

AMERICAN SADDLEBRED HORSE ASSOCIATION, INC.
Board of Directors Meeting
Tuesday, July 6, 2010, 1:00 p.m. Eastern Time
United States Dressage Federation Headquarters, Kentucky Horse Park
Lexington, Kentucky

MINUTES

Members Present: Judy Werner, President
Vicki Gillenwater, First Vice President
Barbara Molland, Second Vice President
Paul Treiber, Secretary
Jim Ruwoldt, Treasurer
Betsy Young Boone
Louise Gilliland
Nelson Green
Minna Hankin
Chuck Herbert
Carl Holden
William Marple
Scott Matton
Margaret McNeese
William Whitley
Art Zubrod

Members Absent: Germaine Johnson
Jimmy Robertson

Others Present: Mary Anne Cronan, Past President
Fred Sarver, Chair Registry Committee
Laurel Nelson, American Saddlebred Museum
James Nichols, UPHA
Jefferson K. Streepey, counsel
Paula Johnson, Executive Director
Katriona Adams, staff
Steve Specht, Merrill Lynch
Susan Cassel, Merrill Lynch

Roll Call

President Werner called the meeting to order at 12:50 p.m. on July 6, 2010. Mr. Streepey called the roll and noted that a quorum of directors was present. She introduced Paula Johnson, Executive Director and welcomed guests.

Consider Agenda

President Werner noted two additions to the agenda as follows: After the Kentucky State Fair Report there will be a Nominating Committee Report. There will also be a resolution that allows Jimmy Robertson to sign documents for the Equine Village participation at the World Equestrian Games. *The revised agenda was adopted.*

Considerations of Minutes

a. Board of Directors Meeting, February 18, 2010

b. Board of Directors Meeting, February 20, 2010

c. Board of Directors Meeting, March 22, 2010

Mr. Ruwoldt moved approval of the draft minutes of the February 18, February 20 and March 22, 2010 meetings, Mr. Trieber seconded and the motion passed with all in favor.

Registry Committee Report to ASHA Directors

Mr. Sarver reported on recent dealings by the Registry Committee on a hearing and an appeal by Ricky Cook and Frank Cook to the Board. He explained that the Registry Committee usually deals with matters that are not clearly addressed by the rules and that the committee only reviews matters which are referred to them.

Kentucky State Fair Report

Mr. Sarver reported that the new barn at the Kentucky State Fair is complete. This year's show will include some demonstrations in anticipation of the World Equestrian Games. Qualifying for the show is going well. For 2011, qualifying requirements for Western will be the same as the requirements for the Park and Pleasure divisions. Ms. Boone noted that there is a trend to hold a lot of one-day shows offering a few western classes. A discussion took place regarding the possibility of improving the qualification process using technology. It was agreed that we should discuss this matter again with the Kentucky State Fair management. Mr. Sarver left the meeting at 1:02 p.m.

Report from the Nominating Committee

Mr. Green reported that the Nominating Committee will hold its first meeting on Thursday, July 8th. He noted which directors had terms that were expiring and which were eligible to serve again. Mr. Ruwoldt noted that the current nominating process was written by Simon Fredericks. He suggested explaining more of the process to the membership.

Finance Committee Report

a. Investment Portfolio Review

Mr. Ruwoldt explained that the Financial Statements are different this year. The Registry and the Association's finances have been separated. He noted the variance between total revenues and total expenses. It was noted that we need to do more to explain the benefits of membership and also do more follow up work with sponsors. After due consideration of current investments, *Mr. Whitley moved that the Emergency Operating Fund and the ASHA general account be moved into a higher interest bearing investment fund, Mr. Herbert seconded and the motion passed with all in favor.*

b. 2009 Tax Return

Mr. Ruwoldt brought everyone's attention to the tax returns for the Association and the Registry. The returns had been provided in advance for complete review by the Board. There was no additional discussion for the Board.

American Saddlebred Museum Report

Ms. Nelson, American Saddlebred Museum President, provided some updates on Museum activities. A fashion show will be held Friday, July 9th in conjunction with the Lexington Junior League show. A party will be held at the Kentucky State Fair with a wild-west theme. An auction will also be held. There will be a joint press conference at the World Equestrian Games on September 25th at 11:30 a.m. Discussions are taking place regarding some possible partnerships for the future.

Committee Reports

a. WEG Report

Ms. Cronan provided a report from Jimmy Robertson on our preparations for the World Equestrian Games. We will have a booth at Equine Village. Saddlebreds will be part of the breed demonstrations and will be part of the opening ceremonies.

b. Kentucky State Fair Update (ASHA Youth Activities, Raffle Tickets)

President Werner provided a report on Youth Activities on behalf of Germaine Johnson who was not present. ASHA has given out over \$300,000 in scholarships. This year, proceeds from the raffle will go towards youth programs. It was suggested that a Lifetime membership be added to the auction. It was noted that the tickets should include a notation that the Association is a 501 c 3 organization.

c. Charter Club, Regional High Point

Ms. Molland explained the proposal from the Charter Club Council regarding a High Point Awards Program. Half Saddlebreds are also eligible in the section titled Open Competition. It was agreed that this was a great promotional opportunity. *Mr. Zubrod moved approval of the ASHA High Point Awards Program, Ms. Gilliland seconded and the motion passed with all in favor.*

d. Scholarship Committee

Ms. Gillenwater reported on the work of the scholarship Committee. She read the names of the nominees recommended by the committee. *Mr. Zubrod moved acceptance of the recommendation of the Scholarship Committee, Mr. Whitley seconded and the motion passed with all in favor.*

e. FEI Disciplines Championships

President Werner explained that the proposed FEI Disciplines Championship is basically patterned after the Grand National. The Board was in favor of the program but had concerns about funding and about the number of possible participants. After due consideration, it was agreed to refer this proposal back to the committee for additional work and to review again at the next meeting of the Board.

Code of Practice

Mr. Marple explained the American Horse Council's Welfare Code of Practice. *After due consideration, Ms. Molland moved that the Association adopt the Code of Practice, Mr. Trieber seconded and the motion passed with all in favor.*

Executive Director Report

a. Logistics and Employee Hours during WEG

Ms. Johnson reported that she is working with staff on a proposal for staffing of the office during WEG.

Other Business

a. Webcast Report

A discussion took place regarding the cost of web casts and some pending issues relating to the distribution channel. It was agreed that a release should go out regarding problems and to let members know that we are working on it. It was suggested that we sell ads for display during web casts.

b. Fall Meeting Date – Possible Retreat

President Werner explained that she would like to have a Board retreat sometime in the Fall. It was noted that the Association should have a short term plan and a long term plan for promoting Saddlebreds. It was suggested that the retreat be scheduled after the American Royal. UPHA could also be involved and the Fall Board meeting could be held at the same time.

c. Letter to the Editor – *The Horse*

President Werner noted a letter to the editor of *The Horse* magazine which included a reference to Saddlebreds. After some discussion, it was agreed to contact the magazine regarding their editorial policy and perhaps write a response to the editor.

New Business

Mr. Zubrod suggested hiring a professional fundraiser. It was noted that if we do hire a professional fundraiser that it would have to be someone who knows the people involved in the breed and that we would need to develop a plan to give to this person.

The web site was discussed. It was agreed that it needs to be redesigned and needs to be more user friendly. Staff will look into this.

The meeting went into Executive Session.

Submitted by:

Katriona Adams, staff

As amended and approved December 6, 2010