



**AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING MINUTES**

Monday, March 28, 2022 10:00 AM – 5:00 PM ET
US Equestrian Conference Room – Lexington, Kentucky

1. Call to Order

- a. Roll Call** – Board Members Present: Kristen Bagdasarian, Julie Behrends-Jones, Allen Bosworth, Bob Brison, Ali DeGray, Larry Hartsock, Anna Marie Knipp, Emily Lee, Joe O’Brien, Clif Paulsen, Chris Schubert, Rachel Seifert, Kim Skipton, Joan Todd and Owen Weaver. Board Members via Zoom: Jim Cherry, Jennifer Dixon, Helena Moreno, Evan Orr and Christy Parker. Absent: Rick Curl and James Nichols. ASHBA Staff Present: David Mount, Samantha Geller, Morgan King, Ruby Tevis, Jean Warren, and Katriona Adams (via Zoom).
- b. Adoption of Agenda** – Anna Marie called for a vote to adopt the Agenda. Motion was made by Chris Schubert and seconded by Kristen Bagdasarian. All in favor. Motion carried.
- c. Approval of Board Minutes** – Anna Marie called for a vote to approve the minutes from the last board meeting. Motion was made by Emily Lee and seconded by Kristen Bagdasarian. All in favor. Motion carried.
- d. Declare Conflict of Interest** – Anna Marie ask if anyone would like to declare a conflict of interests. None were declared.
- e. Welcome Guests** – David Mount welcomed Bill Moroney and Terri Dolan from US Equestrian and Jennifer Foster from the American Saddlebred Museum along with ASHBA staff.

2. Competition Environment Discussion – Bill Moroney

Bill Moroney discussed how competitions dealt with Covid restrictions and how they are starting to come back to a new normal. US Equestrian has seen competition numbers increase. During the heart of the pandemic there were a lot of cancellations at national and regional events, which pushed competitors to local competitions, which saw increases in numbers.

Bill reported that US Equestrian was in the process of updating the Competition Lite program. The program has seen strong participation overall, but the competition environment and risk factors have changed since its introduction. US Equestrian is now



requiring a steward at all Competition Lite shows. A working group from ASHBA, AHA and AMHA has been put together to address program challenges and make suggestions to improve the program.

Bill then discussed how equestrian sport stays relevant in the world today including addressing public opinion. The importance of telling a positive story and making sure that we are being responsible was outlined including taking a look at practices that were once considered to be ok with the general public and may not be now including safety and welfare issues. Risk management and its effect on the industry and individual organizations was discussed including how to address risk at non-licensed competitions and how US Equestrian partners with and protects its affiliates.

3. Executive Director's Report – David Mount

- a. Convention Planning Update** – David reported that a contract was signed with the Hilton Lexington Downtown to be the host hotel for the 2023 convention to be held February 17-19, 2023. In addition to the host hotel, meetings and events will be held at the American Saddlebred Museum and Spy Coast Farm. David reported that Event Mix was hired to help with event planning.
- b. WCHS Update** – David reported that the Kentucky State Fair Board created a new policy to add classes to the World's Championship Horse Show that would require \$20,000 for each new class with a five-year commitment and the \$100,000 being paid up front. The show currently has a policy in place to eliminate underperforming classes and it was suggested that the show might be willing to add a class for every class eliminated. Since no new classes would be added in 2022, Evan Orr suggested that ASHBA create a national championship program for the Walk/Trot Pleasure 12 and Under division as a way to recognize these riders and encourage them to move up the show ring ladder. A motion was made by Joan Todd to establish this year an ASHBA National Championship for the Walk/Trot Pleasure 12 & Under division and seconded by Clif Paulsen. All in favor. Motion carried.
- c. Learn to Ride for Free Update** – David reported that the Learn to Ride for Free pilot will be held in the Denver area in July. He along with Malissa Welke and Stacey Kipper-Perrelli are in the process of identifying and securing the location. Work is underway on the Learn to Ride for Free website and intro video, both modeled after USA Hockey's Try Hockey for Free program. Locations in California and Texas are being targeted for later in the year.



- d. **Breeders Excellence Fund Grants** – David presented the Breeders Excellence Fund Grant program, which was modeled after a similar program at the United States Dressage Federation. The grants would provide financial assistance to those wanting to take continuing education classes on breeding and reproduction, such as the classes being offered by Colorado State University. The grant program addresses the cost of breeding concern that was brought up at the Breeders Roundtable earlier this year. Several individuals involved with American Saddlebred breeding operations have taken the classes and have seen a reduction in overall costs. A motion was made by Joe O’Brien to approve the program with a maximum of \$1,000 per grant and seconded by Larry Hartsock. All in favor. Motion carried.

4. **Committee Updates – David Mount**

David gave a status report on all 27 ASHBA committees. Most committees have met except for committees that meet quarterly, biannually or annually. Some of the more active committees include Breeders, Communications, Convention Planning, Equine Welfare Advocacy, Half Saddlebred, Marketing, Registry Rules, Sport Horse and Youth. David thanked all committee leaders, members and board liaisons for their work and time.

5. **Department Reports**

a. **Development Update – Morgan King**

Morgan reported that youth conference fundraising was a success with \$41,360 raised for the event, which is almost double the amount raised during the last youth conference in 2020. The title sponsor for the youth conference is interested in becoming the title sponsor for the combined annual meeting/youth conference in 2023. She is working with the Fundraising Committee on fundraising ideas for the combined event. Morgan gave update on Kindful, the customer relationship management software used by ASHBA for integrated donor management. She has been cleaning up data and utilizing new tools which gives the association wealth insight on members and potential donors. Morgan reported that through February donations were up 54% and overall contributions support was up 22% over the previous year. She reminded the board how important it was that all board members gave back to the association, not only because they are required to per board policy, but also because it helps secure grants and corporate sponsorships that require board giving and also sets a good example to members.



b. Programs Update – Samantha Geller

Samantha reported that over 560 awards have been given out to members this year which includes major year-end awards, national and regional high point awards, sport horse awards, breed ambassador, AOT awards and academy awards. She reported that attendance this year at the Licensed Officials Education Clinic in Orlando was 63. The Licensed Officials Education Committee is updating policies and procedures to make the education process easier for applicants and those needing to maintain their card. Also, the committee is developing a new pocket rule reference guide to distribute to judges in the United States and Canada. A judge's clinic is planned this fall in St. Louis which will emphasize hunter, western and ranch horse divisions.

Samantha presented a Youth Council proposal to the board, which was put together by Clif Paulsen. The purpose of the council is to advance youth within the sport through leadership and education. The council will be comprised of up to 12 individuals who have not reached their 21st birthday. Council members must be current ASHBA members and have been previously involved with youth programs or youth clubs. Kim Skipton made a motion to move forward with the proposal and seconded by Ali DeGray. All in favor. Motion carried.

c. Marketing & Communications Update – Ruby Tevis

David introduced Ruby Tevis, ASHBA's new Marketing and Communications Manager. She has a background as a social media director, content creator, writer, graphic designer and photographer.

6. American Saddlebred Museum Update – Jennifer Foster

Jennifer thanked the board for including the museum in their meeting. Jennifer reported, the museum is celebrating its 60th year and nearing completion on the current renovation. On Saturday, May 21 the museum will be hosting a re-grand opening party followed by a family day on Sunday, May 22. She invited board members to attend both events.

7. Strategic Plan Update – David Mount

David reported that Cece Hagan, who co-chaired the Strategic Planning Committee in 2018, will help ASHBA with its post-merger strategic plan update. The same approach used in 2018, which played a significant role in the direction and success of the association, will be used again for the update. This will include engaging members and key stakeholders in the process through surveys, interviews and workshops. A search for a facilitator is currently underway. The focus of the updated plan is to be welcoming, growth minded and committed to the integrity of both members and the breed.



8. Registrar's Report – Katriona Adams

Katriona reported on a proposal to allow customers keep their registration certificates on file with the Registry instead of mailing printed copies. Customers would check a box on the application for registrations or transfers to have the Registry hold the papers. This process would improve efficiency for processing transfers by having the papers on file and reducing the number of lost papers. Motion was made by Rachel Seifert to start doing registration papers electronically and retaining in the office with the option for a request to be made at no cost for that owner to receive paper copies with a start date of May 1, 2022 seconded by Kim Skipton. All in favor. Motion carried.

9. Registry Rules Proposal – Rachel Seifert

Rachel reported information sent to the board prior to this meeting contains red-lined items, reflecting changes our attorney made to the rules. The board will need to approve making these changes along with incorporating the non-certificate registration and transfer process. The board will also need to agree that when the final edits are done the rules will be published. It was reported that Registry Council approved a fee of \$150 to cancel papers. Motion made by Julie Behrends-Jones to proceed with the proposed changes and seconded by Joe O'Brien. All in favor. Motion carried.

10. Treasurer's Report – Chris Schubert

Chris introduced Eddy Jengo, our new Accounting Manager, to the board. Chris reported that through February contribution support was \$116,120.52, up from 2021. Membership dues were \$58,559.00 and youth conference revenue was \$22,755 (not including sponsorships). Total revenue through February was \$317,275.18. Registry expenses were \$87,192.90 (noting that for comparison 2021 only included Registry revenue starting February 18, which was the merger date). Total expenses through February were \$245,804.79, with a net income of \$71,470.39. Total assets through February equaled \$2,946,595.86, with total liabilities of \$788,144.55 and total equity of \$2,158,451.31.

11. President's Report – Anna Marie Knipp

Anna Marie requested that board consider making Malissa Welke an honorary non-voting board member. Malissa played an integral part in developing both the Learn to Ride for Free and Giddy Up and Give programs for ASHBA. Having a non-voting board seat would allow her to stay more informed as she helps roll out and maintain these important programs. Motion made by Chris Schubert to accept this Honorary Non-Voting Board Member, seconded by Joe O'Brien. All in favor. Motion carried.



12. Additional Business – Anna Marie Knipp

Anna Marie reported that the agreement between ASHBA, UPHA and American Royal regarding the Two-Year-Old Sweepstakes has been signed. She reminded the board that anyone enrolled in the program that wanted a refund due to moving the class was eligible to get their \$75 back and anyone not enrolled in the program that wanted to enroll would be able to do so by paying \$275 by June 1, 2022. David reported that they have only process five refunds to date.

13. Adjourn – Anna Marie Knipp

Anna Marie called for a motion to adjourn. Motion made by Chris Schubert to adjourn, seconded by Kristen Bagdasarian. All in favor. Motion carried. Meeting Adjourn at 4:50 PM ET.

Next Meeting Scheduled for Monday, May 2, 2022 at 5:00 PM ET via Zoom