

American Saddlebred Horse Association

Executive Committee Meeting
Monday, May 9, 2011
5:30 p.m. Eastern Time

Via Teleconference
Lexington, Kentucky

MINUTES

Members Present: Betsy Boone, Margaret McNeese, Jim Ruwoldt and Judy Werner.

Members not Present: Mary Anne Cronan and Chuck Herbert.

Staff Present: Paula Johnson, Executive Director

I. Quorum

A quorum was established, and the meeting was called to order by President Judy Werner at 5:30 p.m. EDT.

II. Sport Horse Incentive Program

The first agenda item was a discussion regarding the Sport Horse Program; the executive committee felt it appropriate that the NATRC, Canada and ACTHA rules be employed for non-USEF rule competitions. A motion was made by Betsy Boone and seconded by Dr. McNeese to make that recommendation to the ASR Board.

III. Financial Report

Mr. Ruwoldt and Ms. Johnson then reviewed the financial report. It was reported that a small amount of securities were liquidated from the Belle Elegant fund to convert it to cash to fund the invoice for Equestrian Life initiative. This educational initiative will provide videos and other educational materials for our future use. The ASHA portion of the Equestrian Life initiative is approximately \$8,300. Mr. Ruwoldt reported on financial trends; taking the Equestrian Life out of the financial analysis, we are operating under budget year to date, and the trends show us under budget and slightly above our profit estimates.

IV. Statistics

Ms. Werner then reported on the membership statistics which are somewhat flat year over year, and noted that she was provided a report of statistics from the Registry through the end of April. Transfers are trending up, and we are waiting for the impact of the amnesty which will probably occur in June.

V. Building Insurance

Ms. Johnson then discussed the situation with building insurance. The executive committee suggested that Ms. Johnson contact our broker and assess the options for ASHA to obtain its own insurance.

VI. Staffing Update

Ms. Johnson then provided a compensation and personnel update for the executive committee, discussing the use of external benchmarks for the Lexington area. She also provided the status of the offer that was made to a potential intern, that individual having declined to accept another position.

VII. Youth Initiatives

There was then a discussion regarding Youth Initiatives. Ms. Johnson reported on the Barn Tour that is being planned by the Youth Committee. After considerable discussion by the Executive Committee, there was feeling that this might interfere with the All American Cup activities and dilute the participation for each event; while this type of event is a wonderful idea, it was felt that the timing was a concern. Ms. Werner agreed that she would communicate to the Committee Chair regarding the thoughts of the Executive Committee. Ms. Johnson also reported on the Triple Crown program and the potential of funding a scholarship through the rebate program available through them and their local distributor, Southern States.

VIII. Kentucky State Fair

A short update was presented by Ms. Johnson regarding the Kentucky State Fair activities. The poster is being finalized, we are planning on a meeting with Mr. Harold Workman to discuss the webcast, and we are actively seeking sponsorships to be able to provide the webcast to members free of charge. USEF has agreed to assist us in that effort.

IX. Other Business

Ms. Boone discussed the concept of a call tree to assist in disseminating ASHA information to members; this was taken under advisement.

There was also a discussion about a Youth poster contest in conjunction with the Kentucky State Fair. All agreed this would be a good idea, and it should be referred to the Youth Committee.

Mr. Ruwoldt left the meeting at 7:13 p.m.

A suggestion was made to contact the Kentucky State Fair early this year to ensure that there is a Saddlebred image used in connection with Ticketmaster with the tickets for the Kentucky State Fair. Ms. Johnson concurred and will attempt to get that done.

X. Adjourn.

There being no other business before the committee, a motion was made and seconded to adjourn the meeting.

Respectfully submitted,

Paula Johnson
Executive Director