



4083 Iron Works Parkway
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AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Friday, July 13th, 2018 – 12:30 PM DST

An in person meeting of the entire Board of Directors was held on July 13, 2018 – 12:00 PM at Offices of Bingham Greenebaum Doll LLP.

1. **Call to Order** – David Mount
 - a. **Roll Call:** The following ASHA Executive Committee members were in attendance: President, David Mount; Secretary, Owen Weaver; Treasurer, Leslie Rainbolt-Forbes. Executive Committee Members, Elisabeth Goth, Holly Nichols, Kristen Cater and Donna Pettry-Smith. Also present and welcome at the meeting were Candida Covino-Aversenti, Allen Bosworth, Sandra Currier Cheryl Innis, Emily Lee, Joe O’Brien, Evan Orr, Tandy Patrick, and Jenny Taylor. Also present were Lisa Duncan, Kim Skipton, Judy Werner, Karen Richardson, Terri Dolan and Cynthia Lowell.
 - b. **Adoption of Agenda:** David proposed to make a change to move Strategic Planning Committee Report to #3, and Finance Committee Report to #6 to accommodate presenters. Motion was made to amend and approve the agenda.
 - c. **Ratify/Approval of ASHA Board & Exec. Committee Meeting Minutes:** Motion to approve the minutes for April 02, 2018 was made and seconded. Motion carried.
2. **Introduction of Guests** – David Mount introduced the guests.
 - a. **Rob Brewer** – Raymond James
 - b. **William Carroll** – Strothman and Company
 - c. **Cece Hagan** – Strategic Planning Committee Co-Chair
 - d. **Chuck Herbert** – ASHA Licensed Officials Task Force Chair
 - e. **Smith Lilly** - UPHA
3. **Strategic Planning Committee Report** – Cece Hagan reported that the committee is progressing in a positive matter with help of Paul Chewning, Trek Associate. The committee met numerous times and conducted a workshop during the Rock Creek Horse Show. They had several trainers, and AOT attendees representing various voices and opinions. The committee developed a proposed Vision (ASHA is the gold standard of the equine industry) & Mission Statement (The mission of the ASHA is to promote and protect the American Saddlebreds horses with the highest ethical standards). Underlying core values and objectives were created as well for Strategic Planning. The four core values are Welcoming; Growth Minded; Committed to the integrity; and Dedicated to the well-being of our members and the breed.
4. **UPHA Update** – Smith Lilly reported that they had a board meeting on 7/15/2018 Terri Dolan was present to meet the members of their board. UPHA is excited to work with Terri Dolan and the UPHA’s goals are very much





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aligned with ASHA's. Some of the programs he covered in his report are the Young Horses in breeding, UPHA American Royal National Championship, UPHA Jackpot Sale, Annual Conference in Palm Springs, CA, Education Committee, Ribbons of Service, and the Riding Program booklet.

5. Finance Committee Report

- a. **Raymond James Investments** – Rob Brewer provided a summary of the investments and the account is being rebalanced and consolidated.
- b. **ASHA Audit Presentation** – William Carroll, CPA of Strothman and Company gave his report and the financial statement disclosures for the 2017 are neutral, consistent. In short, he felt that we are in accordance with accounting principles generally accepted in the United States.

6. Licensed Officials Task Force Update

- Chuck Herbert presented his report with financials, showing a revenue from the webinar held on Feb. 26-27, 2018 of \$3,979.72 with total expenses of \$2,220.28. The In-Person Clinic held in Lexington, KY on April 10-12, 2018, made a profit of \$2,497.35 with total expenses of \$4,402.65. Chuck also provided the Policies and Procedures with requirements for the applicants attending the clinics and the ones interested in the promotion program. He went into details regarding changes being made with the qualifications needed to become & stay a judge.

7. Bylaws Committee Report

– Tandy Patrick went over the updated changes in the bylaws of the ASHA. Some of the changes mentioned are consolidating the Junior memberships into one (Junior Competing). Keeping the Fan membership with upgrading options. Tandy also mentioned the dissolving of the Executive Committee since the ASHA BOD currently meets monthly on conference calls and see the need to help vote and make decisions instead of meeting in person 3 times a year. Tandy also mentioned a change with the process of election of directors to only provide it by electronic ballot. Paper ballot will be mailed to members that request it. Also, it was proposed to adjust the number of required nomination of candidates that the BOD members are encouraged to provide to be changed from 3 to 1. A motion was made to approve the proposed changes to the ASHA Bylaws.

8. Registry Report

– Sandra Currier gave her report for Registry. The registry board has agreed to continue with the Wednesday Call/Walk-in for few more weeks. Also the registry board has approved amnesty transfers. Sandra also mentioned the new ASR Four-Year-Old Hunter Sweepstakes program. The registry statistics is listed below:

- a. **Registration:** Completed YTD: 613, compared to 2017 in June of 774, with a decrease in 161 in registrations.
- b. **Transfers:** Completed YTD: 1483, compared to 2017 in June of 1501, with a decrease in 18 in transfers.

9. Pleasure Disciplines Committee Report

– Sandra Currier delivered a request from the Pleasure Disciplines Committee of the discussed rule changes to the USEF Hunter Country Pleasure Rules to be approved by the ASHA Board to submit to USEF with a proposed effective date of April 1, 2019. A motion was passed and approved the rule changes.





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10. **Youth Scholarship Update** – Elisabeth Goth stated that the scholarship committee met on June 26 to go over the scholarship applications that they had individually reviewed and scored. This year there were 22 submitted but only 18 eligible for selection. We were able to award three scholarships this year at \$5000 each. The winners are: Elizabeth Brewer, Wade, NC; Emma Twombly, Carlsbad, CA; Kaeli McCarty, Simpsonville, KY. The board has accepted the recommendation from the scholarship committee.
11. **ASHA Daily and App Update** – Terri Dolan introduced the new ASHA App and discussed advertising opportunities on ASHA App / Daily magazines. Cynthia Lowell gave a live presentation of the ASHA App and went over all the features that the app will provide to our members. The features include Entries and Live Results, Judges' Cards, Daily and Youth Activities, Completing an online for the WCHS First timers, Vet and Farriers contacts and much more. Cynthia is in the process of putting together a help section on the app and online and will provide links to download the app and produce announcements to the membership when the app is open to the public to download.
12. **Marketing Committee Report** – Allen Bosworth (chair of the Marketing Committee) gave his presentation on key initiatives that the marketing committee has been working on. The three key initiatives are 1. Paid Media for 2018, 2. Social Media Video, and 3. Leverage ASHA Membership Survey. Paid media included the production of the landing pages and the recommendation of distribution of funds for online paid advertising digitally, online search platforms and social media. The social media video is concentrating on editing and cleaning up the video materials available on the YouTube channel.
13. **President's Report**
 - a. David announced that we will be offering healthcare as a pilot program to our membership.
 - b. David proposed that Donna Pettry-Smith fill the seat of USEF National Breeds and Discipline Committee, a motion was passed and approved it unanimously.
 - c. David suggested that the association assist with Stallion Sweeps program and take over the advertising expenses to help maximize the payout and keep within the gaming rules in order not to lose the licensing. Elisabeth Goth made a motion and Allen Bosworth seconded the motion, with a unanimous approval from the board.
 - d. Jenny Taylor announced that three new horses were added (Gothic Revival, My Royale Flush and Sir William Robert) since three horses dropped off the list from last year's Stallion Sweeps program. She presented the promotional video.
 - e. David gave an update about the US Safe Sport Center and USEF Suspended list.
14. **New/Old Business** – There were no New/Old Business to discuss.

David Mount moved to adjourn the meeting at 4:50 PM and it was passed unanimously.

