



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

April 13, 2015

A telephonic meeting of the Executive Committee of the American Saddlebred Horse Association (the “Executive Committee”) was held on Monday, April 13, 2015, commencing at 2:30 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 Leslie Rainbolt-Forbes, Holly Nichols, Matt Shiflet, Jenny Taylor, Chuck Herbert, and Susan Shepherd. Also present by invitation was Bill Whitley, the ASHA’s Executive Director, Lisa Duncan, the Registrar of the ASR and Michelle Partridge and Cynthia Lowell from the ASHA staff.

The meeting proceeded as follows:

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

2. REGISTRY REPORT. Registrar Lisa Duncan reported that as of March 2015 the Registry had completed 771 transfers and 275 registrations. In comparison, as of the same time in March 2014 the Registry had completed 868 transfers and 259 registrations. Transfers are down by 97, which is partially due to the fact that the office flooded and the staff was not able to process the transfers due to the flooding. They are getting caught up now.

The next registry board meeting will be on July 6 at noon. This meeting is open and will be held in the museum library.

Bob Funkhouser received an email from Leo Maxwell with complaints about the registry and association. One of Leo’s points was that the registry statistics were not readily available to the membership. Bob proposed to add the annual statistics to the ASHA Journal at the end of the year and add the quarterly statistics to the eNews at the end of each quarter.

3. TECHNOLOGY UPDATE. Cynthia Lowell reported that all owners have now been uploaded to the new database. We can upload horses and transfers at any time. Cynthia planned to call to get those uploaded this evening. We have merged information on over 1,000 individuals in the database. By June we hope to have the majority of our information merged and complete. By July we hope to have the new site up and running. So far there have been small hiccups that need to be tended to, but all so far have been addressed and corrected. Allen Bosworth and Bob Funkhouser have looked at the look and feel of the web site and plan to share that with the Marketing Committee and the Board at a later date.

4. TRAINER'S EQUITATION PROGRAM. Michelle Partridge reported that Christy Parker has collected over \$4,550 for the Super Convention in 2016 via a fundraiser. So far the trainer's equitation cup has raised several thousand dollars as well. Chapter 14 has committed \$1,300 for 13 trainers. Chapter 5 has \$1,000 committed for 3 trainers. The program has really taken off all over the country. There are 10 shows participating in 2015 and more shows may be able to be added on in 2016. Names of shows who are interested in being added should contact Michelle to let her know. Stacey said that the Denver Queen City Horse Show would be interested in being added to the list in 2016. The original idea of a finals to be held at Kansas City was denied by UPHA. Instead of a finals, ASHA is having a drawing for several donated prizes. So far for the finals and grand prizes, we have one trip donated by Kaye Bowles-Durnell among other items. Bill Whitley is trying to get the Morgan Horse Association to donate another. They have already donated several memberships and are planning to award one lifetime membership. This program is one that has expanded amongst breeds as well as venues all across the country.

5. PRESIDENT'S REPORT. Bob Funkhouser reported that on March 17 we had a WCHS advisory committee meeting. The advisory committee met with the State Fair officials. John Conatser wanted the fair board to look into the constant traffic issues. He would like to have an exhibitor entrance to help us on the weekends with the shutting down of gates and high traffic for concerts. This is on Rippetoe's radar but not yet handled. A day has been added to the show this year. Saturday night will now be the old Sunday night schedule complete with the County Fair Championships. Sunday matinee, evening and Monday matinee will hold all of the junior exhibitor classes so those kids can go back to school during the week. There will also be no daytime classes on Thursday. Tammie Conatser wants to have a tutoring room similar to that at the American Royal. There is a plan to set up a learning center by Howie's booth in the concourse. We are not sure what this will cost, but we do know that the American Royal paid \$7,500 for the setup of the tutoring room at their horse show.

A consultant to the WCHS fair board has asked about what kind of stalls and other related items the Saddlebreds would need in a new agricultural facility, which could be built in place of Cardinal Stadium. This marks the first time the fair board has looked into our expansion needs. We should be guardedly optimistic as they also had an amphitheater on their wish list for 15 years that did not get funding. The new agricultural facility would have a proposed 1,000 stalls. The problem is that there is not any finding in place for such a center.

Immediate changes that will be made this year at the WCHS are that foot traffic will be attempted to be re-routed to not cut across the makeup ring. It will be mandatory that barns in the North Wing to leave curtains up on their stalls until the end of the horse show Saturday evening. Also, horses will not be allowed to be hauled off the premises during the performances on any night, especially Friday and Saturday. ASHA has been animate about hiring a second in command to Scarlet to relieve Scarlett while she is out and about on the grounds. The state fair is willing to hire that person, or several people, to fill a secondary role. We need to come up with suggestions for those people to give to the fair board and to Scarlett. We would like to see a second in command to learn what Scarlett does so they can take over in case anything happens to Scarlett or she retires.

The Board has not yet seen the financial information for the Kentucky State Fair requested from Fred Sarver in October 2014. Bob will draft a letter requesting those financials again and include a copy of the minutes requesting the information from October 2014. The letter will also go to Rippetoe and Scarlett. ASHA had not sent a letter earlier as we were trying to get other issues resolved with the State Fair Board. Those issues are now resolved, so we feel that we can move

forward with asking for the financials. The draft of the letter will go out to the board for comment and review before being mailed out.

UPHA has asked us again to be a part of the UPHA convention in New Orleans in 2017. After much discussion, the board felt that we should put together a small committee to give a proposal to UPHA about our involvement with the convention. We would like to be more than just a guest. The association would like to help fundraising efforts and share in the profits from the convention as well. The committee will consist of David Mount, David Rudder, Elisabeth Goth, Michelle Partridge, and Bob Funkhouser.

6. EXECUTIVE DIRECTOR'S REPORT. Bill Whitley emailed out Elisabeth Goth's USEF report and thanked her for her efforts with USEF. The November financials were sent to the Board and the December financials should be coming around Thursday this week. Mr. Whitley received a proposal from Hicks & Associates to audit our financials from 2014. The proposal was for \$9,900. Bill sat on the proposal and then informed them that we planned to get bids on the auditing for this year. A new proposal was then sent out which was \$3,450 less than the original proposal. Bill has contacted other companies and sent the auditing out for bid. He will keep us informed.

David Mount and Bill Whitley are working on a flow chart for approving bills. To date we are requiring dual control on approving and paying all bills and contracts. This is causing some back log and they feel that a flow chart will help speed up the process.

Elisabeth Goth went to the museum and they unanimously approved having an area in the museum gift shop for ASHA items. They would like to help us in picking out any items sold so we do not have any overlap with some their current merchandise. Carson Kressley has offered to put us in touch with Polo Ralph Lauren to obtain some top clothing items.

7. MARKETING COMMITTEE REPORT. Bob Funkhouser gave the Marketing Committee report. The marketing committee has secured the services of Ray Drasnin and he will be participating in the committee meetings beginning immediately. They are also moving forward with Select Series classes. The first set was set to kick off at Kentucky Spring Premier. The classes at Spring Premier went well. There were no entries in the performance classes but the pleasure classes had a good number of entries. Elisabeth Goth asked if we can combine the performance classes in some way to gain participation, until the program gets off the ground. All thought that was a good idea.

8. SUPER CONVENTION REPORT. Plans are moving forward with the super convention. The convention is February 10-13, 2016 at the Westin Waterfront Hotel in Boston. Beth Level is our guest entertainer on Saturday night. She is a Tony Award winner. Helen Rich has contributed \$100,000 towards the convention. The convention group is looking into a wraparound screen to have for the gala Saturday night. They also plan to have 3 stages and 3 MC's, so no one in the ballroom has a bad seat. They plan for 700+ people to attend Saturday night's event. The group is in the process of negotiating the price of the AV items for the convention. Bob needs room meeting needs and groups who need time at the convention by Friday.

9. OLD/NEW BUSINESS. Leslie Rainbolt-Forbes thought the learning center at the WCHS was very important. She suggested that ASHA take the initiative to put it together and to fund it. A committee was formed and the Board unanimously agreed that ASHA will provide

funding and materials for their learning center at the WCHS. The committee will put together all the materials needed, a letter for schools, and the funding for the center. The committee will consist of Bill Whitley, David Rudder, David Mount, Leslie Rainbolt-Forbes, Michelle Partridge, and Elisabeth Goth.

The meeting adjourned at 4:15 EST. Our next Executive Committee meeting is scheduled for May 11th at 4:30 p.m. EST.