

# American Saddlebred Horse Association

Board of Directors Meeting  
Monday, July 9, 2007  
11:45 a.m. Eastern Time

United States Dressage Federation Offices,  
Kentucky Horse Park,  
Lexington, Kentucky

## MINUTES

(As approved September, 13, 2007)

**ASHA Board Members Present:** President Fred Sarver, First Vice-President Misdee Wrigley Miller, Second Vice-President Vicki Gillenwater, Treasurer David. L. Howard, Secretary Mary Ann Pardieck, Directors Bill Blacklaw, Mary Anne Cronan, Nelson Green, Scott Matton, Dr. Alan Raun, Kay Richardson, Jimmy Robertson, Jim Ruwoldt, Paul Treiber, Judy Werner, Art Zubrod.

**ASHA Board Members Absent:** Louise Gilliland, Tim Lockard.

**Others Present:** Counsel Jeff Streepey, Registrar Alan Balch; Staff Katriona Adams, Will Wood, Daniel Rieffer and ASR Board members Dr. Rick Luft, Spencer Mains.

### I. Quorum

Mr. Sarver called the meeting to order at 11:45 a.m. ET and Mr. Balch verified a quorum was present.

### II. Consideration of Minutes

*Ms. Pardieck moved that the minutes of the previous three meetings, held February 15, February 17 and March 13, 2007, be approved as circulated and presented, Mr. Howard seconded with an amendment to reflect that he was not present at the February 17<sup>th</sup> meeting. The minutes were unanimously approved as amended.*

### III. Authorization of Executive Committee (Bylaws, Article IX)

*Ms. Cronan moved to authorize the Executive Committee as outlined in Article IX of the Bylaws, Mr. Howard seconded, and the motion carried unanimously.*

### IV. Treasurer's Report

Mr. Howard noted that there were individual statistics for the Registry and the Association included under Tab 4 in the Board packet. He noted some variances between this year's report and last year's that Mr. Balch addressed.

Mr. Howard summarized a report from Merrill Lynch regarding the investment accounts. Ms. Werner and Mr. Balch discussed the purpose of the Belle Elegant Fund. *Mr. Sarver*

*moved that the Treasurer's Report be approved as circulated and presented, Ms. Werner seconded, and the motion carried unanimously.*

**a. Consideration of Fee Revisions**

Mr. Howard described the fee recommendations. Ms. Richardson noted that not much money would be saved by increasing the junior membership fee from \$50 to \$60 and recommended leaving the junior fees as they are. *After some discussion, Ms. Wrigley Miller moved that the association fees be increased as recommended, a second was received, and the motion carried with one opposed and one abstention.*

**V. President's Report**

Mr. Sarver called upon Mr. Robertson who reported that he would need to leave for a UPHA meeting; however, he would like to get the Board's opinion on some matters to be discussed at that meeting. The first item was about requiring Roadsters to be registered. The second item was regarding the 30-day rule for people doing business with a judge and the 90-day rule for showing a horse in front of a judge. This is outlined under USEF GR804. After some discussion, a 'straw' vote was requested on the issue of opening up Roadsters to allow part Saddlebreds. None were opposed.

Ms. Cronan noted that the Roadsters have made it very clear that they have gone above other groups with the 90-day rule so it may be difficult to persuade them to change.

Given the presence of a guest, Mr. Sarver then took one additional item out of order.

**VI. University of Kentucky's/Gluck Center Grant Report and Consideration**

Dr. Ernie Bailey from the Gluck Center reported on research already done on Lordosis and also outlined a proposal for further research. It was noted that we need parameters from Dr. Bailey on what horses should be tested. Dr. Bailey will work on a formal proposal to include these parameters. *Mr. Sarver moved that the Executive Committee be authorized to vote on the proposal from Dr. Bailey, Ms. Pardieck seconded, and the motion carried unanimously.*

**[Continued] President's Report**

**a. Registry Board of Directors Meeting**

Mr. Sarver reported on the fee changes approved by the Registry Board and noted that they also agreed to review fees every two years.

**b. Building Plans**

Mr. Sarver provided an update on plans to expand the museum building.

**VII. Executive Secretary's Report**

Mr. Balch reviewed new statistical data as of July 3, 2007. He noted that registrations were up by the end of June and this may be due to the new deadline for Futurities.

Mr. Balch discussed the proposal from the Kentucky State Fair regarding Pleasure and Park Horse Qualifying Requirements for 2008.

#### **a. Advancement**

Mr. Balch introduced William Wood, Advancement Manager. Mr. Wood presented an advancement proposal including overall goals. He noted that effective dates were not included at this time. He explained that we will be targeting different constituencies using different approaches: Owners, Breeders, Competitors, and Recreational Participants. We will also develop programs and relationships with: Sponsors, Suppliers, and Licensees. We will analyze current programs and determine why some of them have good participation and others do not. Mr. Wood was asked to distribute these numbers to both Boards, i.e. the numbers participating in various programs including State Futurities.

Mr. Wood discussed promoting overall participation in recreational riding. Mr. Wood will be developing contacts, and will be working on informing people of member benefits. He relayed that Mr. Robertson has some ideas for a trail ride as a Fall Fund-Raiser. Mr. Balch noted volunteer participation in fund-raising projects is essential to their success.

Mr. Wood reported on some new online projects such as integrating EBay into the auction, linking our store to EBay and a section on the web site for online donations. The online stable search has been updated to include a feature box where stables can be listed at the top of every search for a \$50 annual fee. A new section titled 'Discover Saddlebreds' will be geared towards people who are not familiar with Saddlebreds.

Mr. Rieffer presented some changes to the Web site including a new forms page, a new FEI section, and updated sweepstakes section. He reported that promotional brochures have been placed on the web site. Videos are also being placed on the site and plans are underway to add additional videos. A new section titled 'My Saddlebred Space' will be set up just like YouTube where people can post information about themselves and their horses.

Mr. Balch noted that the pedigree page could be expanded to include photos and even videos of each horse. There could also be a section for information and videos on grass roots. All these create more sections for advertising. He noted that posts to the Web site will not be automated to provide staff review of the content.

Ms. Werner asked when applications for registration will be made available online. Staff will pursue this.

Mr. Balch reported that it is possible to put our Membership Directory onto a flash drive which could be updated from the website.

Ms. Newell and Mr. Wood are working with Ms. Richardson on preparations for the auction. Mr. Wood reported that auction items will be photographed and put online. Mr. Howard suggested that we focus on the items which will create the most amount of revenue and that we specify what each item will support.

Mr. Rieffer reported on plans for the Saddlebred Center at the Kentucky State Fair this year. Two computers will be available for visitors to use. Forms will also be available. Mr. Balch felt that we should really advertise and push this. Mr. Zubrod suggested announcing it from the center ring. Mr. Matton suggested asking the Crow's Nest to advertise it. Ms. Cronan suggested having tag lines on the TV's going to the barns, score boards and corner boards. Mr. Zubrod asked if we could have wi-fi at the center. It was

noted that wi-fi is already available at the State Fair facility. Mr. Balch suggested having a sign notifying people that wi-fi is available at the Saddlebred Center.

**b. Regional Championships**

Mr. Balch discussed the proposal for rules for Regional Championships and asked that everyone carefully read through it. He noted that we will need to announce the 2008 Regional Championship shows within the next month. Mr. Sarver asked that this proposal be deferred to the Executive Committee meeting.

**VIII. Old Business**

No old business was raised.

**IX. New Business**

**a. Cowgirl Hall of Fame Nomination**

*Mr. Sarver moved that Michele Macfarlane be nominated to the Cowgirl Hall of Fame, Ms. Pardieck seconded, and the motion carried unanimously.*

**X. Adjournment**

The meeting was adjourned at approximately 2:20P.M.

Submitted by: \_\_\_\_\_

Alan F. Balch,  
Executive Secretary

Katriona Adams,  
Registry Associate  
August 1, 2007