



**AMERICAN SADDLEBRED HORSE ASSOCIATION
MINUTES OF MEETING OF BOARD OF DIRECTORS**

October 27 and 28, 2014

A regularly-scheduled meeting of the Board of Directors (the “Board”) of the American Saddlebred Horse Association was held on Monday and Tuesday, October 27 and 28, 2014, in the offices of Bingham Greenebaum Doll LLP in downtown Lexington. The following Directors of the Board were present in person at this meeting: Betsy Boone; Redd Crabtree (on Monday only); Bret Day; Leslie Rainbolt-Forbes; Bob Funkhouser; Chuck Herbert; Stacey Kipper-Perrelli; David Mount; Tandy Patrick; David Rudder; Susan Shepherd; and Matt Shiflet. Directors Randy Cates and Jackie Hale participated by telephone, per prior approval of the Executive Committee. Director Kenny Wheeler was unable to attend. Also present were Bill Whitley, the new Executive Director of the ASHA (effective 12/1/2014); Lisa Duncan, Registrar of the American Saddlebred Registry and Interim Director of the ASHA; Michelle Krentz Partridge, Media Production and Marketing Manager of the ASHA; Cynthia Lowell, assisting with the ASHA’s IT needs; Fred Sarver, the saddlebred representative on the Kentucky State Fair Board; and Elisabeth Goth, the ASHA’s representative on the USEF board.

The meeting then proceeded as follows:

1. QUORUM; ADOPTION OF AGENDA; MINUTES. Tandy announced that there was a quorum for the meeting. Upon Motion made by Betsy Boone and seconded by Holly Nichols, the Board approved the proposed Agenda for the meeting. Upon Motion made by Holly Nichols and seconded by David Rudder, the Board approved and ratified the Minutes from the July 8, 2014, and October 13, 2014, Board Meetings.

2. USEF. Elisabeth Goth, as the ASHA’s representative on the USEF Board, provided a comprehensive report on the USEF’s activities, including distribution of information from the Board’s July and September meetings. Elisabeth explained that she has been nominated as a candidate for Vice President of the USEF Board; if she is elected to this position, the ASHA will need to elect a new replacement for her as a Saddlebred representative (the ASHA currently has two seats on the USEF Board, and one seat on the USEF Council).

3. WCHS. Fred Sarver complimented the Board and the Staff on the well-written report from the ASHA summarizing the ASHA’s involvement with the 2014 WCHS, a copy of which report was provided to Board members. Fred referred Board members to the Minutes of the October 7th WCHS Advisory Committee meeting; he advised the Board that horse show management will address the issues of the quality of temporary stalls, and rules violations. Fred explaining that he will reiterate the prior request to add one or two days to the WCHS in 2015. He

explained that the Fair Board has issued an RFP for a Master Plan for redevelopment of the Kentucky State Fairgrounds, and that our input will be solicited in connection with the Master Plan.

The Board discussed the need for an assistant horse show manager, as well as a ‘strategic plan’/vision as to what the ASHA members want the WCHS to be. The Board requested additional information from Fred regarding financial statements pertaining to the Horse Show (including details on the profitability of the Webcast, golf cart permits, and VIP parking), and asked Fred to provide the information regarding the cost of VIP suites, information on sponsors, and prices paid by all vendors in the North Wing (the ASHA paid for three spaces in the North Wing for our booth).

Following Fred’s report, the Board discussed the need for the appointment of a special Steering Committee to partner with the UPHA and address a strategic plan and budget for an alternative location for a championship Saddlebred horse show, including a financial/economic impact study, and possible lobbying efforts on behalf of the industry. Upon motion made by Leslie Rainbolt-Forbes and seconded by Redd Crabtree, the Board approved the establishment of a new Task Force.

4. UPHA. Bret Day described the upcoming 2015 UPHA Convention to be held at the Savannah Marriott January 15 – 17, 2015, at which ASHA meetings will be included; everyone is urged to register for the 2015 Convention (online registration will be available starting November 3rd).

5. FINANCIAL REPORT. The Board received a report from David Harris of the USEF who is providing accounting services to the ASHA on an interim basis. David presented financial statements of the ASHA for the period ending 9/30/14, and noted that it was necessary for us to withdraw \$25,000 from our investment portfolio to cover cash flow needs in October. Revenues continue to be better than budget, and expenses are under budget. David also shared a report from Merrill-Lynch regarding the ASHA’s investment accounts.

Our new Executive Director will address the 2015 Budget, as well as the need for the addition of an accounting/financial person to the ASHA Staff, when he comes on board in December. We will also need to engage the Hicks firm for the annual audit.

6. REPORT FROM REGISTRY. Lisa Duncan reported on 2014 Registry statistics as of the end of September: Transfers - processed 2,612 compared to 2,624 this time in 2013; Registrations – processed 996 compared to 1,045 this time in 2013. Lisa explained that the Registry is now working in the new ASHA database (running about 3 weeks behind due to the computer technology conversion).

7. PRESIDENT’S REPORT. Tandy reminded the Board that we need to submit any nominations for USEF Pegasus Awards as soon as possible; the Board subsequently agreed on nominating *Macadamia* as our Horse of the Year nominee, and Mary Gaylord McLean as our Equestrian of the Year nominee. Tandy also reminded the Board that we need to solicit nominations for the various ASHA Year-End Awards, which will be presented in Savannah on January 17, 2015. Tandy shared the schedule for ASHA meetings at the UPHA Convention with the Board. She also explained that the ASHA Youth Conference would be held on February 13-

14, 2015, at the Embassy Suites hotel in Lexington; we are grateful for the generous support of Elisabeth Goth as a sponsor of the Youth Conference, and to Elisabeth, Dena Lopez, and Clark Clouse for agreeing to host the barn field trip visits.

8. REPORT FROM ASHA EQUINE WELFARE COMMITTEE. Staff contact Lisa Duncan reported that the Committee is recommending grants to the following welfare organizations: Sunkissed Acres, \$1,000; Team American Saddlebreds, \$1,000; and Horses Forever, \$500. We currently have approximately \$27,000 in our ASHA equine welfare fund. Upon motion made by Chuck Herbert and seconded by Betsy Boone, the Board approved the proposed three grants. Lisa explained that the *My Meadows* designation will now appear clearly on a horse's registration papers; the Committee is continuing to work on proposed policies and procedures as to how to best handle equine welfare distress situations, to be posted on the ASHA Website.

9. MARPLE PROGRAM. The Board reviewed and discussed the outline/description of the ASHA Marple Lesson Payback Program; upon motion made by Chuck Herbert and seconded by Betsy Boone, the Board approved the proposal, with one modification: that applicants will be reviewed ('vetted') by the ASHA's Riding Lesson Council. The Program will launch next year, with the first two recipients (\$2,500 apiece) to be awarded in January 2016. The Board applauded Stacey for her great work on this project!

10. PUBLICATIONS COMMITTEE. Chair Randy Cates and Michelle Krentz Partridge reported on the status of the 2015 *Journal* and the need for a careful proofreader; the 2015 *Journal* will include winners from the 2014 WCHS (as well as the 2013 WCHS). Randy and Michelle also shared the success of the *Saddlebred Daily* publication at this year's WCHS.

11. REPORT ON TECHNOLOGY UPGRADE PROJECT/WEBSITE DESIGN. Cynthia Lowell provided the Board and the AS Registry Board with an update on the technology upgrade project; a copy of her presentation is attached to these Minutes. The Board agreed that we should present the new ASHA Website at the UPHA Convention in January 2015 if possible.

12. MARKETING COMMITTEE. Allen Bosworth, Chair, and Stacey Kipper-Perrelli and Bob Funkhouser, Vice Chairs, provided the Board with an update on the ASHA's Marketing Plan and initiatives; a copy of the presentation is attached to these Minutes. The Board discussed the possibility of a partnership with 4-H Clubs in raising ASB foals, and also discussed the need for 'novice'/B-circuit horse shows to be tailored for different regions of the US. Matt Shiflet shared recent success at a North Carolina event that featured free 'five-minute' riding lessons.

13. USEF PROPOSED RULE CHANGES. Tandy shared certain proposed USEF rule changes that would affect Saddlebreds with the Board, and also shared the suggestions from the special Task Force on these proposed changes. The Board discussed the proposed changes in detail, and Tandy will share the Board's suggestions at the next USEF Saddlebred Committee meeting.

14. PLANNING. The Board and the AS Registry Board discussed our vision for the future, and need for strategic planning and an overall vision for the future.

15. CLOSED “EXECUTIVE” SESSION. The Board adjourned into a closed session, to discuss personnel matters.

16. NEXT MEETING. The next regularly-scheduled in person meeting of the Board will be on Thursday, January 15, 2015, at 3:00 p.m. in the Chatham Room at the UPHA Convention in Savannah, Georgia, and on Saturday, January 17, 2015, at 1:30 p.m. in the Oglethorpe Room at the UPHA Convention in Savannah, Georgia. There will be a telephonic conference call of the Executive Committee on Monday, December 8th, 2014, at 5:30 p.m., and Board members are urged to participate in this call.

Submitted by:

Tandy Patrick, President
American Saddlebred Horse Association

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