



AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.

BOARD OF DIRECTORS MEETING

Monday, June 7, 2021 – 5:00 p.m. ET

1. Call to Order – Joe O’Brien

- a. **Roll Call** – Candi Aversenti, Kristen Bagdasarian, Julie Behrends-Jones, Jim Cherry, Rick Curl, Ali DeGray, Todd Graham, Larry Hartsock, Anna Marie Knipp, Emily Lee, Joan Lurie, Helena Moreno, James Nichols, Joe O’Brien, Evan Orr, Cliff Paulsen, Chris Schubert, Rachel Seifert, Kim Skipton, Jenny Taylor, Joan Todd and Owen Weaver. The following ASHBA Staff members were present: David Mount, Jessica Cushing, Katriona Adams and Jean Warren.
- b. **Adoption of Agenda** – Joe called for a vote to adopt the Agenda. Motion made by Anna Marie Knipp and seconded by Ali DeGray. All in favor. Motion carried.
- c. **Approval of Board Minutes** – Joe called for a vote on approval of previous board meeting minutes. Motion made by Joan Todd and seconded by Kristen Bagdasarian. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – Joe ask if anyone had any conflict of interest to declare. Candi Aversenti stated she was an at large member of the American Saddlebred Museum, not a voting member.

2. Annual Giving Campaign Update – Malissa Welke and Jessica Cushing

Malissa Welke, a member of the Development Committee, and her husband Bob Welke created the Giddy Up & Give annual giving campaign for ASHBA, which will launch on Wednesday, June 9. She reported that historically only 1% of members gave to the organization. The goal of the campaign is to give members an opportunity to give while making them feel part of the organization. Giddy Up & Give consists of a multi-faceted campaign of direct mail, e-mail, social media, text and grass roots asks. Malissa thanked Jessica Cushing and Karly Morgan for designing the Giddy Up & Give creative materials. Jessica stated that they strived to create something that would inspire members to give.

3. Breeders Challenge Update – Jenny Taylor and David Mount

Jenny reported that the rules for the program, along with a contract for donated stallion services are being drafted. Once completed they will be sent out to the 300+ stallion owners. David reported that the stallion service online auction will run through our new auction platform Clickbid. Event Mix is working with Kentucky Venues on a location for the live auction, to be held at the World’s Championship Horse Show on Friday night after the last class. The Saddlebred Café is the first choice with Freedom Hall being the



backup choice. Also, Jenny reported that a new teaser video about the program was produced by Event Mix and will be pushed out through social media and email channels.

4. Operations Committee Report – Chris Schubert

Chris reported that all but nine committees have submitted their charters and 2021 objectives back to the Operations Committee. Those committees are Audit, Bylaws, Conduct Review, Diversity Equity and Inclusion, National Futurity, Nominating, Research, Sport Horse and Sweepstakes. Chris asked that the board sponsors for those committee help with scheduling committee meetings to approve the charters and objectives. The board was given the charters and 2021 objectives in advance for the 18 committees that submitted them. Chris asked that the board approve the submitted charters and objectives as a group. Motion to approve the charters as submitted was made by Kim Skipton and seconded by Cliff Paulsen. All in favor. Motion carried.

5. Registry Council Report – Anna Marie Knipp and Katriona Adams

Katriona reported transfers are up 175 year to date and registrations are up 61 year to date. USEF IT is in the process of helping to streamline registry entry procedures and building a new notification system which will help improve processing times and customer service. Anna Marie reported that the Sweepstakes Task Force (Anna Marie Knipp, Todd Graham, Emily Lee, James Nichols, Chris Schubert and David Mount) met with Bill Wise, Sweepstakes Committee Chair, two weeks ago. Bill agreed to sign an updated agreement with a five-year renewable term. ASHBA will continue to administer the program and James will serve as a liason between ASHBA and the Sweepstakes Committee. The Task Force recommends renaming the program the Bill Wise American Saddlebred Sweepstakes, if approved by the Sweepstakes Committee. Motion made by Candi Aversenti and seconded by Kristen Bagdasarian to rename the program pending approval from the Sweepstakes Committee. All in favor. Motion carried unanimously. David stated he will reach out to the Sweepstakes Committee immediately to get their approval for the name change.

6. Executive Director’s Report – David Mount

- a. **Program Updates** – David reported that he along with staff and the committees have been reviewing all ASHA and ASR programs post-merger to determine if programs should be continued, paused or combined with another program. The first group of programs that were reviewed with the assistance of the Charter Club Council, were the year end awards. Currently, ASHBA has six year end awards programs, including two inherited from the ASR. They include Half Saddlebred, National High Point, National Pleasure, Regional High Point, Sport Horse and State Pleasure awards. The recommendation is to combine these six awards programs into one High Point Awards program. Other programs were looked that needed to be reimagined to better fit with the new combined



mission and member needs. The recommendation is to rebrand the My Meadows program as the Home for Life Network, combine the Diplomat of the Breed program with the Breed Ambassador program and reimagine the Marple Lesson Payback as a Helmet Grant program. New programs being created this year include the Breeders Challenge, Educational Webinar Series, Learn to Ride for Free and Youth Horsemanship Clinics/Camps.

- b. Horse Show Grant Update** – David asked the board to approve horse show grants for the following shows: Key Classic Horse Show, Silicon Valley Horse Show, ASHAO Annual Horse Show, UPHA Chapter V, Jersey Classic Horse Show, ASHAG Mid-Summer Horse Show, Germantown Fair Horse Show, C-Fair Charity Horse Show, Denver Queen City Horse Show, Salina Charity Horse Show and California Saddle Horse Futurity. The shows were selected based on financial need, geography and whether or not the show is affiliated with an ASHBA charter club. Motion was made by Chris Schubert and seconded by Joan Todd. All in favor. Motion carried.
- c. Other Discussion** – David reported that the next board meeting will be an in-person meeting on Monday, July 12 from 9:00 a.m. to 4:00 p.m. ET in the USEF conference room at the Kentucky Horse Park. The next in-person meeting is scheduled for Tuesday, October 26 at the Ocala International Horse Show in Florida. A board reception will be held on Monday, October 25 in the evening.

7. President's Report – Joe O'Brien

- a. ASHBA Conduct Review Committee Open Seat** – Joe reported that the ASHBA Conduct Review Committee currently has an open seat that needs to be filled. Rachel Seifert recommended that Alan Rich be appointed to the open seat. Rachel made a motion to nominate Alan Rich to the open seat, Ali DeGray seconded. All in favor. Motion carried.
- b. USEF National Breeds and Disciplines Council Open Seat** – Emily Lee reported that ASHBA currently has two open seats on the USEF National Breeds and Disciplines Council. Emily recommended that Allen Bosworth and Melissa Moore be appointed to the open seats. Emily made a motion to nominate Allen Bosworth and Melissa Moore to the open seats, Chris Schubert seconded. All in favor. Motion carried.

8. Additional Business – Joe O'Brien

No additional business discussed.



9. Adjourn – Joe O’Brien

Joe called for a motion to adjourn. Motion made by Chris Schubert and seconded by Anna Marie Knipp. All in favor. Motion carried. The meeting adjourned at 6:23 p.m. ET

Next Meeting Scheduled for Monday, July 12, 2021, in-person at USEF at the Kentucky Horse Park, from 9:00 a.m. to 4:00 p.m. ET