

# American Saddlebred Horse Association

Executive Committee Meeting  
Monday April 11, 2011  
5:30 p.m. EDT

ASHA Office & Via Teleconference  
Lexington, Kentucky

## MINUTES

**Members Present:** President Judith Werner, First Vice-President Margaret McNeese, Second Vice-President Chuck Herbert, Treasurer Jim Ruwoldt, Secretary Betsy Boone, and Mary Anne Cronan.

**Others Present:** Directors Bret Day, Lisa Duncan, Robert Funkhouser, Louise Gilliland, Carl Holden, William Marple, Scott Matton, and Lisa Siderman.

**Staff Present:** Executive Director Paula R. Johnson

### **I. Quorum**

Ms. Werner called the meeting to order at 5:30 p.m. EDT and established a quorum was present.

### **II. Request for Statistics**

A short discussion was held regarding a request that was made to the Association by a freelance reporter working on a report for a local newspaper for Registry statistics. This request was referred to Lisa Duncan, President of the Registry, for response. She indicated that she would call the reporter on behalf of the Registry and ascertain what statistics he was seeking.

### **III. AAEP White Paper**

Ms. Werner reported that in a recent presentation to the AAEP Convention there was discussion regarding soring of Saddlebreds. It was agreed that Ms. Werner would send a response to Dr. Veitch, the presenter, regarding this matter. It was further agreed that the PowerPoint presentation from the USDA would be circulated to the ASHA Board.

### **IV. Saddlebred Horse Trainer Practices**

It was noted that ASHA had received via email information from Elizabeth Wilson regarding current litigation in which she is involved. The ASHA practice is not to comment on pending litigation.

### **V. Equestrian Life**

Ms. Werner reported that there have been four meetings with Equestrian Life in connection with the marketing initiative that the Association approved at its Board meeting in February. There will be several three minute "how to's" produced, an

educational segment on uses of the horse, and other information regarding the breed and the Association. She further reported that there will be filming done in Lexington during July.

**VI. USEF Network**

Ms. Werner reported on the most recent statistics from Kathy Meyer at USEF regarding the KSF video. It has had 10,684 hits with an average of 1 hour, 29 minutes and 44 seconds view time and 151,00 page visits. This is a new point of entry for information regarding the breed.

**VII. Entry Level Position, ASHA**

The Executive Committee discussed establishing an entry level position to assist with a variety of program responsibilities in the office. A draft position description was discussed, and the Executive Committee was supportive of it. Several candidates had been reviewed, and one candidate was particularly well suited to the position. The Committee agreed that it was appropriate to extend an offer to this person, and directed the Executive Director to talk with Mr. Ruwoldt regarding salary requirements. A short discussion was also had regarding potential internships.

**VIII. Planning Committee**

Ms. Werner talked about the Planning Committee and using the key substantive elements of the Board Retreat and the leaders of the Retreat Committees to establish the Planning Committee.

With no further business to come before the meeting, the meeting was adjourned.

Submitted by: \_\_\_\_\_

Paula R. Johnson  
Executive Director