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**NFHR BOARD OF DIRECTORS MEETING
DECEMBER 02, 2009
MINUTES**

The meeting was called to order at 8:03pm (Eastern)

PRESENT: Roger Cabic, Bill Coli, Howard Fiedler, Mike May, Jeff Pedersen, Curt Pierce, Phil Prichard, Ruth Sorum, and Dan Watanabe. Roger Cabic and Bill Coli departed the meeting early due to other commitments.

GUESTS: Beth German, Beth Gerst, Teressa Kandianis, Nancy Newport, and Ardeth Obenauf

PRESIDENT'S OPENING REMARKS:

Dan opened the meeting. He welcomed the newly elected BOD members. Each one gave short introductions. Dan thanked Nancy for taking over the NFHR Fulfillment Center. The current BOD members and officers also gave brief introductions. Thanks were given to Dan, Ruth and Phil for serving the last three years.

Dan reviewed the highlights for the year: first educational forum in Seattle; new logo and member response for the logo voting was very strong; 5 successful evaluations, most ever in one year and the first evaluation in Canada; NFHR website expanded and market place started; Fjord pages on USEF website, thanks to Ruth and Susan; and, continued great Fjord Herald. There have been several challenges this year, such as: Many of our 2009 goals and projects take many years to get started and this year is the same; and, the revenue has continued the decreasing trend that started last year.

APPROVAL OF PREVIOUS MEETING MINUTES

The Oct 28 meeting minutes have been approved via email voting.

REGISTRAR'S REPORT:

Mike reported that he will produce the Registrar's report quarterly so that they can be compared from year to year. He also reported that the membership renewal mailing is being done by a mailing company, Discount Print & Mail, Inc. This company can do the mailings for the NFHR at no additional cost to the NFHR. There was some difficulty getting the mail merge used for the membership forms to work in a version that could be used by the mailing company. The membership renewal package is now at the mailing company and they expect to have it in the mail in a couple days.

Mike also reported that the newly elected BOD members are now on the Yahoo group. There was a short explanation of the email policies. Mike will send the current Balance and Profit/Loss (P/L) spreadsheets to the BOD via email.

TREASURER'S REPORT: As of Dec 2, 2009:

BANK ACCOUNTS	
CD Bank of America	\$ 15,223.22
CD Fairport Savings Bank	\$ 16,443.73

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Checking-Bank of America	\$ 10,405.57
TOTAL	<u>\$42,072.52</u>

MOTIONS APPROVED BY EMAIL

1. On Oct 28, Curt motioned to change the start date for the new registration fees to Jan 1, 2010. Dan seconded. The motion was approved.
2. On Nov 10, Curt motioned to delete the requirements for the annual Stallion Breeding Report in the Rules of Registration. Jeff seconded. The motion was approved. (*This was a preliminary vote to post the change for member's comments. This motion is open for comments until Dec 12.*)
3. On Nov 15, Dan motioned that we authorize the purchase of 24 non-hooded, embroidered sweatshirts to add to the NFHR Marketplace. Ruth seconded. The motion was approved.
4. On Nov 25, Ruth motioned that we approve the minutes of the Oct 28 BOD meeting. Bill seconded. This motion was approved.
5. On Nov 25, Curt motioned to make Jan 1, 2010 as the effective date for the bylaws changes approved by the membership. Dan seconded. This motion was approved.

COMMITTEE REPORTS:

• **WHEAP**

• **Fjord Herald Committee**

The Fjord Herald Winter Edition (64 pages) is in final production and will go to the printer next week. We are working on attracting more advertisers and any help would be appreciated. (Please refer possible advertisers to Howard Fiedler.) A new Market Place ad will replace the old order form.

• **Education Committee**

The new Fjord page on the Club Equestrian section of the USEF website is now live. We were the featured breed for a week in November. Many good pictures are included. Along with the Fjord information, we also sent the USEF the article with pictures from Anne Appleby regarding the retirement of Wez. This article from Anne has also been put on the NFHR website and submitted to the Fjord Herald. Ruth suggested that we need more articles like Anne Appleby's from our members who have experienced neat successes with their Fjords. She would like to see a Constant Contact email requesting the reporting of Fjord successes sent to members soon. When we receive information, it should be included in the Herald and on the website. The website will give great examples to non-members and potential Fjord purchasers about the abilities of this breed.

• **Promotions Committee**

No report at this time. Bill mentioned that we need volunteers for this committee.

• **Website**

The Website continues to receive a lot of traffic. The month of November we had average daily visits of 908 per day. That is up from 137 per day in May. The website has been visited by people from 79 countries this month. The most often entry page used is still the pony web and the second most visited page is the marketplace. To date we have

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processed 94 orders through the website. The sales have doubled in the last month following the Constant Contact email.

NFHR Merchandise - November 2009

We have added many new products in the last few months. The top selling item in the marketplace is the Fjord calendar with 14 sold to date. In second place is the “Grooming Your Fjord” video with 7 sold. Of the new items added, the mugs and tote bags lead the list with sales of 6 each. We added crew neck sweatshirts and have sold 5 so far. It has been requested that we carry a vest and long sleeve shirts. No decision on adding these items has been made so far.

- **Elections Committee**

Our election is complete with five newly elected board members. We feel fortunate to have such an outstanding group and look forward to working with them. Howard is sure they will bring new ideas and energies to our various committees.

- **Evaluation Committee**

The committee met on Nov 3 to plan for next year. The five evaluations held this year were successful with the numbers of Fjords participating, and as of this date, the profit and loss for the evaluations are positive. The committee is looking at several issues to research and discuss at future meetings. The next committee meeting is scheduled for Jan 6.

- **FHI Committee**

No report at this time.

- **Finance and Budget**

No additional items to report.

- **Membership Committee**

No report at this time. Phil requested the names of the members that did not renew for the past 2 years. Mike will work on this in the next few days.

- **Recognition and Awards Committee**

Linda Syverson-Kerr, chairperson, is in the process of compiling a year-end report of awards and she will be emailing it to the board before the end of the year. She suggests that the “On Your Honor” Awards need some review of their requirements. This will be discussed by the BOD at the January meeting.

- **Show Committee**

There has been no activity this month, but with the up-coming 30th, this committee should become more active.

- **30th Anniversary Committee**

No report at this time.

- **Strategic Planning Committee**

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The committee has not had a meeting.

OLD BUSINESS

- **2010 Annual Meeting and Membership Educational Forum (MEF)**

Membership Educational Forum: The participant packages have been added to the website and the general information has been updated. A Constant Contact email has been sent and another one will be sent soon. The speakers list is full and includes a broad spectrum of interesting presentations. The event has been listed on the new NFHR Facebook page. There have been a few registrations. Items and materials for the meeting can be sent to Margaret Bogie or Curt Pierce. There was a discussion about a speaker not used for this forum. Dan will send a letter to this speaker and offer future opportunities.

BOD Face-to-Face Meeting: Curt needs the BOD member's flight and travel info in order to make the hotel reservations. The information will also be provided to the other BOD members so that travel resource can be combined when needed. Curt outlined the meeting schedule. The draft agenda will be sent out soon.

Annual Membership Meeting: The annual meeting is scheduled for Jan 17 at 11:00am. It is expected to last until 1:00 to 2:00pm.

- **Media Resource Package**

Recently, Dan sent out some packages to a few businesses. Included in the package is: a letter about NFHR; samples of website and Fjord Herald; and lists all the advertising opportunities. If anyone knows of a company that may work with the NFHR, please provide the information to Dan.

- **Annual Committee Reports**

Please send the annual committee reports to Curt for compiling into the annual report. This information is needed in the next couple of weeks.

NEW BUSINESS

- **Acting President for Face-to-Face BOD Meeting**

After an explanation of the bylaws and policies, Bill moved to appoint Dan as the Acting President until officer elections are held on Jan 16. Ruth seconded. The motion was approved. There was a suggestion to modify the bylaws to align elections to Sep and the new term starting in Oct. This would give the BOD the opportunity to elect officers early enough to plan and prepare for the annual Face-to-Face meeting. This will be discussed further at the Jan meeting.

- **Announcing BOD Resignations to the Members**

There was a request from a member to announce to the membership when a BOD member resigns. There was a discussion about how to announce resignations. Fjord Herald is official method for announcement, but it is only published quarterly. It was decided to announce resignations in the next meeting minutes and update the BOD member information on the website. There was a suggestion to add the last year of the BOD member's term after their information on the website.

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It is requested that all BOD members provide Jeff with a picture and their bio for the website. The picture can be with your Fjord(s).

NEXT MEETING: Jan 15 – 17, 2010

FUTURE MEETINGS:
TBD

The meeting concluded at 10:00pm (Eastern)

Respectfully submitted,
Curt Pierce
NFHR Secretary