



4083 Iron Works Parkway
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AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, March 2, 2020 – 5:00 PM

1. Call to Order – Marty Schaffel

- a. **Roll Call** – The following ASHA Board Members were in attendance: Candi Aversenti, Kristen Bagdasarian, Sandra Currier, Ali DeGray, Nancy-Leigh Fisher, Elisabeth Goth, Emily Lee, Joan Lurie, Helena Moreno, James Nichols, Tandy Patrick, Cliff Paulsen, Amy Dix Rock and Marty Schaffel. The following ASHA Staff Members were in attendance: David Mount and Jean Warren.
- b. **Adoption of Agenda** – Elisabeth Goth made a motion to approve the agenda. The motion was seconded by Cliff Paulsen. All in favor, motion carried.
- c. **Ratify/Approval of ASHA Board Meeting Minutes** – Sandra Currier made a motion to approve the minutes from the last meeting with the addition of the names of the new board members added to section 4 of January 22, 2020 minutes. The motion was seconded by Elisabeth Goth. All voted in favor of approval.

2. Finance Committee Report – David Mount

Allen was not on the call due to prior commitments, so David Mount gave the report. The financials were included with the minutes in the meeting invite. David briefly went over the Profit/Loss and Balance Sheet. The new convenience fee of 3% for credit cards this year will add revenue for the year and offset merchant fee expenses.

3. Registry Report – Sandy Currier

Sandy Currier went over the Registry Report that was included with the meeting invite. In the month of February there were 176 transfers, 257 entered with a total of 252 completed. Year to Date there were 447 received and 520 completed. Compared to 2019 there were 40 less received, 42 more entered for the month and 38 completed for the month. There were 19 less received year to date and 88 more completed year to date. For registrations there were 35 received for the month of February, 93 completed and 130 received year to date and 222 completed year to date. In comparison to last year, there were 3 less received, 14 less completed, 26 more received year to date and 16 completed year to date. Registrations by foaling year completed in 2020 as of February 29, 2020 – for the year ending 2019 there were 167 foals. She also reported the online registration is up and running.

4. Communications Committee Report – Helena Moreno

Helena welcomed three new members to the Communications Committee: Ali DeGray, Amy Dix Rock and Chris Schubert. The focus is working together toward a brighter future. Since the convention ASHA is continuing to push information on three key items: information about meetings between ASHA and ASR, new programs (Star Shows, Horse Show Grant Program



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and National Select Series) and the success of the Youth Conference. More effort is being put on the ASHA/ASR meeting coming up in March. There was also some confusion around the Star Shows. David Mount and Patricia Edwards called show organizers to help explain the program and answer any questions. The website also has issues and needs to be overhauled to accept new content. The next issue is with the coronavirus and how it can have huge effect on the industry this summer. USEF will be a great resource in getting out that needed information.

5. President's Report – Marty Schaffel

a. Joint Special Meeting Update

There will be an in person meeting with ASHA and ASR on March 29th. Marty is hoping the issue with the coronavirus doesn't affect travel for the meeting.

b. Committee Repopulation Update - Amy Dix Rock

There are 24 committees and 23 are in great shape with appointed chairs. The Horse Show Task Force will be phased out given the rollout of the National Select Series. The marketing efforts will be rolled into the Marketing Committee and the under-represented market efforts will be rolled into the Saddlebreds Across America Committee (formerly Middle Market Committee) led by chair Bob Funkhouser. Efforts are being made to reinvigorate some committees. The Young Adult Committee is being co-chaired by Mollie Kregor and Julie Broder and they are actively looking for new members. Amy and David met with Cece Hagan to review the strategic plan to make sure the objectives align. They are working on charters and list of objectives for committee chairs to use to guide them this year.

6. Executive Director Report – David Mount

a. Horse Show Grant Applications

David presented 8 horse shows for approval for grants. These are based on need, financial, number of horses, and geographical. Candi made a motion to approve the grants. The motion was seconded by Elisabeth Goth. The grant window closes at the end of the month. David stated the shows will get support from our office to help with marketing. ASHA is using same methodology as the Morgan Horse Association for approvals. The motion was called for vote, all voted in favor. Cliff suggested another process of review be looked into moving forward. Marty suggested revisiting during the in-person meeting.

b. Youth Convention Recap

The Youth Conference attendance increased from approximately 125 in 2018 to 200 in 2019 to over 300 for 2020. David thanked all the volunteers and hosts. ASHA has outgrown the host hotel and will be looking for other options for 2021.



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c. ASHA Youth Nationals

David met with R. H. Bennett to discuss ASHA partnering with the Shenandoah Horse Show in June on an American Saddlebred Youth Nationals modeled after the Arabian Horse Youth Nationals. Shenandoah has raised money for scholarships to be given out in the classes. The classes will initially be existing youth classes at the show with the intent to grow into a stand-alone session and eventually a stand-alone show. Elisabeth Goth stated it has to be co-branded (MOU) if they want to call it ASHA Youth Nationals, we should own the title. Cliff suggested we need to add hunt seat and western classes as well. After discussion, a motion was made by Elisabeth Goth that we enter into discussion to result in a MOU with the show to ensure it is co-branded with ASHA. Emily seconded the motion. All voted in favor, motion carried.

d. ASHA Sport Horse Nationals

ASHA was approached by the VERSA Charter Club and the St. Louis National Horse Show to put together an American Saddlebred Sport Horse Nationals in September the week in between the Hunter Jumper and Saddlebred shows. This would give ASHA the opportunity to debut the new Saddlebred Hunter Derby along with dressage, western dressage, combined test and other hunter jumper classes. ASHA has reached out to USEF, USHJA and USEA to help with the show and USEF has expressed an interest to cover it live on the USEF Network. ASHA would be responsible for producing the show and raising the money to cover expenses with VERSA. A motion was made by Elisabeth Goth and seconded by James Nichols to move forward with the show. All voted in favor, motion carried.

e. Staff Update

An offer has been extended to fill the open Programs Manager position. An answer is expected by the end of the week.

f. Tentative Meeting Schedule

A tentative meeting schedule was presented to the board. The September board call will be moved a week later due to Labor Day. The July in-person board meeting will be moved to Monday during the week of Lexington Junior League to better accommodate board members showing that week. The October in-person board meeting may be moved depending on the dates of a proposed fundraiser. No decision has been made on the October meeting dates.

7. New Business/Old Business – Marty Schaffel

There was no new business or old business for discussion.

8. Adjourn – Marty Schaffel

The meeting adjourned at 6:09 by motion from Kristen Bagdasarian and seconded by Cliff Paulsen. All voted in favor.

The next Meeting will be on April 6, 2020 via conference call.