

**NFHR BOARD OF DIRECTORS MEETING
JANUARY 18 - 20, 2008
MINUTES**

FRIDAY, JANUARY 18

Meeting called to order at 3:20 pm EST

ROLL:

Present: Cynthia Madden, Howard Fiedler, Mike May, Mark McGinley, Jeff Pedersen, Curt Pierce, Phil Prichard, Ruth Sorum, Linda Syverson-Kerr, and Dan Watanabe.

Absent: Roger Cabic

PRESIDENT'S OPENING REMARKS: Howard started the meeting with a special thanks to Ruth for arranging for and organizing the three meetings being held in Lexington, Kentucky this weekend. He welcomed the new member, Jeff Pedersen, and the returning Board of Directors (BOD) members. Howard mentioned that the more he has gotten involved with the NFHR, the more he has learned to appreciate how much everyone does, and how the BOD has accomplished so much in the past year. He went on to say that there have been significant contributions by the NFHR members and has received many thank you notes and letters from the members.

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

APPROVAL OF PREVIOUS MEETING MINUTES

The December 12, 2007 meeting minutes were approved by email vote.

MOTIONS APPROVED BY EMAIL:

1. On Dec 17, Cynthia motioned to approve the Nov minutes. Mark seconded. The motion was approved.
2. On Jan 2, Linda motioned to approve monies up to \$600 for the purchase of shelving and a label maker for the NFHR Distribution Center and to approve the purchase of a label maker for the NFHR office. Dan seconded. The motion was approved.
3. On Jan 3, Mark motioned to approve the Dec 12th minutes. Cynthia seconded. The motion was approved.
4. On Jan 6, Curt motioned to pay Beth Beymer and Wayne Hipsley for their services to the Evaluator Continuing Education Seminar. Mark seconded. The motion was approved.

2007 YEAR END REPORT:

See 2007 Year End Report (Separate document)

REGISTRAR'S REPORT:

See 2007 Year End Report (Separate document)

TREASURER'S REPORT:

The annual Financial Statement was distributed and discussed. The current account balances as of December 31, 2007 are:

BANK ACCOUNTS	
Bank of America Money Market	\$33,692
CD Bank of America	\$15,755
CD-Fairport Savings Bank	\$15,757
Checking-Bank of America	\$35,471
TOTAL	<hr/> \$100,675 <hr/>

OLD BUSINESS

- **Website Status**

Mike reported that Becky has made some progress. Jeanne Poirier has volunteered to help with the new website. There was a discussion about when to provide the remaining material needed for the website content. It was decided that in order to insure that the content was up to date, that we will provide this material in just before the website is available to the public.

- **Fjord Herald DVD**

The index on the DVD needs to be repaired before it can be reproduced. Mike has contacted the company that produced the master, but he has not received an answer. Mike will follow-up when he returns.

- **Media Resource Packet**

Ruth reported that the HEAP and Howard have developed a package for sponsorship and advertisement from companies. They will be meeting with a couple potential sponsors and advertisers to get their advice about the media resource package. The team has developed a list of potential contacts.

- **New Member Manual**

Ruth reported that this handbook's name has been changed to "*The Norwegian Fjord Horse and NFHR Resource Guide*." She also reported that the content is finished but will continue working on the layout. It has been recommended by the committee to combine the proposed "*New Member Manual*" with the current "*New Fjord Owners Handbook*." The new manual will be sent to all current members and then to new members as they join. It will also be provided to those interested in the Norwegian Fjord Horse. Cynthia motioned to combine the "*New Member Manual*" with the current "*New Fjord Owners Handbook*," and the new document will be named "*The Norwegian Fjord Horse and NFHR Resource Guide*." Linda seconded. The motion was approved.

It was agreed that the committee has done an excellent job on this handbook, which can be used for educational and promotional purposes.

- **Membership Committee Proposal**

Phil discussed the idea of involving more members by attracting them to the annual membership meeting. It was suggested to have a convention type meeting with seminars, clinics, round table

discussions, and vendors. There were discussions about time of year, format, locations, and other factors. The Membership Committee will explore this idea further. Jeff volunteered to check into facilities in the southern California and Las Vegas areas.

- **Educational Seminars**

Ruth reported that the Education Committee will continue to work out the details for future seminars.

- **Elections**

Mike reported that he has received a proposal from Salmin, Celona, Wehrle and Flaherty for receiving, validating, counting, reporting and returning NFHR election ballots. The Election Committee will still solicit candidates and make announcements concerning the election. Ruth motioned to hire Salmin, Celona, Wehrle and Flaherty for receiving, validating, counting, reporting and returning NFHR election ballots. Cynthia seconded. The motion was approved.

The meeting was adjourned for the day at 7:05pm (EST).

SATURDAY, JANUARY 19

The meeting resumed at 8:20am (EST)

ELECTIONS OF OFFICERS

President: Phil nominated Howard to be president. Linda seconded. There were no further nominations. Howard was elected President.

Vice President: Ruth nominated Dan for Vice President. Linda seconded. There were no further nominations. Dan was elected Vice President.

Secretary: Howard nominated Curt for Secretary. Linda seconded. There were no further nominations. Curt was elected Secretary.

There was a discussion about filling the Assistant Secretary position. Curt will develop a job breakout and description.

Treasurer: Curt nominated Mark for Treasurer. Cynthia seconded. There were no further nominations. Mark was elected Treasurer.

Assistant Treasurer: Mark motioned to appoint Roger as Assistant Treasurer. Dan seconded. There were no further nominations. 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 were discussions about adding the regional organizations to the vision and put the areas into priority order. The BOD members participated in a priority ordering exercise. Mark motioned to revise the vision statement to read: The NFHR is successfully serving its membership out of a national headquarters with an office staff supporting the Fjord Horse, NFHR members, and regional Fjord Horse organizations in the following areas: registration, record keeping, education, breeding, promotion, marketing, training, recognition and awards, showing, and research. Phil seconded. The motion was approved.

There were discussions about the scope and direction of the NFHR mission and the vision statements. The current mission statement is: The mission of the NFHR is to register and preserve the genetic purity of the Norwegian Fjord Horse and include education and promotion of the breed. The BOD asks the Strategic Planning Committee to look at the mission statement, and if necessary, make recommendations to the BOD.

2008 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 the improved website on-line this year
- Continue developing the media resource packages
- Publish the “*The Norwegian Fjord Horse and NFHR Resource Guide.*”
- Fix and offer the Fjord Herald Archive DVD for sale
- Obtain member discounts for services, like rental cars, hotels, etc.
- Increase breed and NFHR promotion in horse magazines and expos.
- Increase advertising in Fjord Herald
- Engage members in the operation of the NFHR
- NFHR presence at the 2010 World Equestrian Games in Kentucky
- Increase youth participation
 - Recruit youth committee members
 - Create youth advisory program
- Work closer with the Canadian Fjord Horse Association
- Support the regional Fjord clubs
- Offer educational seminars
- Continue to improve office efficiency
- Continue 30th Anniversary planning
- Improve the recognition and awards

2008 BUDGET

Cynthia reviewed the proposed budget that was based on the past year income and expenditures and a few committee inputs. There was a discussion about the categories. The categories were created a few years ago to make tracking the income and expenses easier. The categories were designed to be broad in order to be flexible over multiple years. The Finance Committee will look at the categories to see if they need to be updated.

The committees need to provide specific budgets to the Finance Committee within 30 days.

2008 COMMITTEE STRUCTURES, OBJECTIVES AND MEMBERSHIP

- **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 Pierce (Chair), Cynthia, Mark and Mike
- **Education Committee:**
 - **Objective:** Provide educational articles, products and information to NFHR members and the general public.
 - **Proposed Members:** Ruth Sorum (Chair), Martie Bolinski, Kris Batchelor, Kay Konove, Cynthia Madden, Ardeth Obenauf, Ann Sullivan, and Kay Van Natta.
 - **Tentative 2008 Projects:** Hold educational seminars; finish "*The Norwegian Fjord Horse and NFHR Resource Guide*;" assist in organizing clinics and finding qualified clinicians; and develop a breed ambassador program as a resource for persons looking for more information about the Fjord Horse.
- **Elections Committee:**
 - **Objective:** Solicit nominees for the Board of Directors.
 - **Proposed Members:** Ruth Sorum (Chair), Chelsea Heinlein, and Laura Kranzusch
- **Evaluation Committee:**
 - **Objective:** Ongoing development and oversight of the NFHR Evaluation Program.
 - **Members:** Sophie Fiedler and Phil Odden (Co-Chairs), Curt Pierce (Liaison) (*during the meeting it was agreed that Dan would be the liaison, but later it was changed due to Dan's workload*), Susan Cargill, Mike May, Mark McGinley, and Dan Watanabe.
 - **Tentative 2008 Projects:**
 - Host committees have expressed interest in holding 5 possible evaluations in 2008. It is possible that there will be evaluations in Nova Scotia, Canada on July 12 & 13; La Crosse, Wisconsin on Aug 9 & 10; Herndon, Virginia on Aug 16; Fallbrook, California on Aug 30 & 31; and Libby, Montana on Sep 10 & 11. This is a tentative list and must be approved by the Board of Directors before they are official. The Nova Scotia evaluation has been coordinated with the Canadian Fjord Horse Association.
 - Recommend changes of the evaluation rules to the Board of Directors.
 - Publication of evaluation related articles in each *Fjord Herald*.
 - Plan for and recommend to the Board of Directors starting new evaluator training in the next couple of years.
 - Post evaluation scores on the web
 - Continue development of the "Family Fjord" program.
- **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
- **Executive Committee:**
 - **Objective:** Assist and make recommendations to the Board of Directors in the management of the NFHR

- **Members:** Howard Fiedler (Chair), Mark McGinley, Curt Pierce, and Dan Watanabe.
- **Tentative 2008 Projects:** Develop a youth advisory panel.
- **Finance Committee:**
 - **Objective:** Provide yearly projected budget in a timely manner. Develop and implement proper accounting methods.
 - **Members:** Mark McGinley (Chair), Roger Cabic, and Mike May
- **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.
 - **Proposed Members:** Dan Watanabe (Chair), Beth Beymer, Mike May, Sandy North, Lisa Pedersen, and Linda Yutzy

There was a discussion about the committee responsibilities. They will be looking for representation from the different Fjord Horse clubs and will offer space in the Fjord Herald for club related articles. They are also looking at creating a youth related section and articles.

- **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 Prichard (Chair), Beth Beymer, Brian Jensen, Curt Pierce, and Phil Odden.
 - **Tentative 2008 Projects:** Send Phil Odden to the FHI Annual Membership Meeting in Nordfjordeid, Norway, and propose to the FHI a web-based global registered Fjord Horse database.
- **Membership Committee:**
 - **Objective:** Facilitate increasing new members and membership retentions.
 - **Proposed Members:** Phil Prichard (Liaison), Ellen Barry, Jeanette Haislip, Lee Harden, Kelly MacDonald, Mark Meyers, Ardeth Obenauf, and Meredith Sessoms.
 - **Tentative 2008 Projects:** Develop a member incentive program; add a committee volunteer sheet to the membership package; develop a possible member's convention; and investigate members discount programs for airlines, rental cars, hotels, etc.
- **Promotion Committee:**
 - **Objective:** Develop and coordinate NFHR promotional activities.
 - **Members:** Cynthia Madden (Chair), Margaret Bogie, Susan Cargill, Libby Carter, Sue Freivald, Patti Harrington, Kathy Kramer, Penny Lane, Taffy Mercer, Curt Pierce, and Laurie With.
 - **Tentative 2008 Projects:** Offer new items from the NFHR store; breed and NFHR promotion at 2010 World Equestrian Games; and develop promotional campaign using magazines, internet, and expos.

There was a suggestion to move the website project to a separate committee. After a discussion, a separate committee was created.

There was a suggestion to register the NFHR logo. This will be researched.
- **Recognition and Awards Committee:**
 - **Objective:** Recognize achievements of NFHR Members and their horses.
 - **Proposed Members:** Linda Syverson-Kerr (Chair), Kathy Johnson, Janinne Juve, and Dan Watanabe

- **Tentative 2008 Projects:** Centralize the award records into one spreadsheet; develop a web-based database for the awards program and provide horse's status on the website; improve awareness of the awards with the help of the Fjord clubs; develop recognition programs to spotlight Fjords winning at equestrian sports; and develop programs to recognize NFHR volunteers.
- **Show Committee:**
 - **Objective:** Promote the Fjord Horse by working with the existing Fjord shows to update the standardized show rules, and provide Fjord shows with the support found in other breeds.
 - **Members:** Jeff Pedersen (Chair), Shirley Anderson, Karen Cabic, Susan Cargill, Bill Coli, Sherrie Dayton, Amy Evers, Pat McCurdy, Curt Pierce, Linda Syverson-Kerr, David Van Hoof, and Pat Wolfe.
 - **Tentative 2008 Projects:** Update the NFHR Fjord Horse Show Handbook and develop programs to increase and train Fjord Horse judges.

There was a discussion about increasing the number of Fjord judges. There is an application procedure in place. This procedure needs to be advertised. There were suggestions to: educate local judges; hold judge's seminars; and provide the show handbook to 4-H and FFA clubs, and horse judging team.
- **30th Anniversary Ad Hoc Committee:**
 - **Objective:** Develop plans for the 2011 Celebrations of the 30th NFHR Anniversary
 - **Members:** Linda Syverson-Kerr (Chair), Susan Cargill, Curt Pierce, and Dan Watanabe.
 - **Tentative 2008 Projects:** Select location and dates.
- **Strategic Planning Ad Hoc Committee:**
 - **Objective:** Research and develop long range planning for the NFHR organizational structure.
 - **Proposed Members:** Curt Pierce (Chair), Olaf Aase, Betsy Bauer, Cynthia Madden, Clinton Nesselth, Neil Sorum, and Debbie Ulrich.
 - **Tentative 2008 Projects:** continue to develop the strategic plans and refine plans to achieve vision.

There was a discussion about a suggestion to form a team to research the national headquarters ideas. It was decided continue this effort has part of the strategic plans.
- **Website Committee:**
 - **Objective:** Manage the new website project, develop policies for website use, obtain advertisers for banner and logo ads, and develop new features and content as needed.
 - **Proposed Members:** Jeff Pedersen (chair), Mike May, and Jeanne Poirier
- **WHEAP Committee:**
 - **Objective:** Coordinate the integrated activities of the Fjord Herald, Promotions, Education, and Website Committees. Work with other committees that have related topics.
 - **Members:** Dan Watanabe (Chair), Cynthia Madden, Jeff Pedersen, and Ruth Sorum.

ISSUES

- **Team Fjord Awards:** Howard presented a carved wooden plate as a possible Team Fjord award for outstanding service to the NFHR and for special occasions. Curt motioned to purchase ten of the plated for use as Team Fjord awards or special occasions. Dan seconded. The motion was approved.

- **Breed Ambassadors:** This proposal recommends developing a list of breeders who can be used as reference for persons looking for information about Fjord Horses in their area. This proposal has been assigned to the Education Committee.
- **Funding Support for Fjord Shows:** There has been a program in place for several years to provide funds to the Fjord shows or shows offering Fjord classes. Last year this information was provided to the show chairpersons. The Show Committee will send a letter to the Fjord clubs to inform them of this program and provide them the requirements.
- **Support for New Fjord Clubs:** There are now pockets of Fjord owners in areas of the country too far from the current regional clubs. There was a suggestion to help Fjord owners form new clubs. The Membership Committee will work on this issue.
- **Fjord Club Membership Help:** There was a recommendation to send out notices and maybe membership forms to members urging them to join the closest regional club. The Membership Committee will consider this recommendation.
- **Support at Horse Expos:** There was a request for financial assistance with breed booths at large horse expos. It was discussed that assistance could also be given by providing Fjord literature and NFHR pamphlets. The Promotion Committee will work on this issue and make recommendations to the BOD.
- **Sponsorship for Fjords Competing Nationally and Internationally:** There was a request for the NFHR to sponsor owners of Fjords that are competing nationally and internationally. There was a discussion about how difficult it will be to determine who should be supported and not be too restrictive. There were some suggestions for raising the funds for this project. The Show Committee will discuss this issue and make recommendations to the BOD.
- **Develop Better Relationship with Fjord Clubs:** This issue will be worked by several committees and involves several projects.
- **Breeder Awards:** The suggestion is to have an award similar to the Hall of Fame award for Fjord Horses. The award would be given to the breeder that has a set number of evaluated horses achieving a set level. The number of awards and ribbon color to qualify would have to be determined. The Recognition and Awards Committee will consider this award and make a recommendation to the BOD.
- **Cross Breeding Rules:** There was a request to clarify the cross breeding rules concerning NFHR registered horses. The rules and consequences are stated in the Rules of Registration, Article 1, D. If proof of cross breeding is provided to the NFHR involving a NFHR registered Fjord, the BOD will take the action stated in the Rules of Registration.
- **Kentucky Horse Park Fjord Horse Breed Weekend:** Ruth reported that the Park is going to be under construction this next summer in preparation for the 2010 World Equestrian Games. So, there will some limits and new rules for this year's breed weekends. It was mentioned that the promotional opportunity was very valuable. Curt volunteered to organize a team for this year's presentation. Cynthia motioned to apply for a Fjord Horse Breed Weekend at the Kentucky Horse Park. Linda seconded. The motion was approved.

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

SUNDAY, JANUARY 14

The meeting resumed at 8:10 am (EST)

EXECUTIVE SESSION

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

BOD MEETING SCHEDULE

Due to 2 professional firefighters being BOD members, it was suggested to base the schedule on their schedules. Each meeting can be moved if further conflicts come up. 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. This worked very well in 2007 to reduce the teleconference meeting time.

There was a discussion about the location of the next BOD Face-to-Face and Membership meetings in 2009. Jeff will explore possibilities in southern California and Las Vegas, NV.

Next Meeting: February 20, 2008 at 8:00 pm (Eastern Time)

Future Meetings:

March 26

April 16

May 22

June – To Be Determined (TBD)

July – TBD

August – TBD

September – TBD

October – TBD

November – TBD

December – TBD

January 16 -18, 2009

The meeting concluded at 9:30 am (EST)

Respectfully Submitted,

Curt Pierce

NFHR Secretary