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**AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING**
Monday, September 10th, 2018 – 5 PM ET

1. **Call to Order** – David Mount
 - **Roll Call:** The following ASHA Executive Committee members were in attendance on the call: President, David Mount; Vice President, Joan Lurie, Secretary, Owen Weaver. Executive Committee Members, Elisabeth Goth, Holly Nichols, and Donna Pettry-Smith. Also present 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 Terri Dolan, and Cece Hagan.
2. **Adoption of Agenda** – David Mount asked to get a motion to adopt the agenda, Elisabeth Goth made the motion, and Tandy Patrick seconded it, and it was approved by majority.
3. **Ratify Minutes from August 6, 2018** - The board ratified the minutes from August 6. The motion was passed by Donna Pettry-Smith and Marti Schaffel seconded it.
4. **Declare Conflict of Interest** - No one declared a conflict of interest. David began the meeting with welcoming Cece Hagan and began the meeting with the Strategic Planning Committee Report.
5. **Strategic Planning Committee Report** – Cece Hagan reported the next steps with the Strategic Plan, there are 8 objectives that were presented in the last report. The committee has developed 16 workgroups to work on these 8 objectives. These workgroups will create action plans for Terri Dolan and staff to implement or to request a partner group for assistance. She also reported that they have added a middle market & sponsorship committees. The work will begin immediately on developing the action plans. Terri Dolan will provide a project management plan format for the groups to capture action steps and timeline. The committee requests that the ASHA Board approve the plan at the December BOD meeting and we will provide a presentation of the plan at the UPHA/ASHA Conference in January.
6. **Registry Report** – Sandra Currier gave her report for the Registry. David, Sandy and Terri met with ARG1, who is looking into the work on the reorganization of the two entities (ASHA & Registry). At the 2nd day of the board meeting in October, they will provide the first draft of the format they are using for both boards to review. The committee will then give this information to the task force that has been organized to identify additional questions and information needed to make a decision.
 - The Registry is current with registrations and transfers
 - **Registration:** Completed YTD: 899 compared to 1029 in August 2017
 - **Transfers:** Completed YTD: 1816 compared to 1882 in August of 2017
7. **Nominating Committee Report** - Joan Lurie gave an update on this committee. She indicated that the committee met during the Kentucky State Fair to come up with the slate of candidate. Returning to the next term are
 - Candi Aversenti
 - Marti Schaffel
 - Kristen CaterNew Candidates will be





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- i. Nancy-Leigh Fisher
- ii. Helena Morino
- iii. Pricilla Marconi
- iv. James Nichols
- v. Clifton Paulsen, and
- vi. Joan Todd

Elisabeth Goth made a motion to accept the ballot, and Leslie Rainbolt-Forbes seconded it. There were no discussions and the majority approved this motion.

8. **Finance Committee Report** – Terri Dolan gave an update. She expressed that the financial leader exited right after the KSF WCHS. We hired the finance leader at the museum as an interim leader to help us until we have a permanent replacement to maintain payroll and catch us up on the financials for both organizations. Denise Hinkle is working on completing the financials through July for ASHA and the Registry, and Terri also mentioned that she has narrowed down the applications for the Accounting position to 2 people.

David added that the financial reports will be provided quarterly instead of monthly moving forward.

9. **Office Space Task Force** – The committee has been organized to look at all options for ASHA office. We need to have the first meeting in September. Terri discussed the museum was wanting ASHA to pay for new HVAC. She declined saying under the lease we are not responsible for large capital projects or repairs caused by construction of the new addition to the museum.
10. **Stallion Sweeps Committee Report** – Because of the success of the program, the committee was able to provide the Open Breeder class at KSF WCHS with \$35,000. There were 35 entries and 16 showed, which were up 5 horses compared to last year. Another interesting point that Terri provided was that there were new comers to the program. She also reported that the ASHA (Cynthia) will be mailing the tickets to each of the board members to help with ticket sales and so far, we have had 63 sold tickets. The new marketing staff will help promote the stallions and the program on Facebook.
11. **Marketing Committee Report** – Terri introduced Jessica Cushing (Jess) as the new marketing & communication person and that her first day was today and gave a brief background about her family and her internship experience with trainers in our breed. She also indicated that she has a great understanding of the American Saddlebred world. She has an undergraduate degree in advertising and graduate degree in Sport and Science administration from UofL. Her work experience is working in the Sports program at UofL and the naval academy. Both Allen Bosworth and Marti Schaffel gave great reviews about Jessica. Terri gave an overview of the PR specialist, Erin Jones, that was hired to cover the KSF WCHS. Both David and Terri mentioned that it was a great effort and in a short period of time, we were able to cover a large audience through TV, Radio, Print and Social Media/Internet. Allen reported that his core committee had a conference call with Terri to bring her up to speed on the plans and projects that the Marketing committee is working on, and excited to have her and Jess on the team.
12. **Executive Director's Report** - Terri Dolan already had covered several of the topics during the committee report. She highlighted these additional areas:





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- KSF WCHS recap: She is working with the staff on KSF WCHS recap and to collect information about their responsibilities and tasks, key contacts, target audience, & various sponsorships of the different activities. We will produce a P&L and this process will be implemented for every project. This information will be shared with the board at their next meeting.
- The UPHA/ASHA Conference: She is planning to meet a second time with Suzi Day to work on the agenda.
- Licensed Official Education: She is working closely with the transition team. We met at KSF with Chuck Herbert, James Nichols, Lori Nelson, and David to talk to about what is involved with the transition team. She has created a job description for the coordinator, and has presented to Chuck Herbert to review. This will be a part time position and we are evaluating funds and mechanisms to pay for the position.
- Safe Sport Center: The ASHA staff will take the training through the USEF site by the end of September.

13. President's Report – David Mount reported the following:

- USEF is now requesting that all its adult members take the safe sport training. He also added that the UPHA is forming a committee to work with ASHA, Hackneys, Morgans to work together on the safe sport issue and other implementational plans.
- He created a Safe Sport Task Force and Donna Pettry-Smith has graciously agreed to chair this group. Donna gave an update on UPHA governance committee. Currently the committee is educating itself about what they need to know about the safe sport so they can answer questions, and develop joint press releases to inform the memberships. ASHA will work with show managers and trainers regarding Safe Sport and what actions they need to do to comply.
- David suggested that the board commit to take the Safe Sport training so they be more knowledgeable for the membership and be proactive and responsible in this initiative. The board will complete this by end of October. Allen made the motion to approve this suggestion and Elisabeth Goth seconded it. All were in favor.
- David spoke with Scarlett Mattson, she had formed a judge's committee to help pick the judges for 2019. He also added that next year they will include the 2 hunter classes, but it will go the KSF committee to approve and the fair board will ratify.
- Joe O'Brien suggested that the ASHA push the fair board to look into options to provide the empty seats upstairs during the WCHS for free to the general public to entice activity and exposure. Suggestions need to be collected and submitted to the Fair Board.
- There will not be a conference call in October. There will be an in-person meeting at end of October.

14. New/Old Business – There were no New/Old Business topics to discuss. Sandy Currier moved and Joe O'Brien seconded to adjourn the meeting at 6:36 PM and it was passed unanimously.

