

**NFHR BOARD OF DIRECTORS MEETING
JANUARY 16 - 18, 2009
Minutes**

FRIDAY, JANUARY 16

The meeting was called to order at 3:08 pm (Pacific)

ROLL: Bill Coli, Howard Fiedler, Cynthia Madden, Mike May, Jeff Pedersen, Curt Pierce, Phil Prichard, Ruth Sorum, and Dan Watanabe.

EXCUSED: Roger Cabic and Susan Cargill

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting and welcomed Bill and Susan. Howard talked to Susan a couple of days before the meeting. We will send her a get-well card from the board and the members attending the forum.

Last year was a great year with several long-term projects being completed. He thanked Ruth for putting together the meeting and Dan for assisting. There was a suggestion to recognize the people putting together the forum. The plan is to recognize many of the great volunteers on Sunday and in the Fjord Herald. Howard praised the great Resource Guide and said that it has already had good success in promoting the breed and NFHR. The NFHR BOD needs to send a thank you to Norwegian Fjord Horse Foundation for their support of the resource guide. Curt will write the thank you note. The website progress has been fantastic and the Fjord Herald continues to grow. Howard emphasized that we need to be very careful how we spend funds this year. He also was excited that the Recognition and Awards has been resurrected thanks to the outstanding efforts of Linda Syverson-Kerr. Howard was also excited about the Canadian request to use the NFHR evaluation program.

INTRODUCTIONS:

The board members introduced themselves.

2008 YEAR END REPORT:

This report was distributed to the BOD members via email a couple of days before the meeting and in hardcopy in the meeting packets. The members attending the membership meeting will get a copy of this report, the agenda, and the annual financial report. This report will also be printed in the Fjord Herald Spring issue.

REGISTRAR'S REPORT:

In 2008, all paper records have been scanned and are now kept in digital files. These files are backed-up regularly. Mike talked to Lori Albrough about putting a hot button on the pedigrees to go to the NFHR home page.

TREASURER'S REPORT:

The annual Financial Report was given to the BOD members at the meeting. A copy of the report will be provided to members at the annual membership meeting. It will also be printed in the Fjord Herald spring issue.

OLD BUSINESS:

Fjord Herald DVD Status

Howard announced that the production version of Fjord Herald Archive DVD arrived today. Some copies of the DVD were pre-ordered and several were already sold today. We expect to sell many more this weekend.

NFHR Logo Status

Ruth presented the logo designs received from members and the new version of proposed logo. There was a lot of discussion about the new proposed logo and the next steps. There was a suggestion to present this version during the membership meeting on Sunday. This is a good opportunity to get feedback from a large number of members. The logo proposal will then be put on the website and sent by constant contact in the next few weeks. At this point we are requesting feedback and conducting straw polls. Based on the feedback and polls, the BOD will decide the next step in the process. *(After the meeting concluded, the board approved a motion to send a logo choice ballot to the members along with the membership decal mailing in February. Therefore, the new proposed logo and the old logo choices will not be posted on the website and a poll will not be conducted by email.)*

Election Ballot Signatures

The committee made the recommendation not to have signatures on the ballot return envelopes to reduce the chance of identity theft. Mike will produce colored stickers to be sent to the member with the ballots. Valid ballots will have the correct color sticker attached. The stickers may or may not have sequential numbering. Each member will get a ballot with one sticker. Family members will get two ballots with two stickers. This will reduce the identity theft concerns and help the auditor to determine if it is a valid ballot. Currently, many signatures were not readable, so often it was difficult to determine if the ballot was from a current member and that each member only voted once.

Youth Advisory Board

There was agreement that we need to involve more youth members and there was some discussion about how to proceed. The Executive Committee will work on this issue.

NFHR-Regional Club Membership Confusion

It was pointed out the Northeast Fjord Horse Association (NFHA) discovered that some Fjord owners are NFHR members and believed they are also NFHA members, when they have not joined the club. Also, many owners are regional club members, but not NFHR members. There was a recommendation to include club info in the NFHR new member packages and vice-verses. The clubs may not be aware that they can have space on the website and in the Fjord Herald. The NFHR president will send a letter to the club presidents stating NFHR resources available to clubs.

The meeting broke for the evening at 4:45pm in order to attend the member's reception.

SATURDAY, JANUARY 17

The meeting resumed at 8:07am

ELECTION OF OFFICERS

- **President -**
 - Nominations: Dan
 - Elected: Dan

- **Vice President -**
 - Nominations: Howard (declined), Jeff
 - Elected: Jeff

- **Secretary -**
 - Nominations: Curt
 - Elected: Curt

- **Treasurer -**
 - Nominations: Susan
 - Elected: Susan

- **Assistant Treasurer -**
 - Cynthia motioned to appoint Roger Cabic as Assistant Treasurer. Phil seconded. The motion was approved.

There was a short discussion about other officer position. It was suggested that we may need a Historian. Besides keeping track of the historical events and documents, this person can also oversee the photo and article archives. We will seek volunteers for the position.

VISION UPDATE

Dan mentioned that in Susan's absence, he wanted to highlight the Cargill motto, "Collaborate, Create, Succeed" and pay particular attention to the first word, "Collaborate" in noting that it is only through the combined efforts of all directors and all members that we have realized many successes and though collaboration that we will work effectively toward achieving our vision. After reviewing the vision statement, it was decided to keep it as is for this year.

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.

2009 GOALS AND OBJECTIVES

The following goals were developed last year (2008) and reviewed at this time:

- 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

Goals for this year (2009):

- Need to improve financial position
 - Work to obtain corporate sponsors
 - Develop new sources of revenue
 - Get shopping cart working on the website
- Increase member involvement
 - Put volunteer page on website
 - Send constant contact to ambassadors and setup yahoo group
- Encourage membership retention
 - Add incentives to renew early
- Increase youth participation
- Finish media resource package
- Finish logo issue
- Continue to develop relationship with the Canadian Fjord Horse Association
- Support the regional Fjord clubs
 - Improve communications with clubs and inform the clubs about NFHR programs
 - Meet with representatives and have an open forum
 - Identify ways that the NFHR and regional clubs can work synergistically toward common goals
- Increase breed and NFHR promotion in horse magazines and expos
- Obtain member discounts for services, like rental cars, hotels, etc.
- Continue 30th Anniversary planning
- Improve the recognition and awards

LONG RANGE (2010 – 2014) GOALS

The BOD members reviewed the Strategic Plan developed last year. Curt motioned to adopt the first 9 pages of document as a basis for the NFHR Strategic Plan and a working document. Bill seconded. The motion was approved.

The Strategic Planning Committee will continue developing and refining the 3 to 5 year issues. These are complicated issues that need more planning in order to be implemented in the future. There was a recommendation that the Strategic Planning committee needs to work with the other committees to seek their ideas and feedback.

There was a discussion about what constitutes adequate notice for employees and contractors to provide the NFHR BOD so that transitions can be planned. It was decided that a one year notice would provide sufficiently for an efficient transition. Mike agreed to provide a one -year notice to the BOD prior to when he plans to retire.

2009 BUDGET

Improving the financial position of the NFHR is of primary importance this year. With registrations expected to be down again this year, spending will have to be reduced. Therefore, the board expressed

a need to approve a budget soon and sticking to it.

2009 COMMITTEE STRUCTURES, OBJECTIVES AND MEMBERSHIP

There was a discussion about committee chairs. It was decided to utilize non-BOD volunteers to be the chairs when possible, with BOD members acting as liaisons between committees and the full BOD. The BOD members will need to help and motivate the chairs. The BOD members are the leads until the chairs are approved at the Feb meeting.

By-Laws and Operating Policy, and Procedures (OPP) Committee

Most of the goals of this committee are part of the secretary duties. There was a recommendation that this committee be dissolved and it can be re-established as an ad-hoc committee when needed.

Cynthia motioned to dissolve the By-Laws and Operating Policy, and Procedures (OPP) Committee. Jeff seconded. The motion was approved.

Education Committee

Objective: Provide educational articles, products and information to NFHR members and the general public.

BOD Lead: Ruth Sorum

Elections Committee

Objective: Solicit and accept nominees for the Board of Directors. Act as point of contact for the company receiving, counting, and certifying the election

BOD Lead: Howard

Evaluation Committee

Objective: Ongoing development and oversight of the NFHR Evaluation Program.

Chairs: Phil Odden and Curt Pierce

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, and Phil Odden.

Linda Syverson-Kerr was the BOD representative, so a replacement is needed. Bill will be the BOD representative.

Executive Committee

Objective: Assist and make recommendations to the Board of Directors in the management of the NFHR.

There was a discussion about composition of this committee. Jeff motioned that the four elected officers comprise the Executive Committee. Bill seconded. The motion was approved. There was a discussion about the role of committee. The decision is to continue as a group to investigate and make decisions concerning the hard issues.

Finance Committee

Objective: Provide yearly projected budget in a timely manner. Develop and implement proper accounting methods.

There was a discussion about this committee composition staying internal to BOD members and appointed officers.

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.

BOD Lead: Howard

There needs to be more work on securing outside advertising for the Fjord Herald.

Fjord Horse International (FHI) Committee

Objective: Responsible for liaison with FHI and serves as the focal point for communications between FHI and the NFHR, the NFHR Board, and NFHR Committees; advises the NFHR BOD concerning representation at future FHI events and meetings and ensures that the NFHR views are represented at FHI meetings.

BOD Lead: Curt

There was a recommendation to increase reimbursement for the trip to Norway. A decision concerning this recommendation is delayed until a budget is developed.

Membership Committee

Objective: Facilitate increasing new members and membership retention

Liaison: Phil

Promotion Committee

Objective: Coordinate NFHR promotional activities.

BOD Lead: Cynthia

Cynthia is working on finding volunteers for the committee. Bill will help.

Recognition and Awards Committee

Objective: Recognize achievements of NFHR Members and their horses.

Chair: Linda Syverson-Kerr, **BOD Liaison:** Ruth

Linda Syverson-Kerr joined the meeting at this point to discuss this committee and the Thirtieth Anniversary Committee. Linda discussed her plans for the “Fun” awards. They are working on wrapping up the current awards and developing new awards.

Show Committee

Objective: Promote the Fjord Horse by working with the existing Fjord shows to develop standardized show rules, and providing Fjord shows with the support found in other breeds.

BOD Lead: Jeff Pedersen

Jeff mentioned that there will be an emphasis on improving the current system to increase the pool of NFHR approved Fjord Horse Show judges.

Strategic Planning Ad Hoc Committee

Objective: Research and develop long range planning for the NFHR organizational structure.
BOD Lead: Howard

Reorganize committee and concentrate on the 3 to 5 year plan development.

Thirtieth Anniversary Ad Hoc Committee

Objective: Develop plans for the 2011 Celebration of the 30th NFHR Anniversary
Chairs: Linda Syverson-Kerr and Susan Cargill

The committee expressed concern about the viability of undertaking the 30th Anniversary Celebration based on the current financial and economic conditions of both the NFHR and the world in general and asked if the anniversary celebration event should perhaps be held every ten years instead of the current plan of every 5 years. There was a lot of discussion about committee's concerns. It was decided to delay any further decisions until sometime later this year. The BOD asked the committee to develop plans and budgets to further research viability and recommended looking into the option of a scaled back celebration that might only use a portion of the facility.

Website Committee

Objective: Facilitate implementation of the new website, plan future improvements, and develop policies for the website usage.
Chair: Jeff Pedersen

Some issues with shopping cart are being solved and the process is being moved to the NFHR.com server. When this is completed, the shopping cart will be activated.

There was a discussion about having a merchandizing committee for finding and selling Fjord and equine related items via website and Fjord Herald. There was a discussion about the items and methods. It was decided to make this a sub-committee of the website committee.

NEW BUSINESS

USEF Affiliation Questionnaire

There were some suggestions concerning getting lower rates for event insurance and our members covered for liability insurance. Also recommend that USEF allow affiliates to use parts of the USEF rule book. Curt will develop a response.

2010 World Equestrian Games Ticket Deposit Program

The organization managing the 2010 games requested the NFHR member's email addresses so that they could send a ticket offer. It was decided that we will not provide email list for use outside of the NFHR. We will offer to send their offer to the members for them.

Breyer Horse Model Request

Breyer requested help finding a famous white, red, or yellow dun stallion or gelding. After discussion the BOD decided to recommend the famous white dun, Rosendalsborken

Stallion and Mare Posters

Howard discussed selling the posters. He will handle mailing the posters to fill orders. Curt motioned to charge \$12 each for quantities of 1-4, and charge \$10 each for quantities of 5-10. Bill seconded. The motion was approved.

The Stallion Painting

Howard proposed to offer a limited edition of 25 signed and numbered copies of the painting. Curt motioned to pay for copy number 1 and to give it to Susan and Jim for their outstanding support of the NFHR. Cynthia seconded. The motion was approved. In order to make it fair to those not at the membership forum and meeting, the signed number assigned to the copies sold in the first 30 days will be determined by draw numbers out of a hat. The copies will be sold for \$500 each.

Stallion Note Cards

It was decided to sell the note cards at 12 for \$15.

The meeting broke for the evening at 5:00pm to meet with regional club representatives.

Met with club representatives (Separate Minutes)

SUNDAY, JANUARY 18 @ 8:00am

EXECUTIVE SESSION

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

BOD MEETING SCHEDULE

It was decided to use a 5 week schedule and to have the meetings on Wednesday nights. As in the past, the meetings can be moved to a different date if a board member is not available.

February 25

April 1

May 6

June 10

July 15

Sep 16

Oct 21

Dec 2

There was a discussion about meeting content. We would like to have the meetings be as productive and short as possible. It is requested that the committee reports be sent to Curt by Monday before the meeting. The reports need to be written in the third person and ready for publishing in the minutes.

There was a suggestion not to vote on motions via email, but to have discussion and vote on the motions at the start of the next telephone meeting. After discussion, it was suggested to have a 5 days discussion period after a motion is made and seconded. Curt motioned to have a 5 days discussion period after a motion is made and seconded. Phil seconded. The motion was approved with one abstention.

There was a discussion about the volume of emails on the BOD email group. It was decided to add NRN to subjects where a reply is not needed.

NEW BUSINESS (Cont)

Membership Dues

There has not been an increase since 1995 and NFHR services and costs of operation have increased. There was a recommendation to raise membership dues. Any dues increase would not be in effect until 2010. This issue is tabled until Susan can participate in the discussion.

Registration Fees

Again, the cost of operation has gone up and fees have not been raised since 1995. There was a recommendation to raise the registration fees. Changes to the registration fees must go through a 30-day member comment period before they can be approved by the BOD. This issue is tabled until Susan can participate in the discussion.

FHI Board Representative from North America

Brian Jensen's 2 year term ends this year and a new FHI Board representatives and alternate will be elected at the FHI General Membership Meeting in May. There was a lot of discussion about the names recommended by Brian and others. It was decided to forward the following names to the FHI nominating committee as persons interested and qualified to hold the positions on the FHI Board: Beth Beymer, Phil Odden, Pat Wolfe, and Curt Pierce.

Funding and Using Regional Clubs for NFHR Activities (Promotion, Education, etc.)

As discussed under old business, Dan will send a letter to the club presidents stating NFHR resources available to clubs. There may be additional support and activities for the clubs as the NFHR committees become active.

Bylaws Changes

A list of changes was presented to the board for consideration. The BOD members will review and forward suggestions to Curt. Any proposed bylaw changes must be approved by the membership.

Executive Director and Registrar Position Descriptions

Job descriptions were developed for these positions. The BOD members will review and forward suggestions to Mike.

BOD Member Position Descriptions

There was a suggestion to have a job description for BOD members so that candidates have a better idea about what is required. Phil will work on the description. There was also a recommendation to put an article in Herald about the BOD member duties.

The meeting concluded at 11:00am (Pacific)

Respectfully submitted,
Curt Pierce
NFHR Secretary