

AMERICAN SADDLEBRED REGISTRY, INC.



Board of Directors Meeting Friday, February 14, 2014 at 3:00 p.m. Lexington, Kentucky

MINUTES

Directors Present: Susan Aschenbrenner, Redd Crabtree, Brian Curran, Chuck Herbert, Carl Holden, Gail Kline, Scott Matton, Dr. Margaret McNeese, Karen Richardson, Kim Skipton and Judy Werner.

Guests Present: Jenny Taylor, United Breeder's Committee; Cynthia Lowell, Communications and Technology Manager; Scarlet Hall, Controller; Susan Cassell and Michael Esenbock, Merrill Lynch.

Others Present: Lisa Duncan, Registrar; Karen Winn, ASHA Executive Director; Katriona Adams, Assistant Registrar.

I. Roll Call/Establish Quorum/Consider Agenda/Adopt Rules of Order

Dr. Margaret McNeese, ASR President, called the meeting to order at 3:15 p.m. on Friday, February 14, 2014. Ms. Adams called the roll and noted a quorum was present.

II. Welcome of New Directors & Introduction of Guests

Dr. McNeese welcomed the two new Registry Directors; Susan Aschenbrenner and Karen Richardson and also welcomed guests.

III. Jenny Taylor, United Breeder's Committee

Jenny Taylor of the United Breeder's Committee explained the background on the committee work and noted that they were not aware of the ASR's Mare Harmony Program when they developed the mare lease program on Face Book. It was agreed that the Registry would collaborate with this committee to try to promote breeding.

IV. Consideration of draft minutes of October 30, 2013 meeting

Mr. Crabtree moved that the draft minutes of the October 30, 2013 meeting be approved, Ms. Kline seconded, and the minutes were approved as presented.

V. Update on new database

Cynthia Lowell, ASHA Communications and Technology Manager provided a written report on ASHA IT Projects as well as the USEF Technology Upgrade Project. She noted that we should be up and running on the new database using real data by the end of June. Dr. McNeese asked if the Sport Horse items could be placed on a more prominent section of the website and if we could expand and enhance information in that section. Ms. Duncan will work with Ms. Lowell on this.

VI. Financials

a. Treasurer's Report

b. Registry Financial Statements as of December 31, 2013

Mr. Holden presented a report on the Registry Financials as of December 31, 2013 which included the following notes:

- On the income statement, revenue for the year ended favorable by \$5,426 compared to the budget and by \$54,896 compared to 2012. Likewise expenses were favorable to budget by \$54,883 and by \$11,025 compared to 2012. This gives us a favorable overall result for the year of \$49,457 compared to budget and \$65,921 compared to 2012.
- Registrations and transfers finished strong in December 2013 with registration revenue exceeding budget by \$9,400 for the year. Transfer revenue fell below budget, but this is mainly due to the (\$15) fee increase not taking affect until April 2013. If the increase had been implemented in January, the ending result would have been very close to budget.

After discussion, staff was asked to research the number of transfers received April thru December to determine the impact of the \$15 increase of the transfer fee and a suggestion was made to advertise that the Registry has not increased registration fees in X years.

(Note: significant increases have not been made since 2008) A suggestion was also made that the Registry Board have a representative on the UPHA Board. The Treasurer's Report was approved with all in favor.

c. Proposed 2014 Budget

Mr. Holden reported that budgeted revenue shows a decline of \$19,000 below 2013 actuals. This is based on reports received by the Registry used to forecast potential 2014 revenue. Expenses are budgeted fairly flat as compared to 2013 actuals showing a small increase of approximately \$6,000. Overall, we are forecasting the Registry to be at or slightly above break even for 2014. After discussion, Mr. Matton moved that the proposed 2014 budget be approved, Ms. Werner seconded, and the budget was approved with all in favor.

d. Investment Report

Susan Cassell of Merrill Lynch provided an investment report. The Merrill Lynch investments have performed well in 2013 giving us an increase from December 2012 to December 2013 of \$37,901 which is approximately a 20% gain. This gain is due to a positive change in market value in addition to reinvested dividends and interest. After discussion, it was agreed that the Finance Committee should review investments on a quarterly basis and make recommendations to the ASR Board if necessary.

VII. President's Report

a. ASR Officers

Dr. McNeese asked if the Board wished to leave the same Officers in place because the Board is frozen for 2014. The Board agreed with all in favor.

b. Sport Horse Committee & Professionals list on website

A discussion took place regarding the Sport Horse Committee. Dr. McNeese noted that we need to help them put information on our website. The committee has discussed ways to raise money for marketing. It was agreed to place the professionals list on website and to try to enhance the list. Discussion took place regarding moving the Sport Horse Committee to the Association, however, it was noted that the Incentive Program is a Prize Program so it cannot be moved.

VIII. Registrar's Report

a. 2013 Registry Statistics

Ms. Duncan reported on the 2013 Registry Statistics. In comparison to 2012, Transfers processed are down 3%, Registrations processed are down 15%, Registrations by foal crop are down by 27%, however, that will change as new applications for registrations for 2013 foals are received.

b. Guidelines for Directors & Conflict of Interest Disclosure Statements

Directors were provided with the Guidelines for Directors and were asked to complete Conflict of Interest Disclosure Statements.

c. Revisit checking names if show results are not on file

Ms. Duncan reported on the current process for checking the availability of horse names already in use. The current process involves manually checking historical show results outside of the office. After discussion, the Board agreed to keep the current process in place.

d. Emails regarding the First Time Breeder's Program

Discussion took place regarding some emails sent to the Registry regarding the First Time Breeder's Program. It was agreed that staff should send a "nice" response to the individuals.

e. Report from Half Saddlebred Registry

Ms. Duncan provided a report from the Half Saddlebred Registry of America. A suggestion was made to look at the possibility of a cheaper member package for owners of Half Saddlebreds.

f. Other

Ms. Duncan asked if the Board wanted to re-consider allowing Walk & Trot classes to count for the Saddlebred Record Program. The Board re-affirmed their previous decision that Walk & Trot classes do not count for the Saddlebred Record Program.

IX. Mare Harmony

The Mare Harmony Program was discussed after which, Mr. Herbert made a motion to forego the \$25 fee for 2014 but still require a form to be completed for ALL horses. Mare owners would still have to be ASHA members and would have to pay \$25 if they want to add photos or videos, Mr. Matton seconded and the motion was passed with all in favor. It was also agreed to see if the Mare Harmony icon could be placed on a more prominent position on the website.

Mr. Curran asked if the Registry should also get a new logo. After discussion, the Board agreed we should look into this.

X. Request regarding Saddlebred Record

The Board discussed a proposal from Louise Gilliland that horses that are age 40 and over (which is the age we are now using to allow re-use of names for horses with no show records) be granted CH status when the ASHA's own records indicate the horse is qualified. Mr. Matton made a motion to approve this proposal, Mr. Curran seconded and the motion was approved with all in favor.

XI. Updated Guidelines for ASR Affiliated Futurities

Ms. Duncan reported on a request for a new Affiliated Futurity. After discussion, it was agreed that the Board should review the application form and related materials for the proposed new Affiliated Futurity. They will also review the Guidelines for ASR Affiliated Futurities.

XII. Committee Requests

a. Ad Hoc Foal Registration Incentive Committee - ASR Survey

Ms. Duncan reported on a proposed survey that the Ad Hoc Foal Registration Incentive Committee would like to have issued. After discussion, Mr. Herbert made a motion to approve the survey, Mr. Matton seconded and the motion was approved with all in favor. Directors were asked to review the draft survey and provide Ms. Duncan with any changes. It was also agreed that we should look at a way to send the survey to non-members.

b. Sport Horse Committee

The Board discussed requests from the Sport Horse Committee to reduce the enrollment fee for Incentive Program from \$150 to \$100 starting with the 2015 competition year and to retain 10% of the enrollment fees for marketing of the Sport Horse Programs. Discussion took place regarding participation in the program. The committee is also requesting that Western Dressage results from non-USEF shows also count for the Sport Horse Programs effective for the 2014 competition year. Western Dressage is already a USEF approved discipline and accordingly was approved to be added to the Sport Horse Incentive Program. Cowboy Dressage was also discussed, however, it was noted that this is not in the same caliber. It was agreed that we should find a way to accept Western Dressage from non-recognized shows. Ms. Werner offered to help work on the language.

Mr. Herbert made a motion to approve the Sport Horse Committee requests as presented, Ms. Richardson seconded and the motion was passed with all in favor. Ms. Aschenbrenner recommended that, in the future, payouts below a certain amount be donated back into the fund. All agreed. This recommendation will be sent back to the Sport Horse Committee to discuss the amount.

c. Sweepstakes Committee

Ms. Duncan presented a request from the Sweepstakes Committee to allow horses with full manes to show in the ASR Three-Year-Old and Four-Year-Old Three Gaited Sweepstakes classes. The Standards & Rules Committee had reviewed this request and agreed to ask USEF for a presidential modification to the rules for 2014 and to submit an official rule change proposal for future years. After discussion, Mr. Matton made a motion to support the recommendation of the Standards and Rules Committee, Mr. Herbert seconded and the motion was passed with all in favor.

d. Futurities Committee

Ms. Duncan reported on a request from the Futurities Committee to give a 20% discount to people who make five or more payments at one time. The question was raised as to whether this was for different owners or if it would have to be the same owner. After discussion, it was agreed to send this matter back to the committee for clarification.

XIII. Other Business

Ms. Werner suggested having a mentoring program for Breeders. She will look into this further.

XIV. Adjournment

With no other business before the Board, Mr. Curran made a motion to adjourn the meeting, Ms. Kline seconded and the meeting was duly adjourned at 5:25 p.m.

Submitted by:

Katriona Adams

Assistant Registrar