



**AMERICAN SADDLEBRED HORSE ASSOCIATION
MINUTES OF EXECUTIVE COMMITTEE MEETING**

March 9, 2015

A telephonic meeting of the Executive Committee of the American Saddlebred Horse Association (the “Executive Committee”) was held on Monday, March 9, 2015, commencing at 4:30 p.m. EST. The following ASHA Executive Committee members were in attendance at this meeting: Bob Funkhouser; David Rudder; Stacey Kipper-Perrelli; David Mount; Tandy Patrick; and Elisabeth Goth. Also present and welcome were ASHA Board members Allen Bosworth, Donna Pettry-Smith, and Leslie Rainbolt-Forbes. Also present by invitation was Bill Whitley, the ASHA’s Executive Director, and Lisa Duncan, the Registrar of the ASR.

The meeting proceeded as follows:

1. MINUTES. Upon motion made by David Mount and seconded by Tandy Patrick, the Minutes of the February 9, 2015 Executive Committee Teleconference were unanimously approved.

2. REGISTRY REPORT. Registrar Lisa Duncan reported that as of February 2015 the Registry had completed 514 transfers and 183 registrations. In comparison, as of the same time in February 2014 the Registry had completed 460 transfers and 159 registrations.

Lisa also reported that she will be working at the Harness Horse Festival will be held at the Kentucky Horse Park on March 13 and 14, 2015.

The registry still needs to update the records of around 450 horses for the new database. The remaining updates are all on horses that are deceased. Some records are not 100% accurate. For example, ownership chains may have a day or two gap in the chain. All remaining horse’s files are in storage and the registry is deciding on whether it is cost effective to bring those files up from storage to make the records 100% accurate. All records will be made as accurate as possible without the stored files and may be updated further pending on files coming from storage.

3. PRESIDENT’S REPORT. Bob Funkhouser reported that ASHA is trying to reconnect with the 4-H system. This movement, headed by David Mount, began when we learned that 4-H was threatening to drop Saddle Seat in Kentucky. David Mount will be meeting with 4-H members next week to try to keep the group from dropping Saddle Seat.

David has commitments from Joan Hamilton, Joan Lurie, and some other broodmare owners who are willing to donate broodmares to the 4-H program to resurrect Saddle Seat in 4-H. These broodmares will remain on their respective farms and the foals will be given to the 4-H students to train and sell.

Allen Bosworth sent out some Social Media Standards to the Board for review. ASHA is in need of adopting some Social Media Standards. Bob Funkhouser, Bill Whitley and Lisa Duncan recently sat in on an Equine Welfare Committee Meeting and there is a member within this committee that is arguing on Social Media. These comments may be viewed negatively toward the Committee and ASHA. Board Members are reminded that their comments on Social Media can be viewed as negative comments on ASHA. Everyone should be careful as to what they comment on and what they post, even on their personal pages. Everyone was in agreement that Social Media Standards should be given to each Board Member and each Board Member needs to acknowledge receipt of these standards, possibly on the Conflict of Interest Statement we all sign each year. Allen Bosworth will review and amend the draft of guidelines and submit it to the Board for approval. After approved, these guidelines need to be published within ASHA and on any of ASHA's social media pages (particularly Facebook). ASHA also needs to put together mechanisms to monitor any Social Media sites after the standards are approved. Allen will draft a proposal for monitoring our Social Media sites as well.

Tammie Conaster of UPHA contacted Bob Funkhouser and asked if ASHA would like to join UPHA at their convention January 18-21, 2017 in New Orleans. After much discussion, Elisabeth Goth asked for the Board to see numbers from last year's convention in comparison to previous year's conventions before we made a decision. Once the Board obtains these numbers, we will vote on participating with UPHA in 2017. A decision should be able to be made at our next Board Meeting. Bill Whitley encouraged ASHA to keep the Youth Conference in Kentucky and separate from the ASHA convention. Most on the call agreed with this statement. The Youth Conference is very well attended and many of the youth enjoy coming to Lexington, Kentucky to see the stars of our show industry in Kentucky.

The Harness Horse Festival will be at the Kentucky Horse Park March 13-14, 2015. Lisa Duncan will be working at the festival and David Rudder will be helping to coordinate the demonstrations at the event. Chris and Stephanie Brannan are bringing a gaited horse and a pleasure horse to the festival. Sterling Graburn will bring one or two driving horses as well. Peter Fenton is the announcer at the festival and Brian Chappell will be doing commentary for the horses. The hope is that this festival will turn in to an annual equine affair in the future.

USEF sent the association a letter asking which shows ASHA would like drug tested in 2015. ASHA will send a letter in response encouraging USEF to drug test all sanctioned shows.

The World's Championship Horse Show advisory committee meeting was cancelled due to weather and re-scheduled for Tuesday, March 17. The committee within ASHA for the WCHS consists of Bob Funkhouser, David Rudder, Bill Whitley and David Mount. Elisabeth Goth asked when the appropriate time was to ask about adding classes to the current schedule. The sooner we ask for any changes, the better as it usually takes a year to two years to implement any additions. The first step to any additions was adding an extra day to the horse show, the next step is increasing the stabling, and then adding classes. Also, ASHA has not received a preliminary schedule from Scarlett as of yet. One is expected within the month and will be shared once it is received. Any comments regarding the horse show or the schedule should be sent to Bob via email.

4. EXECUTIVE DIRECTOR'S REPORT. Bill Whitley recently was a ring master at a show. He wants to keep doing this on a limited basis to keep himself and ASHA out in view and

in the membership. He got some very positive comments on his recent job. He was able to answer questions in person about the association and thought that was very well received.

The Gasparilla Horse Show recently contacted Bill and asked if ASHA would like to be the point person for TV coverage at the horse show. We will be a big presence at the horse show and it will be at no cost to the association.

Bill is having a staff meeting every Monday. Currently the staff is trying to get the web site out and trying to get the database correct and updated. Each Monday the staff members are reporting what they plan to do each week. This makes the staff accountable and puts everyone on the same page as far as progress goes for the entire project.

We do not have any updated financials as of yet. Mary has been working very diligently (in the office and some overtime) to get the bills caught up and she should have the financials for October 2014 done by the end of the week. David Mount will be coming in at that time to double check the financials. Bill Whitley has put in place dual control on all financial matters within the association.

Lexington Junior League has contacted ASHA to ask about renewing our box at the horse show. Leslie Rainbolt-Forbes offered to purchase the box again from the association. In addition, she will allow the association to use the box if needed for a specific session for sponsors.

ASHA has not yet been asked about the suite at Louisville. When we are asked the Board agreed to offer the suite to High Caliber Stables to purchase. If they do not want to purchase the suite, we will then offer it to other stables. Bill will update us on who purchases the suite.

Bill Whitley would like to update the employee handbook for office closure due to weather. Currently, the offices follow the closure of Fayette County Schools. Most businesses follow the University of Kentucky closure schedule. A motion was made by Elisabeth Goth and second by Bob Funkhouser to amend the ASHA employee handbook to close the office due to weather if the University of Kentucky does not hold classes due to weather. The motion passed unanimously. Bill Whitley will discuss this change with the human resources committee.

5. MARKETING COMMITTEE REPORT. Allen Bosworth gave the Marketing Committee report. The next Marketing Committee teleconference is scheduled for March 10th at 2 pm EST. There is a new Select Series program in place in Kentucky and Ohio. New logo designs have been submitted to Allen and are being refined. A new logo should be ready to be distributed within the Marketing Committee in the next couple of weeks. Allen has also negotiated a marketing contract with Ray Drasnin that the Marketing Committee will be going over at tomorrow's meeting.

6. CHARTER CLUB COUNCIL PROPOSALS. Two proposals from the Charter Club Council were given to the Board for review by Stacey Kipper-Perrelli. The first was for the Breed Ambassador Program which is a program that gives points and awards to individuals, barns, and Charter Clubs for promoting the American Saddlebred. Each person is responsible to keeping their own points and will distribute completed and signed forms to their Regional Charter Club representative. These representatives will then tally the points and pass on the winners to Brenda Newell at ASHA. Brenda will then tally the World Champions based on the submissions. Each Regional and World winner will receive a cloth banner to display. Banners are sponsored by the individual Charter Clubs throughout the country. There will be no cost to the ASHA for these

prizes. Region winners will be announced regionally and World's Champions will be announced at our annual convention. A motion was made by Stacey Kipper-Perrelli to adopt this program with a second by David Rudder. The program will be forwarded to the entire Board for review/comment and an email vote will be conducted to approve.

The Academy Guidelines committee within the Charter Club Council put together a list of Academy Guidelines for ASHA to approve. This program was started by sending out a survey to instructors across the United States about their opinions of current Academy rules. Each question that was agreed upon was incorporated into guidelines. These guidelines are simply suggestions – they are NOT rules. Each individual area can change the guidelines as needed to adjust to their area. These guidelines are to be used to give people a starting point if they are starting a new Academy division in their area or if they want to modify some existing Academy rules. Bob Funkhouser will be taking the guidelines to UPHA to get joint support. In the meantime, any questions or comments on the guidelines should be sent to Stacey Kipper-Perrelli. Once Bob talks with UPHA and we receive internal comments, the guidelines will be passed out to the entire Board and voted on.

7. SUPER CONVENTION REPORT. The Super Convention will be February 9-13, 2016 at the Westin Waterfront Hotel in Boston. The welcome party will be at Legal Seafoods which is a restaurant right on the water. Several individuals and groups have stepped up to sponsor the convention. Progress is moving forward very nicely.

8. OLD/NEW BUSINESS. None.

The meeting adjourned into Executive Session at 6:10 EST. Our next Executive Committee meeting is scheduled for April 13th at 4:30 p.m. EST but may be changed for a conflict. New information will be emailed out to the EC shortly.