



AMERICAN SADDLEBRED AND BREEDERS ASSOCIATION, INC.

BOARD OF DIRECTORS MEETING MINUTES

Monday, July 10, 2023 at 9:00 AM ET

USEF Conference Room – Lexington, KY

1. Call to Order – Allen Bosworth

- a. **Roll Call** – Board Members Present: Kristen Bagdasarian, Julie Behrends-Jones, Allen Bosworth, Jennifer Dixon, Larry Hartsock, Anna Marie Knipp, Smith Lily, James Nichols, Joe O’Brien, Rachel Seifert, Kim Skipton, and Joan Todd. Board Members via Zoom: Jim Cherry, Rick Curl, Juliette Dell, Christy Parker and Clif Paulsen. Board Member Absent: Chris Schubert. ASHBA Staff Present: David Mount, Katriona Adams, Katie Porter, and Jean Warren.
- b. **Adoption of Agenda** – Allen called for a vote to adopt the agenda. Motion made by Joan Todd to accept the agenda as presented and seconded by Anna Marie Knipp. All in favor. Motion carried.
- c. **Approval of Board Minutes** – Allen called for a vote to approve minutes from the last board meeting on June 5, 2023. Motion made by Jennifer Dixon to approve minutes from last board meeting, seconded by Rachel Seifert. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.
- e. **Welcome Guest** – Jimmy Robertson, UPHA President; Teri Dolan, USEF; David O’Conner, USEF; Kathie Jacobson; Rob Brewer, Raymond James; Frank Garcia.

2. Social License to Operate – David O’Connor

David O’Connor, USEF Chief of Sport, presented “Our Collective Responsibility for Ensuring the Future of Equestrian Sport”, highlighting the social license to operate. The social license is the public acceptance of your activity. The public seeks assurance that an organization is taking horse welfare seriously in perception and practice. David went on to say that equestrian sport is more vulnerable to negative opinion because it involves an animal. The public does not distinguish between different equestrian sports or breeds and prioritizes emotion or evidence. David reported on a survey, that said 52% of the public believe that horse welfare standards need improving and 15% believe that it is impossible to provide horse adequate protection. For the equestrian stakeholders only, 78% believe that horse welfare standards need improving and 6% believe that it is impossible to provide adequate protection. The survey also reported that 67% of the public thought horses enjoy being used in sport, while 50% of equestrian stakeholders though horse enjoy being used in sport. David finished by saying that we not only need to prioritize equine welfare because it is the right thing to



do, but also to be seen to be doing so. Also, understand responsibility and the impact of words and images, and actively engage with and address concerns.

3. UPHA Update – Jimmy Robertson

Jimmy reported that UPHA has an updated mission statement, “promote professionalism in all endeavors and advocates for the purpose and the needs of the equine community and the working in the spirit of cooperation”. Jimmy reiterated that we are all in this together and we need to continue to work together for the greater good. He also reported on a new insurance product offered through Equidae for UPHA members and UPHA associate members.

4. Executive Director’s Report – David Mount

- a. Hunter Task Force Update** – David reported that USEF is proposing a new Hunter Seat Medal Class or series that would help promote hunters across breeds. Also, the task force is still working on a plan to promote the division to a broader audience to help increase participation.
- b. WCHS Update** – David reported that he, Allen Bosworth, Jimmy Robertson and Hoppy Bennett would be meeting with Ryan Quarles, the Kentucky Commissioner of Agriculture, this week to discuss the expansion/renovation of the Kentucky Exposition Center. Also, David reported that ASHBA has been working with in.Mode Marketing and Kentucky Venues on a marketing and media plan for the World’s Championship Horse Show modeled after the successful plan in 2022, which generated over \$19 million in paid media content.
- c. USEF Update** – David reported on the mid-year USEF meeting and two rule changes. GR1101.1, which is effective December 1, 2025, would require all horses competing at USEF licensed competitions to be micro-chipped. GR1215.3 would require that horses get at least six hours of consecutive hours of overnight sleep and that stabling must have minimal lighting and noise to allow stabled horses to rest adequately.
- d. Learn to Ride for Free Update** – David reported that he was in San Diego yesterday for a successful Learn to Ride for Free program at Cherry Stables. The spots sold out in less than 24 hours and more than half of the participants signed up for paid riding lessons.
- e. Marketing and Programs Director Update** – David introduced Katie Porter as the new Marketing and Programs Director. Katie and her family have been longtime American Saddlebred owners, exhibitors and breeders.



5. Strategic Plan Update – Cece Hagan

CeCe Hagan, chair of the Strategic Planning Committee, reported that they received 512 responses to the survey sent out to ASHBA members. The responses rallied around the current mission of ASHBA, which is to promote and protect the American Saddlebred. The respondents want ASHBA to find ways to create awareness outside of the current membership and industry, along with making the breed more accessible and affordable. The next step in the strategic planning process is one on one interviews, followed by an in-person workshop on September 22 and then getting a final draft of the plan to the board by November for approval.

6. Website Update – Kathie Jacobson

Kathie reported that the plan is to launch the new website after Louisville concurrently with the old site, meaning both sites would be accessible to members. The old site would then sunset on November 30. This gives staff more time to help members who have old emails addresses on file or need help with passwords. Also, a new round of UAT testing will start soon to make sure the new website is working correctly. There will be a large button link on the new website linking to the old site. Kathie encouraged all board members to participate in the last round of UAT testing.

7. Convention Update – David Mount

David reported on the proposed 2024 convention budget which is based off of the 2023 convention revenue and expense numbers. David noted that the food costs will be significantly more in 2024 then they were in 2023. The overall budget for the 2024 convention on the expense side is \$276,899.58. The budget is broken down by event and is approximately \$50,000 more than 2023. Motion to approve the budget for the 2024 ASHBA convention made by Rachel Seifert and seconded by Joan Todd. All in favor. Motion carried.

8. Registrar’s Report – Katriona Adams

Katriona reported that the part-time Registry Associate position has been replaced with a full-time staff member, who has previously worked for another breed organization in registrations. Katriona also reported on the Q2 registry statistics, showing registrations up 6% over the previous year and up 23% over the past two years. Transfer received are down 3%, but transfers completed are up 4%.

9. Treasurer’s Report – Rachel Seifert

- a. **May 2023 Financials** – Rachel reported that ASHBA continues to do well, with assets and income both up, thanks in part to the 2023 convention. Net income has improved by approximately \$8,000 since last month. Rachel introduced Rob Brewer, formerly with Raymond James and now with Atlanta Capital.



b. Raymond James Update – Rob Brewer

Rob reported that in his new role at Atlanta Capital, he will be a registered agent for Raymond James with all ASHBA assets still being held at Raymond James and fees remaining the same. Atlanta Capital will give Rob more flexibility to rebalance the ASHBA accounts to better mirror the investment objectives in the Investment Policy Statement. Rob reported that for the first time in 16 years that cash management is actually a thing, where you can make money on next day liquidity as opposed to a bank paying you next to nothing. Overall he sees a lot of positive signs for continued growth, though he expects taxes to go up, which will not directly impact ASHBA. Rob recommends no major changes to the ASHBA portfolio.

10. President's Report – Allen Bosworth

Allen reported that he had a discussion with Donna Pettry-Smith on how ASHBA and the Monarch Series could work together to help grow the industry. Allen wanted the board to be aware of the discussion which he felt was very positive.

11. Additional Business – Allen Bosworth

Allen introduced Frank Garcia, who will be facilitating the board training session.

12. Adjourn – Allen Bosworth

Meeting adjourned at 2:09 PM EDT.

13. Executive Session – Allen Bosworth

Next Meeting Scheduled for Monday, August 7, 2023 at 5:00 PM EDT via Zoom