



4083 Iron Works Parkway  
Lexington, KY 40511  
859-259-2742 | Fax: 859-259-1628

**AMERICAN SADDLEBRED HORSE ASSOCIATION  
BOARD OF DIRECTORS MEETING  
Monday, October 5, 2020**

**1. Call to Order – Marty Schaffel**

- a. **Roll Call** – The following ASHA Board of Directors were in attendance: Marty Schaffel, James Nichols, Owen Weaver, Allen Bosworth, Candi Aversenti, Kristen Bagdasarian, Kristen Cater, Sandra Currier, Ali DeGray, Elisabeth Goth, Emily Lee, Joan Lurie, Helena Moreno, Joe O’Brien, Evan Orr, Tandy Patrick, Cliff Paulsen, Amy Dix Rock, Chris Schubert, Jenny Taylor, Rachel Seifert and Nicole Foster Beck. The following ASHA Staff members were in attendance: David Mount and Jean Warren.
- b. **Adoption of Agenda** – Marty called for a motion to adoption the Agenda with no changes. A motion was made by Sandy Currier and seconded by Elisabeth Goth. All were in favor, motion carried.
- c. **Ratify/Approval of ASHA Board Meeting Minutes** – Marty called for a motion to approve minutes from the last meeting. The motion was made by Elisabeth Goth and seconded by Joe O’Brien. All in favor, motion carried.
- d. **Welcome Guests** – Marty welcomed Bob Brison, Anna Marie Knipp, Todd Graham, Kim Skipton, and Missy Smith to the meeting.

**2. Reorganization Committee Reports – Anna Marie Knipp and Chris Schubert**

Anna Marie reported the Reorganization Committee has been working hard on coming up with a path to create a stronger and more efficient organization. This includes protecting the finances, while streamlining services and personnel. The end result will be a more capable organization, better suited to meet its goals and responsibilities.

- a. **Financial Reorganizing Subcommittee – Allen Bosworth and Kim Skipton**  
Allen reported that there was general agreement on setting up a Registry Trust, similar to the AMHA’s Registry Trust. The trust would protect Registry funds in the event they were needed at a future date to continue the Registry operations. It was agreed that the financial statements would be simplified to make them easier to read and more transparent. This includes separating restricted and non-



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restricted funds on the financial statements to give a clearer picture of the general operating revenue and expenses. The budget of the new organization would be built from the bottom up looking at historic levels of revenue and expenses. It was generally agreed that the new organization should not be in the business of “making a profit” but instead should focus on meeting the mission and purpose of the organization.

Next Steps: Next steps include creating a pro forma operating P&L using the combined expenses and revenue from ASHA and ASR, providing a detailed list of ASHA budget cuts in 2020, providing a detailed list of ASHA donations and contributions, examining ASHA and ASR financials from 2018, 2019 and 2020. Also, David and Vicki are looking at using the unified chart of accounts from the United Way to use as a template for the financial statements in the combined organization, using a Statement of Financial Position and Statement of Financial Activity. The subcommittee will review all of the above and make recommendations to the Boards.

**b. Board of Directors Subcommittee – Owen Weaver and Bob Brison**

Owen reported that there was general agreement to merge both Boards into one large board of 25 board members (18 board members from ASHA and 7 independent board members from ASR), which will promote a greater sense of unity, purpose, communication and a stronger representation for our breed. An attrition plan will be developed to take the total number of members back to 18 through expiring terms. The 7 ASR independent board members also would sit on a Registry Council, which would oversee the Registry operations and the proposed Registry Trust. The Registry Council Chair, would be made and officers position, along with President, Vice President, Treasurer and Secretary, and also sit on the Finance Committee of the combined organization. Committees under the Registry Council would include Registry Rules, Futurity, State Futurity and Sweepstakes.

Next Steps: Next steps include drafting a detailed attrition plan to get the combined board from 25 members back to 18 members, examining the AMHA Registry Trust and drafting a new Registry Trust. The subcommittee will review all of the above and make recommendations to the Boards.



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**c. One Mission Subcommittee – Missy Smith and Sandy Currier**

Missy reported the subcommittee discussed what branding would look like in a combined organization. It was discussed that a new brand and identity should be created that included a new name, logo and website. Several name options were discussed, including American Saddlebred Horse and Breeders Association, which would pay homage to the original 1891 name of the organization, National Saddle Horse Breeders Association and then American Saddle Horse Breeders Association. It was discussed how the new brand and identity could create excitement around the new organization and help show how we are moving forward together as one entity.

Next Steps: Next steps include identifying a preferred name and logo for the combined organization and look at a timeline for a new website rollout. The subcommittee will review all of the above and make recommendations to the Boards.

**d. Bylaws Subcommittee – Rachel Seifert and Elisabeth Goth**

Rachel provided a side-by-side comparison of the current bylaws of the two organizations and recommendations on what provisions could be adopted (or eliminated) to form a single governing document and what additional governance provisions may be needed. The subcommittee recommended making a separate presentation to the ASR and ASHA boards to discuss the pros and cons of reorganization, contrasted with alternatives, potential concerns and solutions and director fiduciary responsibilities. Any information gathered at these meetings would be sent back to the subcommittee for further discussion.

Next Steps: Next steps include gathering more information from both Boards so all concerns are addressed in time for the in-person board meeting scheduled for later this month. Also, schedule separate meetings with the ASR and ASR boards to discuss the pros and cons listed above. The subcommittee will review all of the above and make recommendations to the Boards.

**e. Policy and Procedure Subcommittee – Amy Dix Rock and Todd Graham**

Todd reported on the Policy and Procedure Subcommittee discussion and their general agreement. The subcommittee was grateful that the AMHA and AHA shared their policies and procedures so they could compare existing ASHA and ASR policies and procedures with those organizations. It was agreed that the current policies and procedures would be sufficient to get us through the



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reorganization, but would be reviewed in greater detail after the reorganization. It was discussed how clearly defined policies and procedures are important for an efficient and productive office, along with employee engagement and morale, along with that of the board, committees and members. The subcommittee recommended that the combined organization continue to follow the Sturgis Code of Parliamentary Procedure.

Next Steps: Next steps include continuing the work of the ASHA Organization Committee, which is developing committee charters and committee policies and looking at how they can be adapted to the ASR committees in a combined organization. The subcommittee will review all of the above and make recommendations to the Boards.

### **3. Executive Director's Report – David Mount**

David reported that the Operation Committee, led by Amy Dix Rock, has finished drafting committee charters with committee purpose descriptions and objectives for the 2021 committees. The committee application deadline will be extended until October 31. David reminded the board if you have not sent back your committee applications please do so.

- a. Annual Meeting Discussion** – David reported that both the UPHA National Conference and the AMHA Annual Meeting will be held virtually in January and February and recommended that ASHA hold its Annual Meeting virtually as well. The date will be set after the board meeting on October 26, 2020.
- b. Year End Awards Discussion** – David reported that he researched other breed organizations (USEF, UPHA, AMHA and AHA) to find out how they were handling year end awards in a horse show season that was severely disrupted by the pandemic. David recommended that we continue to give out our Year End Major Awards, but reconsider giving out our National High Point Awards because several regions and many states had no or few shows. After discussion, Elisabeth Goth made a motion to not give out High Point Awards this year. The motion was seconded by Kristen Bagdasarian. All in favor, motion carried.

### **4. President's Report – Marty Schaffel**

Marty reported that he was grateful to the Anna Marie, Chris and the Joint Merger Task Force for all for their efforts. He commended them on doing extremely valuable work



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for the Saddlebred industry and indicated that the future looks very bright for our breed.

**5. New Business/Old Business – Marty Schaffel**

There was no New Business or Old Business.

**6. Adjourn – Marty Schaffel**

The meeting adjourned at 7:12 pm by motion from Elisabeth Goth and seconded by Tandy Patrick. All in favor, motion carried.

**The next meeting will be on Monday, October 26, 2020 at the Spy Coast Farm in Lexington and via of Zoom.**