



1ST 100 DAYS ROADMAP

During the first 100 days, building a more inclusive and diverse organization that welcomes every member of American Saddlebred community will be prioritized. Ensuring that all voices are heard and that ASHBA's programs celebrate the rich diversity of disciplines within the membership will be key to moving the ASB community towards a better future. Thoughtful initiatives will aim to improve operational efficiency, maintain transparency in our business practices, protect member information, and uphold the welfare of our horses. Below is a roadmap outlining the steps that will guide our organization toward a brighter future.

100
DAYS



DAYS
1-30



DAYS
31-60



DAYS
61-100



ROADMAPPING CHANGE

Financial Audit Transparency Sharing the findings from the recent financial audit with our members. These results will guide the implementation of best practices to ensure transparency, fiduciary responsibility, and a clear picture of the organization's financial health.

USEF Affiliate Agreement Review A thorough review of the current USEF Affiliate Agreement will ensure governance neutrality and better support for all ASHBA programs. Member and Stakeholder input will be pivotal as areas are identified for improvement.

Horse Show Affiliation Form Redesign A new, flexible Horse Show Affiliation Form will be introduced, offering options like CH Points, ASHBA Year-End High Point Awards, and Select Series classes. This customization will encourage broader participation across events.

Website Security Assessment A comprehensive evaluation of the ASHBA website will address vulnerabilities to safeguard member data and ensure compliance with protection standards.

Rebuilding Trust in Leadership Improving transparency by providing complete board meeting minutes, individual voting records, and options for members to participate in quarterly board meetings virtually or in person.

Accurate Competition Records A system will be established to ensure precise recording of competition results and accomplishments for Saddlebreds and Half-Saddlebreds, regardless of discipline or governance affiliation. This initiative will elevate the recognition of the horses across the board.

Staff Evaluation & Support Staff positions and responsibilities will be reviewed to optimize efficiency and customer service. The goal is to ensure members receive the support they need to thrive.

Website Redesign Strategy A plan will be made to begin the development of a modern, secure ASHBA website. The new platform will eliminate vulnerabilities and improve the user experience while supporting future technological growth.

Strengthening Animal Welfare Efforts Initiatives will focus on promoting alternative avenues for breeders, supporting repurposing and rehabilitation programs, and partnering with rescue organizations to highlight an unwavering commitment to the welfare of The American Saddlebred and its future.

Returning to Financial Stability A comprehensive financial strategy will be carefully developed and implemented to guide the organization toward sustained growth, stability, and long-term profitability.

VOTE FOR THE ABILITY TO CHOOSE MEMBER APPOINTED

BOARD OF DIRECTORS

The following individuals have agreed to be nominated from the floor during at the ASHBA Annual Membership Meeting on Thursday, 2/13. They represent geographic and gender diversity, breeders and non-breeders, amateurs and professionals, with a diverse set of skills that we need to have an efficient and successful board of directors. They are industry stalwarts, steeped in experience and knowledge of our business, and are ethically beyond reproach.



RH BENNETT

Known throughout the show horse industry as the owner of Richfield Video Productions, the innovative media platform that has revolutionized the presentation and promotion of the show breeds and competitions over the past 35 years. RH is also a popular horse show manager known for his customer service and maintaining high level horse competition standards. **RH would bring his extensive knowledge and his imaginative approach to promote the American Saddlebreds and solve industry issues.**



KIM CRUMPLER

A professional horse trainer and industry leader for over 50 years. Kim would bring his substantial knowledge of multiple aspects of the horse industry to the Board of Directors. **Having served on many boards and committees for multiple equine organizations, he is well versed in competition rules and various breed/discipline standards.**



ELIZABETH GHAREEB

Elizabeth is known throughout the show horse community for her lifelong commitment to the industry, having started her successful career as a young rider in her home state of Alabama. **She is a well-rounded business woman with a background in Marketing and Promotions for Tacala, a Taco Bell franchise, service as the Executive Vice President until 2012.** She's developed a particular talent for facilitating wildly popular and successful fundraisers for the ASB Museum and UPHA. Elizabeth and her husband, Michael Petty, also maintains a successful breeding program that is carrying forward important bloodlines in the industry.

Online proxies available at ASBnewdirection.com >



SCOTT HAGAN

A former corporate and securities attorney, successful businessman and owner of Hagan Properties, Scott has been involved in the American Saddlebred industry his entire life. Known throughout the country for his competitive string of show horses and largely successful breeding program, Hagan Saddlebreds, Inc., Scott has between 10-15 foals a year, meticulously bred to uphold the standard of the American Saddlebred breed. **Scott brings to the Board the desire to rebuild trust with the membership by maintaining a high level of transparency, urgency to create a website design strategy and return to the Registry maintaining accurate competition records to assist in informing breeders when making decisions.**



STACEY HALLORAN

With over 30 years of experience as an American Saddlebred owner and competitor, Stacey is well known as the owner of Equidae, a top equine insurance provider. **Stacey would bring her vast knowledge of the equine community and her expertise with a Masters in Forensic Accounting to the Board of Directors.**



JOAN LURIE

Owner/operator of Willowbank, one of the leading breeding farms in the show horse industry for over 30 years. Joan has won hundreds of Worlds and National Championship titles with the horses raised at Willowbank. **She would bring her vast knowledge of the breeding industry to the Board of Directors.**



DONNA PETTRY-SMITH

A third generation American Saddlebred owner and exhibitor, Donna has been a professional horse trainer for 25 years and has served on multiple boards and committees, including a tenure as a Past President of both ASHA and the Illinois American Saddlebred Pleasure Horse Association. Among many accomplishments, she is also one of the operators of the Monarch Show Series National Championship Horse Show. **Donna will contribute her passion for promotion of ASB versatility and dedication to Charter Clubs to the Board of Directors.**

DO YOU HAVE AN INDUSTRY LEADER YOU WOULD LIKE TO RECOMMEND?
If you vote for change, you are voting back your ability to nominate a member appointed Board.

Online proxies available at ASBnewdirection.com