



4083 Iron Works Parkway

Lexington, KY 40511

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## AMERICAN SADDLEBRED HORSE ASSOCIATION

July 6, 2016

An in person meeting of the entire Board of Directors held on July 6, 2016.

**1. ROLL CALL:** The following ASHA Executive Committee members were in attendance at this meeting: Bob Funkhouser, David Rudder, Sandra Currier, David Mount, Tandy Patrick and Elizabeth Goth. Also present and welcome were ASHA Board members Candy Covino-Aversenti, Allen Bosworth, Bret Day, and Leslie Rainbolt-Forbes, Cheryl Innis, Holly Nichols, Donna Pettry-Smith, Susan Gephardt Shepard, Matthew Shiflet, Jenny Taylor and Kenny Wheeler Jr.... Also present by invitation were Bill Whitley, the ASHA's Executive Director, Michelle Krenz, ASHA Media and Marketing manager, Cynthia Lowell, ASHA Communications and Technology Manager, Scarlet Mattson, Manager of the Kentucky State Fair Horse Show, Edward R. Bennet KSF Board, Bill Carroll auditor from Strohman+ Co, Sonja Keating, SVP, General Counsel for USEF and Bill Moroney, USEF CEO of the American Saddlebred Association.

**2. ADOPTION OF THE AGENDA:** Upon motion made by Leslie Rainbolt-Forbes and seconded by Elizabeth Goth to approve the agenda for the July 4, 2016 board meeting, the motion was unanimously approved.

**3. APPROVAL OF MINUTES:** Upon motion made by Cheryl Innis and Elizabeth Goth made a second with the correction of adding his name as being in attendance at the

**4. INTRODUCTION OF OUR GUESTS:** Sonja Keating SVP, General Counsel for USEF reported the court system had returned a favorable ruling for USEF. The court ruled the science used by USEF in their drugs and medication cases was admissible and valid.

Bill Moroney USEF CEO spoke about USEF's work on creating a new strategic plan that would allow for more accountability, consistency and transparency. There has been over 1,000 pages of data compiled to help this effort move forward. The USEF is working with the staff, constituents and the affiliate organizations to become more consumer driven and user friendly. USEF is in the process of making their website a learning center for all members. There will be links to numerous breeds and other informational sites. The ASHA website will be one of these links.

Bill Moroney also let us know USEF partners with the American Horse Council. This helps protect us all on the Federal level. Both USEF and the AHC watch out for potentially detrimental legislation on a national level.

Scarlet Mattson manager of the Kentucky State Fair Horse Show updated us next. She let us know entries were





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arriving in the mail and it looks like there will be between 1,800 -2,000 horses for the 2016 show. Preparations are getting under way for this year's show, the horse show office trailer is being readied and set up and Stopher Walk will be getting new, brighter lighting. Scarlett will also look into having signs made to direct fair goers towards free seating upstairs for the matinee sessions. There will be two horses formally retiring this year, Marc of Charm and Callaway's Annabel Allison.

Edward R. Bennet from the Kentucky State Fair Board let us know there is a search on for a new CEO of the Kentucky State Fair Board. He has discussed the possibility of a Leachman. They both think this is a possibility.  
Jumbo Tron with Anthony

The question of golf cart safety and safe access to the show grounds was raised. Kenny Wheeler Jr asked if it would be possible to form a group to look into this matter. It was decided Bob Funkhouser, Edward R. Bennet, Scarlett Mattson and Bill Whitley would meet with the KY State Fair managers and work out a safe solution ahead of time. It was decided the golf cart rental agencies should be responsible for informing golf cart renters of all current usage and safety rules.

Edward Brown will be the person to contact to place an ad on the live feed.

**5. RATIFICATION OF THE EXECUTIVE COMMITTEE MINUTES:** Elizabeth Goth made a motion to approve the minutes and Cheryl Innis moved to second. This was passed unanimously.

**6. NOMINATION PROCESS TIMELINE:** David Rudder updated us on the ASHA nominating committee's work. There are six current directors whose term expires in January 2017: Bret Day, Bob Funkhouser, David Mount, Tandy Patrick, Susan Shepard and Matt Shiflet. Bret Day, Bob Funkhouser and Tandy Patrick are completing their second term on the Board, so they are not eligible for reelection. Of the remaining three Directors who are eligible to serve a second three year term, Susan Shepard and David Mount are interested in continuing to serve on the board; Matt Shiflet is not able to continue to serve.

David Rudder asked each Board member to help the Nominating Committee by submitting potential candidates.

**7. AMERICAN SADDLEBRED REGISTRY REPORT:** Lisa Duncan reported the registrations processed up to June 30, 2016 are 690. For the same period in 2015 the number was 654, for an increase of 36 more registrations processed this year. Transfers processed as of June 30, 2016 totaled 1,707. This is down 120 from 2015 when 1,827 registrations were processed as of June 30, 2015.





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Sandra Currier presented a set of rules for the Half Saddlebred Division. (Insert rules) Elizabeth Goth made a motion to adopt the new rules. With a second by David Mount. After discussion it was decided to change SB 103.3 to read "American Saddlebreds and Half American Saddlebreds may be shown with unset tails in any class without penalty." This motion passed unanimously.

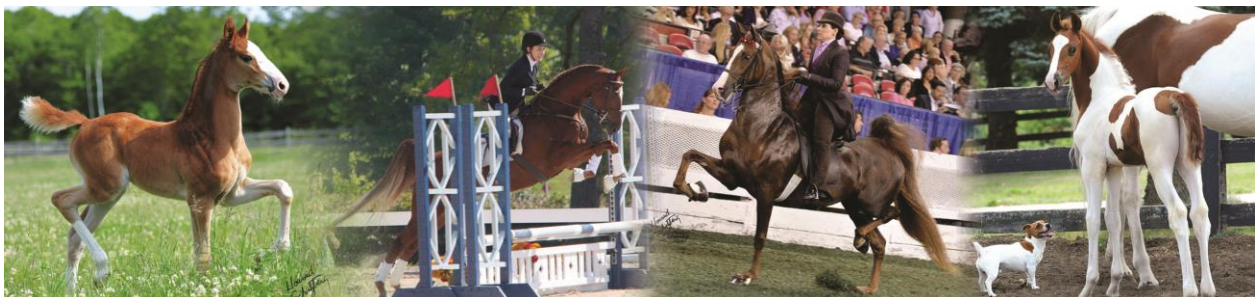
**8. "ASK ASHA ONLINE":** Cynthia Lowell gave a video presentation regarding the launch of ASK ASHA ONLINE. This will be added to the ASHA website and will allow any ASHA member the opportunity to ask questions of a rotating panel. We are hoping this will help out newcomers and Amateur owner trainers. A list of frequently asked questions will be gathered and posted also.

**9. STALLION SWEEPS:** Jenny Taylor brought us up to date on the progress being made on the Stallion Sweeps program. The Stallion Sweeps video is being added to the ASHA's website and we are looking to raise \$25,000. She explained each \$25.00 ticket entitles you to one chance on a stallion of your choice. The breeding so are nontransferable and may be used in either 2017 or 2018. Jenny is looking at adding mares for lease page to the Stallion Sweeps website for anyone needing a mare to breed. The drawing will be held on January 21, 2017 at 12:00 pm EST AT 4083 Ironworks Parkway, Lexington, KY 40511. Richfield Video will live stream the drawing to the ASHA/ UPHA Convention in New Orleans, LA. Each stallion will be drawn separately so there will be 15 drawings with 15 winners. A committee has been formed to allocate the funds raised from this drawing.

**10. FINANCIAL UPDATE:** David Mount reported to us the ASHA will realize a savings of approximately \$6,000.00 a year by moving our acc1ounts from Chase Bank to Bank Of the Bluegrass and Trust. David is still working on updating our investment strategies and is still interviewing investment advisors. Our current investments are down about four percent. Accounts receivable are down 37%, our overall membership is up 4% and a 2% drop in revenue. David Mount met with the treasurer of The ASR and is working towards a reciprocal agreement between ASHA and ASR for dealing with people who are in arrears. David introduced William Carroll. Mr. Car. In short though he felt the ASHA had no difficulties, management was on board and there was no conflict of interest, we are in accordance with accounting principles generally accepted in the United States of America.

**11. HUMAN RESOURCES REPRESENTIVE:** Allison Pettrey of the Hanna Resource Group joined us and let us knows about what she will be helping ASHA with. Her short term plan is to make sure we are in compliance with the Fair Labor Standards Act, organize personnel files and to create and streamline the Human Resource processes. Her long term plan is to help the administration set up office guidelines and job descriptions.

**12. MEMBERSHIP UPDATE:** Executive Director Bill Whitley updated us on the USEF's policy of charging \$20.00 to





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renew a membership by phone. After discussing the USEF's policy the ASHA Board felt, with the extra time involved, it would be reasonable for the ASHA to also charge \$20.00. Kenny Wheeler Jr. made the motion" that any membership applications completed via phone will incur an additional \$20.00 charge ". David Mount moved to second and this motion passed unanimously.

All is an auditor from Strothman+ Co. His report is included

Mr. Whitley had done some research on a reciprocity agreement between the ASHA and the ASR and in the records it was noted that on September 1, 2005 it was agreed upon that if one was a member not in good standing with one organization one would be prevented from doing business with the other organization. After discussion Sandra Currier made a motion to change "member not in good standing "to" member in arrears" also adding a timeline of 90 days in arrears. Susan Shepard moved to second and this passed unanimously.

**13. 125<sup>TH</sup> ANNIVERSARY CELEBRATIOAN:** Allen Bosworth spoke on the plans in place to celebrate the 125th Anniversary of the American Saddlebred. The ASHA Website has been updated and is promoting this celebration. When users of the website click on the "About Us" tab they have the option of clicking on our new tri-fold, the 2015 Local Marketing Highlights from the Charter Clubs or the American Saddlebred breed profile from "Horse Illustrated ".

Each month the Charter Clubs are sharing their promotional activities. One of the Northwest clubs made trading card decks of their Hall of Fame Honorees. Alan thought this might work really well for the ASHA using past famous horses, riders and memorable duels. This will be implemented at the Kentucky State Fair.

Betsy Cowan of the North Texas Saddlebred Association has partnered with Ride TV. Viewership is 5 million homes right now for Ride TV. In order to partner with them we would have to allow them booth space and signage at some of our shows , share links, place the Ride TV logo on our website, allow a full page ad in ASHA associated publications and share mailing addresses. In turn the ASHA 500 thirty second commercial spots, sharing of our ASHA logo on their web site with a hyperlink, inclusion in the 2016 Horse Fair and one featured blog post per month . David Mount and Alan Bosworth have drawn up a proposal to formalize this partnership. Bret Day made a motion for the ASHA Marketing Committee to move forward with partnering with Ride TV and developing ads. Kenny Wheeler Jr. Moved to second and this was passed with unanimously and enthusiastically. Lauren Ashe will be helping to develop the ads. (Insert strategic alliance agreement)

Allen told us of an idea submitted by Nealia McCracken. She has proposed putting together a Fantasy Horse Show. This would be along the same lines as Fantasy Football and might entice non - horse owners into watching shows. It could include Fantasy Show Stables or Fantasy Show Strings.





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**14. YOUTH SCHOLARSHIP:** Elizabeth Goth was very pleased to announce that out of 14 applicants three recipients had been picked. Shelby Erickson from Elizabethtown, KY. Shelby rides with Hillview Stables and plans to attend the University of Louisville.

Rachel Sanford from Mooresville, NC. Rachel rides with Boone's Farm and Stables and plans to attend Campbell University. Emily Burg from Scottsdale, AZ. Emily rides with Bridleway Stables and plans to attend the University of Kentucky.

Elizabeth told us the Youth Committee is setting up Shadow Program. This program would allow youth to shadow trainers and other professionals in the equine industry.

At this point Cheryl Innis made a motion to adjourn, a second by Alan Bosworth followed and the motion was approved unanimously. At 3:56 EST the meeting moved into executive session.

