



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

**June 9, 2015**

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A telephonic meeting of the Executive Committee of the American Saddlebred Horse Association (the “Executive Committee”) was held on Monday, June 9, 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 Rainboldt Forbes, Holly Nichols, Donna Pettry-Smith, and Matt Shiflet. Also present by invitation were 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 Tandy Patrick and seconded by Stacey Kipper-Perrelli, the Minutes of the May 11, 2015 Executive Committee Teleconference were unanimously approved.

**2. REGISTRY REPORT.** Registrar Lisa Duncan reported that as of May 2015 the Registry had completed 1,999 transfers and 444 registrations. In comparison, as of the same time in May 2014 the Registry had completed 1,625 transfers and 399 registrations. Transfers are up by 374. Registrations were up by 45 horses. The office is now caught up on processing and is sending out second notices for missing items. The Registry will publish the end of quarter registry statistics in the eNews at the end of June. There was a desire to publish these statistics on the web site as well and Lisa will check with Cynthia Lowell to see if we can get them up on the web site.

The next Registry Board meeting will be held July 6<sup>th</sup> at noon.

**3. EXECUTIVE DIRECTOR’S REPORT.** Bill Whitley reported that the Trainer’s Equitation class at the Rock Creek Horse Show raised \$22,093. The horse shows that remain for the Trainer’s equitation class are Midwest Charity, Blue Ridge, Shelbyville, California Futurity, Natasha and Kentucky Fall Classic. The Shelbyville Horse Show has contacted the office and said that all the proceeds from their class will go to ASHA. The show will not keep any of the proceeds for themselves. This has been a great, feel good program. At Rock Creek, as at all of the shows thus far, the stands were full for the class. Everyone seems to be getting behind the idea and supporting the trainers in this effort! Many of the show industry’s youth are making signs for the Trainer’s Equitation class, which are getting more and more creative. Bill has been in contact with Tuffy Owens about the Madison Classic’s Trainer’s Equitation class. He is asking that the donations for that show be switched to the Midwest Charity Horse Show’s class since the Madison show was canceled this year and the class was not held. One person asked for a refund of their pledge, which was granted.

Mary has finished the January Financials and is now putting together the budget. She will get these items to the finance committee this month. Mary is still a temporary employee at this time. Everyone who has worked with Mary (Bill Whitley, David Mount, and Lisa Duncan) think that her work has been good. She is also pleasant to work with. Financial information has been accurate and in good order. When we review Mary's status as a temporary employee we need to keep in mind when we complete our review that a jump to a permanent employee not only increases her salary, it would add benefits as well.

The final audit proposal to audit our financials was received this past Friday. David Rudder, Bob Funkhouser and Bill Whitley will go over the proposals and prepare them for the Board to review. There are four different proposals to discuss and each of them is very different. At this time the proposals are all for a full audit rather than a review because of all the turnover in the office.

The Kentucky State Fair has asked both UPHA and ASHA to sponsor part of the youth party at the WCHS. UPHA has been asked to sponsor a band for \$500 and ASHA has been asked to sponsor a photo booth for \$750. We can ask about agreeing to sponsor the photo booth if we can get a complimentary booth at the show again this year. However, we do not want to be stuck in the back with our booth again this year. Last year we did not have the most ideal location for our breed.

As of the end of May 2015, we have received 5,822 memberships which is an 821 membership increase from last year (or 35%). We are still getting new membership at this time and have 1 contributing member, which we have not had for quite some time. We are also down to 50 copies of the Journal.

**4. PRESIDENT'S REPORT.** Bob Funkhouser reported that classes from two different horse shows that were recently canceled will count towards qualifying for the World's Championship Horse Show. There is a need to revisit the qualification requirements for the WCHS. Matt Shiflet suggested that horses may need to qualify at an A rated horse show. Elisabeth Goth brought up that in the Morgan's previous World's Champions were exempt from qualification. She also stated that we are the only breed that does not have an internal rating system for horse shows. We may need to look at rating shows internally for qualification purposes. USEF is currently looking at adding two more levels of USEF approved shows as well, which may help our qualification standards. These levels are not approved yet, but will be voted on at the next USEF board meeting. All ASHA Board members on the call agreed that the time frame for qualification needs to be changed, but we should revisit all other qualification standards as well. When we renegotiate our contract with the KSF, we should talk about requiring that ASHA has a say in certain aspects of the show as well, with qualification standards being one of them. A committee was put together to look at this matter. The committee at this time will consist of: Chuck Herbert, Matt Shiflet, Leslie Rainboldt Forbes, and Stacey Kipper-Perrelli.

Any questions anyone has on the financials from the World's Championship Horse Show need to be given to Bob soon. Please document all questions and concerns so Bob can have them all in one place when it is time to go over the information with the Kentucky State Fair.

UPHA has contacted Bob about a partnership with them for future conventions. They want to partner with us, we just need to figure out how to make it work for everyone. ASHA will have a representative on the New Orleans Convention Committee. UPHA would like to put together a

retreat to talk about the logistics with future conventions which include profit sharing, meetings, etc.

The Select Series classes are going well in the Carolinas but are not taking hold as well in Kentucky. Elisabeth Goth has been hearing from trainers that the program might be better served to focus on the riders and not the horses. This can certainly be accommodated as different ideas work well in different areas. Classes should be integrated into the horse show rather than being separate so the exhibitors don't feel like outcasts. We may need to spin the promotion of the Select Series differently to get trainers to get a new way of thinking and a new perception of the program. The Board was interested in seeing numbers from Matt's program to see the success he has had with his program in that area.

**5. MARKETING COMMITTEE REPORT.** Bob Funkhouser gave the Marketing Committee report. The marketing committee has had a lot of positive discussions with Ray Drasnin. Our home page on the ASHA web site has changed but is not what we had envisioned. Allen and Bob have come up with a new home page idea and graphics that will grab you. They will get the home page changed in the near future.

The new ASHA logo is getting closer to approval. Ultimately, we need to get down to 2-3 logos that the Board approves so we can go to the membership for a vote. A choice of logos should be available for Board vote at our meeting in Lexington.

**6. OLD/NEW BUSINESS.** Elisabeth Goth would like to participate in the youth party again this year at Lexington. Michelle and Ashley are working on it and have talked to the youth committee about the party. Bill and Bob will get in touch with Michelle and Ashley to find out where plans are at this time and let Elisabeth know about the event.

Bill Whitley would like to compare 2013 and 2014 financials for the World's Championship Horse Show. It would help to know what it cost ASHA to be at the show in 2013 compared to 2014. In preparation to renegotiate our deal with the Kentucky State Fair, ASHA needs to know what we are being compensated each year in comparison to what the show is making for the Fair each year. Bob Funkhouser agreed to reach out to Fred Sarver and ask for the 2013 Financials from the Kentucky State Fair to aid in our understanding of the financial position of the horse show.

The meeting adjourned at 6:03 p.m. EDT. Our next meeting is a Full Board meeting and is scheduled for Thursday, July 9<sup>th</sup> at Noon EDT during Lexington Junior League at the Pony Club Headquarters at the Kentucky Horse Park.