.

h. Youth

The leadership of the Youth Committee was saluted for the record high turnout of young people for the convention and their activities. Ms. Richardson asked whether a Youth Coordinator would be appointed. Mr. Balch responded that this was a matter of semantics, in that the open position would be filled by a Program Administrator; that individual's duties, he said, would be largely committed to liaison work on youth programs, but not necessarily exclusively so.

Ms. Richardson suggested and moved that Showmanship be specifically recognized as a Youth Activity by ASHA for the 2006 show season, with the Youth Subcommittee to develop the rules for competing for year-end awards, Mr. Howard seconded, and the motion was carried unanimously.

Ms. Cronan moved and Dr. Raun seconded that scholarships be funded as has been the recent custom and practice, and the motion carried without objection.

IX. Old Business

Mr. Howard inquired about the vacant position on the board, created by the resignation of Carter Cox in January. Mr. Sarver responded that how to handle that vacancy was the prerogative of the board, and that it could wait to a future meeting if it so desired.

Mr. Howard nominated Scott Matton for the position, and the motion was seconded. Mr. Green nominated John Jones, and the motion was seconded. Mr. Heiman nominated Bret Day, and the motion was seconded. There were no further nominations.

Mr. Balch and Mr. Streepey advised that directors should mark a ballot with one of the three nominees, and that if no individual achieved a majority on the first ballot, the two individuals receiving the most votes on that ballot would be subject to a

second ballot. On the second ballot, Mr. Matton was elected to the board to fill the unexpired term ending February 2007.

X. New Business

Mr. Lockard briefly advised and inquired of the board about discussions he had heard regarding a possible new Saddlebred Museum building at the Horse Park. Mr. Sarver responded as to the status of communications between the Museum and the Association, and noted a joint committee has been meeting on the matter, and some correspondence has been reviewed which will be provided to the board.

With so many matters pending, several directors voiced the suggestion that another board meeting be held in April, perhaps during the Tattersalls sale, rather than waiting until the customary meeting in July.

XI. Adjournment

There being no further business, the meeting was closed at approximately 5:30 p.m. by unanimous consent of those present.

Submitted by: _____
Alan F. Balch
Executive Secretary