



**AMERICAN SADDLEBRED HORSE ASSOCIATION
MINUTES OF MEETING OF BOARD OF DIRECTORS**

July 9, 2013

A regularly-scheduled meeting of the Board of Directors (the “Board”) of the American Saddlebred Horse Association was held on Tuesday, July 9, 2013, commencing at 12:00 p.m. EST, pursuant to written notice dated July 4, 2013. The following Directors of the Board were present in person at this meeting: Betsy Boone; Randy Cates; Redd Crabtree; Bret Day; Bob Funkhouser; Jackie Hale; Chuck Herbert; Carl Holden; Germaine Johnson; Stacey Kipper; Margaret McNeese; Holly Nichols; Tandy Patrick; David Rudder; Janet Thompson; Kenny Wheeler; and Bill Whitley; and ex-officio Board member and Past President Judy Werner. Board member Leslie Rainbolt-Forbes did not attend the meeting. Also in attendance were Karen Winn, the Executive Director of the ASHA; Lisa Duncan, Registrar of the American Saddlebred Registry; Scarlet Hall, the Controller of the ASHA; Cynthia Lowell, the Communications and Technology Manager of the ASHA; Michelle Krentz Partridge, the Media Production and Marketing Manager of the ASHA; Fred Sarver, the saddlebred representative on the Kentucky State Fair Board; Tom Erffmeyer, President of the American Saddlebred Museum; Gary Garone, President of the UPHA; John Long, CEO of the USEF; and John Nicholson, Executive Director of the Kentucky Horse Park.

The meeting then proceeded as follows:

1. QUORUM; ADOPTION OF AGENDA; MINUTES. Tandy announced that there was a quorum for the meeting. Upon Motion made by Chuck Herbert and seconded by Janet Thompson, the Board approved the proposed Agenda for the meeting. Upon Motion made by Bill Whitley and seconded by Redd Crabtree, the Board approved and ratified the Minutes from the February 2013 Board Meeting.

2. PRESENTATION BY ASHA MARKETING COMMITTEE. Marketing Committee Chair Allen Bosworth led an inspirational and enthusiast Power Point presentation of the new ASHA Marketing Plan, which focuses on increasing membership in the ASHA; increasing new foal registrations; and increasing the number of saddle seat riding lesson programs, particularly in ‘underserved’ areas of the United States. A copy of this presentation is attached to these Minutes. A few highlights from the presentation are as follows: Allen – on increasing ASHA membership - we want to roll out the new Marketing Plan to the ASHA membership at our 2014 Convention; “positioning”: what would you say to someone who is running away from you that would make them want to own an American Saddlebred?; Charter Clubs should serve as “ambassadors” for the ASHA and our breed; need to focus on getting academy/lesson riders to join the ASHA; accountability: need to understand where ASHA dues money is going; need to

improve/expand the bottom of the pyramid! Bob – on increasing foal registrations – we need to create more demand for our breed in order to encourage the production of more foals; we need to work on establishing a “B” type horse show circuit/class series, to help bridge the gap between academy and show riders (need to encourage more ‘grass roots’ type horse shows – possibly provide that participation in “B” classes will not count as a qualifying class for park or pleasure at the WCHS); various new incentives established by the Registry to encourage breeding. Stacey – on increasing lesson programs – working on a comprehensive list of locations of current lesson programs; out of 165 colleges/universities that have equine programs, only 5 of these include saddle seat; 75% of ASHA youth memberships are academy riders (we need to incentivize the show riders to join).

3. REPORT FROM 2013 WCHS. Fred Sarver reported that there are 1600 entries to date for the 2013 WCHS, and 2400 stalls have been reserved. There is a need for a permanent solution to the loss of the stadium stabling. For 2013, futurity colts can utilize ‘holding stall’ area in the North Wing if they are stabled in a remote area. A question was raised as to whether the cutoff date for WCHS pleasure/park qualification could be changed from June 30 to July 15, so that results from the Lexington Junior League Horse Show could be included rather than having Junior League participation apply to the following year.

4. MUSEUM. Tom Erffmeyer encouraged Board members to attend the upcoming Museum art auction, to be held at noon on Saturday, July 13th, and he also mentioned the Museum’s new “Saddlebred Wall of Honor” where patrons could honor either a horse or a person.

5. UPHA. Gary Garone complimented the ASHA’s Marketing Committee on their wonderful presentation and noted that there is much overlap between our two organizations and that we should (and will) work together where appropriate. The 2014 UPHA Convention will be January 16 – 18 at the Intercontinental Hotel in Chicago, and the 2015 UPHA Convention will be in Savannah, Georgia. Plans are continuing for the 2016 “SuperConvention” of which the ASHA will be a part. Gary noted that the popular UPHA barn tours at the WCHS will continue this year, as well as the incentives sale for young horses at the American Royal in Kansas City in November.

6. REPORT FROM REGISTRY. Lisa Duncan reported that we now have 86 “Faithful Friends”, and she encouraged all Board members to participate in this program if they have not already done so. She announced that the new “My Meadows” program has been approved by the ASHA’s Equine Welfare Committee; this program enables a breeder or former owner of a horse to elect to be contacted if/when the horse is in a distress situation. The Equine Welfare Committee also authorized payment of vet bills incurred by Jim Miller, who recently lost everything in the Oklahoma tornado. There is approximately \$20,000 of equine welfare funds held in an investment account, and \$4,800 of equine welfare funds held in cash.

Lisa reported that 2012 registrations were down by 211 from this time last year, although the Registry did receive 78 new foal registrations during the first week of July which will be processed. Transfers were down by 201 from this time last year. The transfer fee was increased from \$50 to \$65 effective April 1, 2013. The Registry Board met on Monday, July 8th, and discussed possible Bylaw revisions where Registry board members would serve a three-year

term (rather than a one year term as currently provided); a special subcommittee appointed by Registry President Margaret McNeese will discuss this further and come back to this Board in October with a recommendation.

7. FINANCIALS. Board member Margaret McNeese, Chairman of the ASHA's Audit Committee, introduced the ASHA's accountants, Hicks & Associates, who presented the 2012 Audit to the Board and noted that the only adjustment was the \$99,000 adjustment to the ASHA's depreciation schedule to correct the useful life of certain assets. The IRS Form 990 tax return was also presented to the Board. Upon motion made by Germaine Johnson and seconded by Bill Whitley, the Board unanimously approved the filing of the 2012 900 tax return.

Treasurer Bill Whitley then presented financial statements to the Board for the period ending 5/31/2013, and complimented Michelle and the ASHA staff on welcome increases in revenue. Bill reported that we are currently realizing a 9.38% rate of return on invested funds. The ASHA Finance Committee will meet on Friday, July 12, and will discuss possible membership dues increase; the need to raise additional funds to finance the ASHA's technology/computer upgrade project; the need to invest excess equine welfare funds; and the initial draft of a budget for 2014.

The group also discussed the proposal for a new sign for the ASHA and the Registry; an anonymous donor has agreed to pay the cost of this sign. Following discussion, the group agreed that it would be best for the sign to direct visitors to the ASHA and Registry offices to enter via the prior main entrance to the Museum (right behind the statue), and for the ASHA and the Registry to have attractive and inviting directional signage explaining that our visitors need to ride the elevator down to the basement (we would like to "wrap" the elevator door, if possible, with ASHA info).

8. REPORT FROM MEDIA/PUBLICATIONS COMMITTEE. Media/Publications Chair Randy Cates reported that Michelle has done an outstanding job of selling ads in the Dailies for this year's WCHS! This Committee had a good meeting on Monday, July 8th, and discussed the possibility of offering a printed version of the eZine to members who paid an additional fee to cover publication costs (we would need 40 – 50% of our members to pay the additional charge – ASHA staff will work on a survey for our members, to ask if members are willing to pay the additional charge, and also to ask what members would like to see in the eZine). We are going to publish approximately 500 hard cover versions of the 2014 Journal, for advertisers and award winners. The popular First Timer ribbon presentation will be at 5:30 p.m. on Tuesday during the WCHS, and will be presented by sponsors World Champion Equipment and Independent Equine Insurance; it would be helpful to obtain demographic info on First Timers, if this can be included in the information that First Timers complete for the ASHA. We are bringing back the ASHA Membership Directory, last published in 2006, which will be published every other year commencing with 2014.

9. REPORT FROM YOUTH COMMITTEE. Committee Chair Germaine Johnson announced that we have 20 applicants for scholarships, and she urged everyone to attend the youth event on Thursday afternoon at the Red Mile.

10. REPORT FROM CONVENTION COMMITTEE. Committee Chair Jackie Hale reported that the 2014 Convention will move to the downtown Lexington Hilton hotel, where rates will be \$114/night, \$8 of which will be paid to the ASHA. Thursday of the Convention will consist of various Committee meetings (and ASHA Board Meeting), followed by various ‘classroom’ sessions on Friday that tie in with the new ASHA Marketing Plan (i.e., on breeding; AOT/versatility; and Internet marketing), and field trips on Saturday. Plans are continuing for the 2016 “Super Convention” among the UPHA, the ASHA, the Morgan and Hackney Horse Associations; during 2014, the ASHA will need to budget for payment of \$5,000 as ‘seed money’ for the 2016 Super Convention.

11. PRESIDENT’S REPORT. Tandy reported that various other equine organizations have announced their support for the proposed Amendments to the Horse Protection Act, and that the American Horse Council has asked for our support for this legislation. Bret Day mentioned that it is notable that our breed has never been cited for any violations of the HPA, and that the ASHA should ‘make a statement’ and support this legislation. Upon motion made by Janet Thompson and seconded by Bob Funkhouser, the Board unanimously agreed to support the proposed Amendments to the HPA [NOTE: the UPHA Board also voted to support these Amendments at its meeting on 7/13, and there will be a joint press release issued on this]. Tandy also reported that our outside counsel, Stites & Harbison, completed a new “Document Retention Policy” which has been reviewed and implemented by the ASHA staff. Upon motion made by Margaret McNeese and seconded by Janet Thompson, the Board unanimously voted to ratify and approve the new ASHA Document Retention Policy, which will be posted on the ASHA Website. Karen noted that following the implementation of the new Document Retention Policy, the ASHA staff has been clearing out numerous boxes of old records. Tandy also mentioned the summary of 2013 donations to the ASHA contained in the board materials, and stressed the need for 100% participation by board members going forward.

12. EXECUTIVE DIRECTOR’S REPORT. Karen Winn reported that Media Kits for the 2013 WCHS have been distributed to 250 prospective advertisers. All covers for the 2013 Dailies have been sold; a color center spread has been added to this year’s Dailies, and 2/3rds of these have been sold.

ASHA’s spring 2013 grant application to the USAET for our computer/technology upgrade project was not granted; other grant proposals have been sent to five other foundations, as well as to Bayer for a youth grant for the WCHS. Total fundraising to date for this project is approximately \$95,000. Karen encouraged board members to refer ideas to her regarding other family foundations that could be potential donors.

Karen reported that Dede Gatlin resigned from the ASHA staff in late April, 2013, and Michelle has assumed many of Dede’s former duties.

13. HIGH POINT RULE CHANGES. Betsy Boone presented two recommendations for changes to the High Point Awards program, which have been discussed by the Charter Club Council, namely, to require the owners of winners (and equitation winners) to be active members of the ASHA (not just members of ASHA Canada as currently permitted), and to require ASHA membership for all riders in order for a horse to be eligible for High Point awards, beginning with the 2014 program year. Both rule changes were unanimously approved by the Board, following a motion to approve the first rule change made by Redd Crabtree and seconded by

Randy Cates, and a motion to approve the second rule change made by Bob Funkhouser and seconded by Bret Day.

14. APPLICATION BY BLOWING ROCK FOR DESIGNATION AS A HERITAGE SHOW.

The Board reviewed this application, and determined that the Blowing Rock Horse Show exceeded the requirements for designation as a USEF “Heritage” Show. Upon motion made by Betsy Boone and seconded by Kenny Wheeler, the Board voted unanimously to recommend Blowing Rock’s application to the USEF, which will be communicated by Karen.

15. NEW BUSINESS. Randy Cates suggested that the ASHA Board should consider some way to provide special recognition to horse shows that Randy referred to as “audience” shows, where a significant number of people are in attendance at the show that are NOT “horse” people, such as Germantown, the WCHS, Shelbyville KY, and Devon PA. The group discussed the possibility of the formation of a “Horse Show Advisory Committee”, which Randy would be willing to chair. The group also noted that we seem to have too many horse shows, and often conflicts in dates.

Bob Funkhouser mentioned that we need to continue to pursue our recommendation to the WCHS to move the dates of the 2014 show such that the horse show would start on the weekend prior to the opening of the State Fair; Tandy will discuss with Mr. Rippitoe.

The entire Board expressed their thanks to Kenny Wheeler for his organization of the special class at Devon featuring winning hunt-seat riders showing champion five-gaited Saddlebreds; what a fantastic way to promote our breed!

16. NEXT MEETING. We look forward to seeing all ASHA Board members at our next in-person meeting, on Tuesday, October 29th at 5 p.m., and Wednesday, October 30th at 9 a.m. [NOTE: we intend to change the location for this meeting to the downtown Lexington Hilton hotel, which will be the location of our 2014 Convention, instead of Marriott Griffin Gate; Karen will provide further details]. There will be telephonic conference calls of the Executive Committee, and Board members are urged to participate in these also, on the second Monday of each month starting at 5:30 p.m. Eastern time; upcoming calls will be on August 12, September 9, and October 14.

Submitted by:

Tandy Patrick, President
American Saddlebred Horse Association

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