



The mission of the ASHBA is to promote and protect the American Saddlebred Horse with the highest standards of integrity and guarantee the purity of the breed through the recording of pedigrees and the transfer of ownership of the American Saddlebred Horse.

Communications Committee Charter

Definition

The Communications Committee shall assist the American Saddlebred Horse and Breeders Association (ASHBA) staff in managing external communications activities to promote the organization in a positive manner, serve the needs of the membership, and assist in making the membership aware of important information. Members of this committee are appointed by the President of the Board and are accountable to the Board of Directors (BOD) of ASHBA. This is an ad-hoc committee.

Following are the primary responsibilities of the Communications Committee:

1. Provide content suggestion, editing and oversight for weekly and other periodic communications including:
 - a. Provide input to communication schedule
 - b. Create and edit communications concerning ASHBA initiatives
 - c. Coordinate with the Marketing Committee for ASHBA website content

All communications on behalf of ASHBA must be released through ASHBA staff and appropriate channels. Significant communications pertaining to ASHBA policy and/or BOD actions must also be reviewed by the BOD.

Meetings

The Communications Committee meets monthly.

2022 Objectives

- Increase membership awareness of ASHBA programs
- Educate membership on industry topics
- Engage membership to participate/support ASHBA activities

Committee Members

NAME
Joan Todd <i>Chair and Board Sponsor</i>
Jessica Cushing <i>Staff Liaison</i>
Allen Bosworth
Ali DeGray
Helena Moreno



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NAME

Caroline Boone

Patricia Fennessy

Alexandra Harper

Andrea Seybert Williams