



4083 Iron Works Parkway
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AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, June 29, 2020

1. Call to Order – Marty Schaffel

- a. **Roll Call** – The following ASHA Board of Directors were in attendance: Marty Schaffel, James Nichols, Owen Weaver, Allen Bosworth, Candi Aversenti, Kristen Bagdasarian, Kristen Cater, Ali DeGray, Elisabeth Goth, Emily Lee, Helena Moreno, Joe O’Brien, Evan Orr, Tandy Patrick, Cliff Paulsen, Amy Dix Rock, Chris Schubert and Jenny Taylor. The following ASHA Staff Members were in attendance: David Mount and Jean Warren.
- b. **Adoption of Agenda** – Marty called for a motion to accept the Adoption of Agenda with no change, motion made by Allen Bosworth and seconded by Owen Weaver. All were in favor. Motion carried.
- c. **Ratify/Approval of ASHA Board Meeting Minutes** – James Nichols made a motion to accept the minutes from the last meeting. The motion was seconded by Elisabeth Goth. All voted in favor. Motion carried.
- d. **Welcome Guests** – Marty welcomed VERSA President Susan Aschenbrenner, USEF Saddlebred Committee Chair Judy Werner and USEF President Elect Tom O’Mara to the meeting.

2. Nominating Committee for Directors – James Nichols

The Nominating Committee for Directors recommended that Joe O’Brien serve out the remaining term of Nancy Leigh Fisher. A motion was made by Tandy Patrick to nominate Joe O’Brien to serve the remainder of Nancy Leigh Fisher’s term which runs through the end of 2021. The motion was seconded by Elizabeth Goth. All voted in favor. Motion carried.

Marty made a recommendation to the board to appoint Nicole Foster and Rachel Seifert as non-voting Honorary Board Members. The recommendations were taken up as separate motions. Allen Bosworth made a motion to appoint Nicole Foster as an Honorary Board Member. The motion was seconded by Emily Lee. All voted in favor. Motion carried. Cliff Paulsen made a motion to appoint Rachel Seifert as an Honorary Board Member. The motion was seconded by Ali DeGray. All voted in favor. Motion carried.

3. Meet USEF President Elect – Tom O’Mara

Tom gave the Board background information about his career and interest in the horse industry. He grew up in New Jersey and worked on Wall Street for 35 years. After Wall Street he started his own consulting company. His family has always been involved with horses. He became



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involved with USEF by first serving on an advisory committee to compare all sports and national governing bodies. He is committed to youth initiatives including expanding opportunities for youth through collegiate level equestrian sports. He shared research that found 27 million people sit on the back of a horse each year and that there are 38 million households with people under the age of 20. The goal is to reach those people and get them involved in the equestrian sport. He thanked the Board for inviting him to the meeting and looks forward to working with the Saddlebred Community once he becomes President.

4. Saddlebred Rule Change Proposals – Judy Werner

- a. Ranch Horse Division** – The VERSA charter club has worked for the past six months putting together rules for the Saddlebred Ranch Horse Division, which is the fastest growing division in versatility. Carol Jones wrote the Saddlebred Ranch Horse Division rules and was thanked for her time putting the rules together. The Ranch Horse Division will include both Saddlebreds and Half Saddlebreds in the Ranch Riding, Ranch Trail, Ranch Rail and Ranch Pleasure divisions. This is an opportunity to show the American Saddlebred as a working horse and offers to expand the opportunities available and the geographical reach of the American Saddlebred. VERSA will develop informational videos to promote the division. A motion was made by Elisabeth Goth to submit the Ranch Horse Division rules to USEF for consideration to be added to the Saddlebred and Half Saddlebred Rulebook. The motion was seconded by Cliff Paulsen. All voted in favor. Motion carried.
- b. Youth Division** – Elisabeth Goth submitted a letter to the board prior to the meeting in support of adding a Youth Division. Marty asked Elisabeth to chair a task force to develop the rules for the new division. Elisabeth asked that Cliff Paulsen co-chair the task force. Emily Lee and Kristen Bagdasarian volunteered to help the task force. In addition to the rule change proposal, the task force will address opportunities for 18-25 year olds and look at initiatives to increase engagement through competition, education, governance and collegiate programs.

5. Strategic and Operations Planning – Amy Dix Rock

Marty asked Amy to look at engagement on committees and ways to get more members involved with committees and to eventually serve on the board. Amy is proposing that the Board create an Organization Committee to help organize committees, create committee charters and populate committees. Amy also suggested that committees be seated earlier so they can meet at the annual meeting and be ready to work earlier in the year. Marty stated at present our biggest challenge is Covid-19 and not operating with a full staff as before. David commented that it could be a challenge for the staff to fulfill their responsibilities as liaisons to committees with only four full time equivalent employees currently on the ASHA side of the office. Amy stated that the new Operations Committee would work directly with the Executive



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Director to help facilitate committee management. Elisabeth Goth made a motion to create an Operations Committee, seconded by Emily Lee. All voted in favor. Motion carried.

6. Registry Report – Sandy Currier

Due to the meeting being held on June 29th, there was no Registry Report available for the month of June, 2020. The report will be sent out later.

7. Treasurer’s Report – Allen Bosworth & David Mount

- a. **May 2020 Financials** – Allen reported a net income of \$9,400 in May. Salary expenses in May were about \$10,000 below budget and grant revenue for May was \$40,000. The grant revenue was for the JLC Horsemen’s Relief Fund and was partially offset by \$25,650 in grants that were awarded in May. Allen reported that ASHA has a strong balance sheet and cash position. Allen thanked David for keeping expenses down and for proposing additional budget cuts.
- b. **Additional 2020 Budget Cuts** – David proposed an additional \$52,000 in budget cuts for 2020. These cuts include \$11,600 savings in Insurance (no longer paying Executive Director health insurance), \$10,000 in additional cuts for WCHS support, savings of \$8,400 in scholarship deferments and savings of approximately \$4,000 by moving to auto membership renewals. With the \$52,000 in additional proposed budget cuts, along with the \$125,000 in cuts approved in April, the ASHA would be saving a total of \$177,000 for 2020.

David discussed with the current PPP rules in place that ASHA would have to pay back between \$7,000-\$10,000 of the PPP loan if the open Program Manager position is not filled by December. He also discussed the need to hire a Program Manager to oversee fundraising projects, licensed officials education, along with charter and youth club management. Alan stated that he has been amazed at what staff has been able to accomplish with four full time employees. David recommended hiring the Program Manager on September 1, which would save an additional two months of salary and benefits and allow the current staff to get through the WCHS before training would start. Candi Aversenti made a motion to recommend hiring the Program Manager on September 1 and the motion was seconded by Elisabeth Goth. All voted in favor. Motion carried.

8. Executive Director’s Report – David Mount

- a. **Diversity and Inclusion Task Force** – David invited Board Members to attend a Diversity and Inclusion Task Force call that was scheduled for Wednesday evening.



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- b. WCHS Update** – David updated the board on several WCHS developments. Exhibitors, owners and parents of junior exhibitors will now be able to attend all sessions of the show which is consistent with the USEF COVID-19 Action Plan, that the show will follow. The deadline for entries has been extended to July 20. Also, the show will accept all pleasure and park entries regardless if a horse is qualified. The qualification process will only come into play if a class is filled over the maximum number of allowed entries.
- c. My Meadows Program Update** – David announced that the My Meadows program, which provides a safety net for unwanted horses, will be rebranded and relaunched as the Home for Life Network. Currently only 442 are enrolled in the program. The program will be heavily promoted in an effort to get more horses enrolled in the program, along with promoting microchipping and freeze branding.

9. President’s Report – Marty Schaffel

Marty welcomed Nicole Foster Beck and Rachel Seifert as new Honorary Board Members and thanked the Board for making it happen. He expressed to Nicole and Rachel how thrilled he was to have them on the Board and that he was looking forward to working with them. Also, Marty stated that the JLC would be working on addressing security concerns at the WCHS and Kentucky State Fair.

10. New Business/Old Business – Marty Schaffel

There was no new business or old business for discussion.

11. Adjourn – Marty Schaffel

The meeting was adjourned at 7:33 by motion from Elisabeth Goth and seconded by Candi Aversenti all voted in favor. Motion carried.

The next meeting will be on August 3, 2020 via Zoom.