

NFHR BOARD OF DIRECTORS MEETING
January 12 - 14, 2007
MINUTES

FRIDAY, JANUARY 12

Meeting called to order at 4:15 pm EST

ROLL: Cynthia Madden, Howard Fiedler, Mike May, Mark McGinley, Kay Van Natta, Curt Pierce, Phil Prichard, Ruth Sorum, Linda Syverson-Kerr, and Dan Watanabe.

PRESIDENT'S OPENING REMARKS: Mark welcomed the old and new members of the Board of Directors (BOD). He will facilitate the meeting as the past president. Mark gave a brief overview of the agenda. He also provided some of his expectations and noted that we are all volunteers with a lot of work ahead of us. Mark requested that we not take on more work than we can each accomplish.

INTRODUCTIONS: The BOD members introduced themselves and they provided information about their background.

APPROVAL OF PREVIOUS MEETING MINUTES

The December 13, 2006 meeting minutes were approved by email vote.

MOTIONS APPROVED BY EMAIL:

On Dec 19, Cynthia motioned to approve the [Dec 13 BOD meeting](#) minutes. Howard seconded. The motion was approved.

2006 YEAR END REPORT:

See 2006 Year End Report (Separate document)

REGISTRAR'S REPORT:

See 2006 Year End Report (Separate document)

TREASURER'S REPORT:

The annual Financial Statement was distributed and discussed. The current account balances as of December 31, 2006 are:

Checking:	\$31,852
Money Market:	\$10,000
CDs:	<u>\$30,007</u>
TOTAL:	\$71,859

The meeting was adjourned for the day at 6:00pm (EST).

SATURDAY, JANUARY 13

The meeting resumed at 8:15am (EST)

ELECTIONS OF OFFICERS

President: Curt was nominated by Howard. Howard was nominated by Linda. Howard was elected President.

Vice President: Curt was nominated by Phil, but Curt declined. Cynthia was nominated by Curt. Ruth was nominated by Mark. Ruth was elected Vice President.

Secretary: Curt was nominated by Dan. Curt was elected Secretary.

Treasurer: Cynthia was nominated by Howard. Cynthia was elected Treasurer.

Assistant Treasurer: Roger was nominated by Howard. Roger was appointed Assistant Treasurer.

VISION UPDATE

The vision was reviewed. Currently it states:

The NFHR is successfully serving its membership out of a national headquarters with an office staff supporting the Fjord Horse and NFHR members in the following areas: promotion, marketing, education, training, breeding, research, registration, record keeping, showing, and recognition and awards.

There was a discussion about a national headquarters and staff. It was decided to keep the vision statement the same.

2007 GOALS

The following goals were developed as part of a brainstorming activity. These goals will be refined and developed by the appropriate committee(s).

- Bring improved website on-line this year
 - More interactive
 - Easy to use
 - Attractive
- Offer more NFHR merchandise items
- Form Strategic Planning Committee to plan how to obtain vision
- Update the Operating Policies and Procedures (OPP) Manual
- Develop better youth participation opportunities
- Promote the education of NFHR members and the general public concerning the Fjord Horse and the NFHR
- Create electronic newsletter for distributing NFHR information between Fjord Herald issues.
- Offer scholarships

- Create a youth membership category
- Research to have a NFHR presence at the 2010 World Equestrian Games in Kentucky
- Research having the 2008 Face to Face Board meeting in the Lexington, KY area. Look into having the Annual Membership meeting at the Kentucky Horse Park. Consider adding extra time to the Face to Face schedule to allow board members to visit the Kentucky Horse Park.
- Develop more promotional literature
 - Create a magazine like document with Fjord Horse information, NFHR information, and farm and breeder information
 - Advertising could pay for the document
- Develop marketing strategy
- Encourage more Fjord shows and more Fjord show participation
- Encourage more membership involvement on the NFHR committees
- Increase membership
 - Increase membership retention
 - Have second mailing to non-renewing members
 - Create membership committee
- Improve relationship with regional Fjord Horse organizations
- Strengthen relationship with the Canadian Fjord Horse organizations
- Provide funds for the NFHR President to attend all evaluations

LONG RANGE (2008 – 2012) GOALS

The following goals were developed as part of a brainstorming activity. These goals will be considered by the appropriate committee(s).

- Celebrate the 30th NFHR Anniversary in 2011 and have an anniversary celebration every five years
- Continue to increase the NFHR membership base and the number of registered Fjord Horses.
- Establish a permanent presence at the Kentucky Horse Park
- Improve communications and transparency between NFHR leadership and the membership
- Link pedigree, evaluation, and award information for each registered Fjord Horse on the NFHR website

- Improve the breed quality, within the breed standard, and breeding selection
 - Encourage conformation evaluation for every stallion and mare
 - Encourage gelding participation at evaluations
 - Develop and offer breeders seminars
 - Offer education seminars at evaluations
- Strengthen relationship with the International Fjord Horse organizations

2007 BUDGET

Cynthia reviewed the proposed budget. The committees need to provide specific budgets to the Finance Committee before the February BOD meeting.

2007 COMMITTEE STRUCTURES, OBJECTIVES AND MEMBERSHIP

There was a discussion about creating a membership committee. Phil motioned to establish a membership committee. Linda seconded. The motion was approved.

Additional members for each committee below will be recruited by the committees and approved by the BOD at the February BOD meeting.

- **Membership Committee:**
 - **Objective:** Facilitate increasing new members and membership retentions
 - **Members:** Phil (Chair or Liaison), Mike May
- **Executive Committee:**
 - **Objective:** Assist and make recommendations to the Board of Directors in the management of the NFHR
 - **Members:** Howard (Chair), Curt, Ruth, and Mark
- **By-Laws and Operating Policy, and Procedures (OPP) Committee:**
 - **Objective:** Periodic review of Bylaws as requested by the Board of Directors (BOD) and documenting of NFHR policies and procedures in the Operating Policy and Procedures (OPP) Manual
 - **Members:** Curt (Chair), Cynthia, and Phil
- **Elections Committee:**
 - **Objective:** Solicit and accept nominees for the Board of Directors; conduct elections, and count ballots.
 - **Members:** Margaret Bogie (Chair) and Linda (Liaison)
- **Evaluation Committee Review Board:**
 - **Objective:** Responsible for making recommendations to the BOD regarding the approval of evaluators following the training period, and to resolve disputes referred by the evaluation committee or the BOD.
 - **Members:** Karen Cabic, Jim Havelhurst, Mike May, Phil Odden, and Linda Syverson-Kerr
- **Finance Committee:**
 - **Objective:** Provide yearly projected budget in a timely manner. Develop and implement proper accounting methods.
 - **Members:** Cynthia Madden (Chair), Mark, Roger Cabic, and Mike May

- **30th Anniversary Ad Hoc Committee:**
 - **Objective:** Develop plans for the 2011 Celebrations of the 30th NFHR Anniversary
 - **Members:** Linda (Chair), Kay, Curt, Dan, Phil, and Susan Cargill
- **FPE Committee:**
 - **Objective:** Coordinate the integrated activities of the Fjord Herald, Promotions, and Education Committees. Work with other committees that have related topics.
 - **Members:** Ruth (Chair), Dan and Cynthia
- **Advertising Committee:** There was discussion concerning this committee and the relationship to other committees, It was also discussed that the Fjord Herald need more help to continue to grow and that the current editors were doing work, like getting advertising, not in their contract. It was decided to change the name of this committee to the Fjord Herald Committee.
- **Fjord Herald Committee:**
 - **Objective:** Assist the Fjord Herald Editors to obtain, solicit, and generate content for the Fjord Herald issues to include advertising, articles, and pictures. The committee approves content.
 - **Members:** Dan (Chair), Mike, Kay, Beth Beymer, Sandy North, and Linda Yutzy
- **Education Committee:**
 - **Objective:** Provide educational articles, products and information to NFHR members and the general public.
 - **Members:** Ruth (Chair), Cynthia, Linda, Phil, and Kay
- **Evaluation Committee:**
 - **Objective:** Ongoing development and oversight of the NFHR Evaluation Program.
 - **Members:** Sophie Fiedler and Phil Odden (Co-Chairs), Curt (Liaison), Sherrie Dayton, Mike May, Alan Merrill, Ruth Sorum, Dan, Mark and Phil Prichard

There was discussion about the committee chairs. It was agreed that the chairs are doing an excellent job and it is the wish of the BOD that they continue as chairs of this committee.
- **Fjord Horse International (FHI) Committee:**
 - **Objective:** Responsible for liaison with the FHI and serves as the focal point for FHI communications between the NFHR, NFHR Board, and NFHR Committees; advises the NFHR BOD concerning representation at future FHI events and meetings; and ensure that the NFHR views are presented at the FHI meetings.
 - **Members:** Phil (Chair), Curt, Beth Beymer, Brian Jensen, and Phil Odden
- **Promotion Committee:**
 - **Objective:** Coordinate NFHR promotional activities.
 - **Members:** Cynthia Madden (Chair),
- **Recognition and Awards Committee:**
 - **Objective:** Recognize achievements of NFHR Members and their horses.
 - **Members:** Linda (Chair), Dan
- **Show Committee:**
 - **Objective:** Promote the Fjord Horse by working with the existing Fjord shows to develop standardized show rules, and provide Fjord shows with the support found in other breeds.
 - **Members:** Curt (Chair), Karen Cabic, Sherrie Dayton, Amy Evers, Pat Holland, Pat McCurdy, Susan Cargill, Dan, and Linda
- **Strategic Planning Ad Hoc Committee:**

- **Objective:** Research and develop long range planning for the NFHR organizational structure.
- **Members:** Neil Sorum (Chair), Cynthia (Liaison), Curt, and Ruth

ISSUES

- **Website Project:** There was discussion about the updated website status. The oversight of the project was assigned to the Promotions Committee.
- **Code of Ethics:** The proposal was discussed. Cynthia motioned to approve the Board of Directors Code of Ethics. Kay seconded. The motion was approved. It was decided that the code will be signed at the start of the term for each board member.
- **Standard of Conduct:** The document was discussed and two changes were made. Cynthia motioned to approve the Board of Directors Standard of Conduct as modified. Phil seconded. The motion was approved. It was decided to send the Code of Ethics and Standard of Conduct to all candidates for the Board of Directors so that they can see what will be expected of them if they are elected.
- **Awards Programs:** There were recommendations from Amy Evers and Catherine Lassenes concerning the NFHR Recognition and Awards programs. After some discussion, it was decided to have the Recognition and Awards Committee consider these suggestions and make a recommendation to the BOD.
- **Fjord Herald DVD:** Mark presented the status of this project. Currently, all Fjord Heralds published to date have been converted to PDF files. They are waiting for the Winter Fjord Herald to be printed. Once this issue has been published, the master DVD will be made. Mark motioned to duplicate and offer the Fjord Herald DVD for sale. Cynthia seconded. The motion was approved.
- **DVD Duplicating Machine:** There has been a proposal to buy a DVD duplicator in order to duplicate the NFHR DVDs instead of going through a duplicating service. There was some discussion about the cost and the quality of the duplicates. Also, Mike stated that he probably would not have the time to do the duplication. Curt volunteered to host the operation and research the cost and quality issues. He will present a proposal at a future meeting.
- **Evaluator Continuing Education Conference:** The Evaluation Committee proposed having a training conference for the current evaluators. The evaluators have expressed interest in continued education, and other horse registries offer continued education experiences for their evaluators and feel it is an important tool to enhance the quality of the evaluation program. There was discussion about the estimated cost of the conference. Cynthia motioned to provide a maximum of \$5,000 for the evaluator continuing education conference. Mark seconded. The motion was approved.

The meeting was adjourned for the day at 6:30pm (EST).

SUNDAY, JANUARY 14

The meeting resumed at 8:00 am (EST)

EXECUTIVE SESSION

There was an executive session of the BOD to discuss employee and Fjord Herald editor compensation.

ISSUES (Continued)

- **NFHR Equine Drug and Medication Rules:** Curt presented the proposed rules. There was a discussion about where the rules would apply, how to report possible violations, and the liability to the NFHR. It was decided that when approved, these rules would only apply to evaluations and NFHR managed Fjord horse shows. Curt will get technical and legal reviews of the proposed rules and present the results to the BOD at a future meeting.
- **Replacing Young Stock Conformation Test:** Catherine Lassen recommended returning to the old score sheet for the Young Stock Conformation and Movement tests. The Evaluation Committee has received many positive comments concerning the Young Stock score sheet, therefore, they recommended keeping the current form.
- **Evaluation Ethics:** Catherine Lassen wrote concerning an evaluator evaluating a client's Fjord at an evaluation. The Evaluation Committee researched the situation and determined that this did not happen.
- **Coop Ad Program.** Catherine Lassen recommended restarting the Coop Ad Program with easier rules. The Promotion Committee will consider this program and make a recommendation to the BOD at a future meeting.
- **Special Issue Fjord Herald:** Catherine Lassen recommended publishing a special issue for use for promotion for Fjords and the NFHR. There was discussion about the possible content, cost, advertising revenue, and distribution. The FPE Committee will research this issue.
- **Horse and Horseperson of the Year Program:** This proposal will be considered by the Recognition and Awards Committee.
- **Pleasure (Family Fjord) Evaluation Tests Proposal:** The Evaluation Committee proposes a new performance tests and a new medallion aimed at the family Fjord. The committee requests permission at this time to present the proposal to Fjord owners to see if there is an interest. The committee also proposes getting the evaluators comments at the evaluator education conference. There was some discussion about the proposal and a suggestion to consider different fees for these tests. The BOD approves the committee's request to present this proposal to Fjord owners and the evaluators.

- **25th Anniversary Video:** Susan Cargill is donating an edited video of the Evening of Dancing Fjord Horses performance to the NFHR. Susan will provide the initial order. Mike has included the DVD on the merchandise order form and has already received some orders. Susan asked the BOD to determine the length of the video and how many copies should be made. It was the feeling of the board that the video should be enough to capture the Evening of Dancing Fjord Horses performance, and around 2 hours in length. Mark will talk to Susan concerning the video and if other videos from the celebration will be produced.
- **Evaluation Information for the Website:** The Evaluation Committee proposed new wording for the evaluation program description on the website. There was some discussion about the article. The evaluation description will be sent to the website developer for the new website.

BOD MEETING SCHEDULE

There was a discussion concerning what day of the week to meet and whether to use 4 or 5 week intervals between meetings. It was agreed to meet the second Wednesday of the month, but each meeting can be moved if needed. It was also decided to meet at 8:00 pm eastern time.

For the teleconference meetings, it was requested that the committee chair or liaison email the committee reports to the BOD email group at least by the day prior to the meeting. The committee reports for February should include the proposed committee members and goals. Each committee chair or liaison needs to submit the budget for their committee to the Finance Committee chair, Cynthia, prior to the February meeting.

Next Meeting: February 14, 2007 at 8:00 pm (Eastern Time)

Future Meetings:

March 14
 April 11
 May 9
 June 13
 July 11
 August 8
 September 12
 October 10
 November 14
 December 12
 January 18 -20, 2008

The meeting concluded at 11:00 am EST

Respectfully Submitted,
 Curt Pierce
 NFHR Secretary