



4083 Iron Works Parkway
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To: Horse Show Mangers & Show Secretaries
From: Terri Dolan, Executive Director ASHA, David Mount President ASHA

Date: February 13th, 2019
Re: Competition Recording Form & "Fill The Stands" Playbook

At the American Saddlebred Horse Association our objective is to support our horse shows in all areas of the country. We understand the importance to our breed to have shows that owners, trainers and breeders can compete and enjoy our wonderful breed. We also understand that it is getting harder and harder for shows to break even and every nickel matters.

This has been a year of many changes regarding requirements for Affiliate Organizations under our National Governing Body, USEF. They are also learning through this process of working with the Government appointed entity, SAFE SPORT, and many requirements that they have communicated to the Affiliates are changing as they maneuver through these areas with SAFE SPORT.

ASHA was told early on that all our members had to take SAFE SPORT training and that we would be audited by USEF to ensure we were compliant. This has been modified and now the requirements are individuals competing at USEF shows must be a USEF member and have taken SAFE SPORT training.

Based off this new information we want to communicate the changes that are important to our Horse Show Managers and Secretaries.

Important Changes:

- **Elimination of Recording Fees:** Based on feedback from our Show Managers and Secretaries we are eliminating the recording fee in 2019. Any show that has paid the fee will be reimbursed. New Competition Recording Form attached on this [link](#).
- **ASHA Membership Requirements:** Beginning with the 2019 show season all owners, riders, drivers, handlers and trainers of American Saddlebred horses showing at shows recorded with the ASHA must be ASHA competing members to have their points counted for KSF/WCHS Qualifying, National Pleasure and ASHA High Point Awards.
- **Revision of Accountability for Banned People:** All horse shows recorded by the ASHA must make a good faith effort to prevent individuals appearing on the Safe Sport banned or suspended list from participating at their shows. The ASHA realizes that mistakes happen from time to time and if a show mistakenly allows an individual on the Safe Sport banned or suspended list to participate at their show, the ASHA will not record any show results from that individual. Other exhibitors at the show will have their show results recorded by the ASHA. The ASHA reserves the right to disassociate from shows that willingly or repeatedly allows individuals on the Safe Sport banned or suspended lists to attend, compete or participate at their show.





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- **“Fill the Stands”**: The ASHA created a “Fill the Stands” playbook to help horse show organizers fill the stands and make their shows more profitable. The playbook shares the expertise of R.H. Bennett and Cece Hagan, who have contributed content based on their experience planning shows and the marketing needed to make them successful. The playbook is available through this [link](#) or on the ASHA website under the member section and resource heading.
- **USEF**: The ASHA continues to work with the USEF to help educate them on non-USEF licensed competitions. The press release from the ASHA earlier this week highlighted an area of clarification from the USEF specific to these competitions. USEF affiliates are not required to enforce USEF Safe Sport Training requirements on persons attending non-USEF licensed competitions associated in any manner with a USEF Affiliate. However, USEF Affiliates are required to prohibit any individual on the Safe Sport suspended or banned list from participating in any activities of the USEF Affiliate including participating in Affiliate associated competitions.

We know there are still questions from show committees regarding SAFE SPORT and we are available for phone calls with your show committee or charter club to help you maneuver through these times. Please do not rely on social media for the right answers. We are learning as well through this process and if we do not have the answer, we will work to get the answer.

Feel free to call me at any time at 859-259-3888 (direct line) Terri Dolan, Executive Director, ASHA.

