



4083 Iron Works Parkway

Lexington, KY 40511

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**AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING**

Monday, December 7, 2020

1. Call to Order – Marty Schaffel

- a. **Roll Call** – The following board members were present – Marty Schaffel, James Nichols, Allen Bosworth, Owen Weaver, Candi Aversenti, Kristin Bagdasarian, Kristin Cater, Sandra Currier, Ali DeGray, Elisabeth Goth, Emily Lee, Joan Lurie, Helena Moreno, Joe O’Brien, Evan Orr, Tandy Patrick, Cliff Paulsen, Amy Dix Rock, Chris Schubert, Rachel Seifert and Jenny Taylor. The following ASHA staff were present: David Mount, Katriona Adams, Jessica Cushing and Jean Warren.
- b. **Adoption of the Agenda** – Marty Schaffel called for a motion to adopt the Agenda. Elisabeth Goth made the motion, seconded by Tandy Patrick. All in favor. Motion carried.
- c. **Approval of ASHA Board Meeting Minutes** – Marty Schaffel called for a vote to approve the minutes from the November board meeting. Elisabeth Goth abstained as she was absent from the meeting. James Nichols made the motion, seconded by Allen Bosworth. All in favor. Motion carried.

2. Registry Report – Katriona Adams

David Mount welcomed Katriona Adams as the new Interim Registrar. David stated the Registry has been working with an office efficiency consultant to improve customer service and office workflow. Katriona reported that they reached out to the American Morgan Horse Association to get a better understanding of how their Registry operated and learned that their Registry had fewer rules which allowed them to process their work quicker. Also, all of their paperwork is scanned when it comes in. Already, the ASR board agreed to eliminate the age certificate, which will help speed up process times. Other improvements in the works include automated notifications for the receipt of paperwork and for missing customer items, new scanners for staff and cloud storage, along with putting all of the Registry forms online using the JotForm platform. Katriona also reported that the Registry was down by six registrations for November and normally receive a large batch in December as customers try to get their paperwork in by the end of the year.



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3. Marketing Committee Report –Jessica Cushing

Jessica Cushing gave a recap of recent marketing efforts by ASHA. She stated because of COVID-19 restrictions, ASHA had to rethink how they supported the WCHS this year. ASHA was still able to offer the First Timer Ribbons this year, WCHS app and live results, along with the other marketing and promotion of the show, while limiting staff at the show to herself and David Mount. They worked with the Kentucky State Fair Board and Kentucky Venues to offer participants real time push notifications on traffic and other issues and commented how the WCHS Town Hall that ASHA produced helped answer a lot of questions and concerns prior to the show. Jessica reported on the successful conclusion of the first ASHA National Select Series season with close to 1,000 participants. The series concluded with a John Deere giveaway for series participants. Through the end of the year Jessica said she will be working on getting the Journal finalized and published, along with making a final push for Stallion Sweeps ticket sales. David mentioned that the American Saddlebred will be featured in the January issue of Horse Illustrated. The focus will be on the new Ranch Horse Division and include an ad from ASHA spotlighting the versatility of the breed.

4. Merger Update – Rachel Seifert

Rachel Seifert ask David Mount to give an update. David Mount reported that the ASR board decided to retain separate counsel, Ed Glasscock at Frost Brown Todd, for the merger. Frost Brown Todd will draft the Registry Trust document and review the merger documents prepared by the ASHA attorneys at Stoll Keenon Ogden. All of the documents will be finalized by the week of January 25, 2021 and sent to the boards for review. David also reported that he is working with Rachel Chamberlain at Frost Brown Todd on minimizing any risk associated with the merger.

5. Nominating Committee for Directors Report – Joe O'Brien

Allen Bosworth gave the report in place of Joe O'Brien. Allen reported that the Nominating Committee for Directors received applications from excellent board candidates. The Nominating Committee met two weeks ago to review all of the applications and to recommend a slate of six candidates and two alternates to the board. The slate will be discussed and voted on in Executive Session.

6. Treasurer's Report – Allen Bosworth & David Mount

Allen reported through October, we are on budget with \$776,000 expenses through October with an overall budget for the year of \$970,000. David reported that our PPP loan was fully forgiven, with \$74,808 benefiting ASR and \$69,192 benefiting ASHA. David reported that we received a check in the amount of \$67,192 from the Kentucky State Fair Board which was much appreciated, but less than the \$100,000 ASHA normally gets



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in a non-pandemic year. Also, David reported that our accountant Vicki Turnball will be retiring at the end of the year. A replacement has been hired that has accounting experience with a Lexington accounting firm, along with extensive QuickBooks experience. She will start on January 4, 2021.

7. Executive Director's Report – David Mount

David reported that he is working on a timeline with attorneys for setting the date of the Annual Meeting. The bylaws have specific notification requirements to members for the meeting. It all depends on how quick the attorneys can get the merger documents finalized. David also reported that it has been recommended to use November 30, 2020 as the member record date for meeting notification, which would capture the largest number of members in a given year. David reported that he would be sending out a link for board members to vote on the major year-end awards that include: Lifetime Achievement, Breeders Hall of Fame, Breeder of the Year, Cronan and Roth Sportsmanship Awards, Ogletree Youth Award, Jenkins International Award, Meritorious Service Award, Gillenwater Family Award, Wing Commander Medal and Wing Tempo Award. David also reported that through the \$10,000 grant from the US Equestrian Trust, we will be able to give out two \$5,000 scholarships this year. It was recommended that Devin Sell from Georgetown, Kentucky and Lilly Callahan from Harrisburg, Missouri receive the two scholarships this year. Jessica gave the board background information on the two recommendations. Motion was made by Elizabeth Goth to approve the recommendation and seconded by Tandy Patrick. All in favor. Motion carried.

8. President's Report – Marty Schaffel

Marty reported that work is continuing on the Ocala International Horse Show which will be held next October. He hopes the show will be good for the breed and ASHA. Marty is hopeful that with the new COVID-19 vaccine, we will start to be in a better place with horse shows next year, but noted that we will still need to continue with best practices that include face masks and social distancing until we get to a safer place.

9. New Business/Old Business – Marty Schaffel

There was no new business or old business for discussion.

10. Adjourn – Marty Schaffel

The meeting was adjourned at 5:49 p.m. ET to go into an Executive Session. Motion made by Cliff Paulsen and seconded by Elizabeth Goth. All voted in favor. Motion carried.

Executive Session – Marty Schaffel



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