

NFHR BOARD OF DIRECTORS MEETING
February 20, 2008
MINUTES

The meeting was called to order at 8:02 pm (Eastern)

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

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting. He mentioned that several committees were already working hard on this year's goals and activities. He is especially excited about having an active Promotion Committee with many new members.

APPROVAL OF PREVIOUS MEETING MINUTES

Curt reported that the January minutes final draft will be sent next week.

REGISTRAR'S REPORT:

Mike reported that so far the NFHR has registered 50 horses this year, and there has been 855 membership renewals to date.

At the request of the BOD, Mike checked into the costs and amounts for a life insurance policy. There was some discussion about the policy costs. Ruth motioned to purchase a \$100,000 life insurance policy for Mike May. Cynthia seconded. The motion was approved.

Mike also reported that he has received the renewal notice for the BOD and officer liability policy. There was a cost increase this year. He also sent the bi-annual incorporation renewal to the State of Vermont.

TREASURER'S REPORT: As of February 20, 2008:

BANK ACCOUNTS	
Bank of America Money Market	\$ 38,806.12
CD Bank of America	\$ 15,820.20
CD-Fairport Savings Bank	\$ 15,756.83
Checking-Bank of America	\$ 23,731.47
TOTAL	<u>\$ 94,114.62</u>

MOTIONS APPROVED BY EMAIL

1. On Feb 1, Cynthia motioned to approve the following Promotion Committee members for 2008: Cynthia Madden (chair), Margaret Bogie, Susan Cargill, Libby Carter, Sue Freivald, Kathy Kramer, Penny Lane, Taffy Mercer, Curt Pierce, and Laurie With. Jeff seconded. The motion was approved.

2. On Feb 10, Dan motioned to approve the Evaluation Host Committee Handbook and the Evaluation Technical Delegate document. Jeff seconded. The motion was approved.

3. On Feb 12, Curt motioned to approve the February 2008 version of the NFHR Fjord Show Handbook. Cynthia seconded. The motion was approved.
4. On Feb 12, Jeff motioned to approve the following for the Show Committee for this next year: 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. Cynthia seconded. The motion was approved.
5. On Feb 13, Cynthia motioned to approve Patti Harrington for the Promotion Committee. Linda seconded. The motion was approved.
6. On Feb 14, Linda motioned to approve adding Ruth Sorum on the 30th Anniversary Committee. Jeff seconded. The motion was approved.
7. On Feb 18, Linda motioned to approve adding Anne Crandall on the Recognition and Awards Committee. Dan seconded. The motion was approved.
8. On Feb 20, Ruth motioned to approve the following for the Education Committee for this next year: Ruth Sorum (Chair), Marti Bolinski, Kris Batchelor, Kay Konove, Cynthia Madden, Ardeth Obenauf, Linda Taylor, and Kay Van Natta. Linda seconded. The motion was approved.
9. On Feb 20, Ruth motioned to approve the following for the Election Committee for this next year: Ruth Sorum (Chair), Chelsea Heinlein, Laura Kranzusch, Kristin Miller, and Melinda Springs. Linda seconded. The motion was approved.

COMMITTEE REPORTS:

- **WHEAP**

Dan reports that the WHEAP committee (Website, Herald, Education, Advertising, and Promotions) is continuing work on the Media Resource Packet (MRP) and is awaiting input from key members of the Fjord Community and Corporate associates.

The committee wishes to stress the importance of bringing a new NFHR website to fruition and feels that until that is done, the MRP will not be able to have the full impact for which it is designed in helping to obtain outside sponsorship and advertising in a way that is comprehensive with respect to NFHR publications both printed and electronic and that can satisfy such sponsors in today's advertising environment. To this end, the WHEAP committee is pleased with the addition of the Website committee and looks to support this committee and its goals of bringing this project to completion.

The committee is also pleased to see renewed activity with respect to the photo and article archiving project. This will eventually be of great benefit to all the NFHR committees.

- **Fjord Herald Committee**

Dan reports that currently the Fjord Herald committee is working on projects outlined in the goals presented during the January BOD F2F Meetings. There are no other issues to address at this time.

The Committee does wish to convey that the Fjord Herald Team of Beth Beymer, Sandy North, and Linda Yutzy are extremely grateful for the increased compensation authorized by the BOD during the January F2F.

Dan also reported that there are two new outside ads in the spring issue, Colonial Carriage Works and Nutrena.

Mike reports that the post office returned the second class permit application to him needing much more data, receipts, and membership and subscription proof. The membership application will require the statement that \$30 of the dues goes for the Fjord Herald subscription. He also reported that the "Periodical Rate" postage cost for the winter issue was slightly lower than the "Standard Rate" paid in the past.

- **Education Committee**

Ruth reports that the education committee has been formed for this year. Work is being completed on the "*Norwegian Fjord Horse and NFHR Resource Guide*" and it will be mailed to all members this summer. We are also in the planning stages for some seminars, and we are developing a "breed ambassador" program.

Via email Mike had sent a request from the University of Kentucky for a Fjord picture to be used in their 4-H Horse Curriculum. Howard has contacted the extension agent and discussed other items that they could use. He suggests sending them the "*Norwegian Fjord Horse and NFHR Resource Guide*" when it is completed.

- **Promotions Committee**

Cynthia reports that it has been a busy month and much as been started. An excellent committee has been assembled. We are using a project model this year to accomplish goals developed at the January Face-to-Face Meeting. Cynthia Madden is Promotion Committee Chair. Budget recommendations are still being worked up and not quite ready for input into the Annual Budget but should be ready for presentation by March 1 or earlier. We held a teleconference on February 13th. One volunteer was unable to attend and later will select one of the projects. Howard Fiedler was also in attendance. We will primarily use the NFHR Promotions Committee Yahoo Group for future communications.

Advertising – Margaret Bogie, Project Leader with Kathy Kramer and Laurie With will work on advertising strategies and opportunities and recommend actions to the Committee and Board on the internet, print media and on the NFHR website.

Marketplace – Taffy Mercer, Project Leader with Penny Lane & Patti Harrington will review current items offered for sale by the NFHR and recommend new products and pricing for the Marketplace page for the new website, etc.

2008 Breed Demonstration at the Kentucky Horse Park, October 2008 - Curt Pierce is heading this project up and has already submitted an application to the Horse Park, completed an article and application for Herald. Further activities will be for a committee to select applicants who want to participate, choreograph the demonstration, and present the demonstration.

Horse Expo's & Fairs Support by NFHR – Sue Freivald is Project Leader. The assignment for this group is to develop and implement a policy for support of NFHR members who attend horse fairs/shows, etc. and to notify the clubs and regional members of what is available.

Graphic Arts – Laurie With, Project Leader will assist promotional committee efforts as they develop.

Photo Archive Project – Susan Cargill has agreed to be Project Leader on this project. She will work with the WHEAP Committee members, Sandy North, and Laurie With. In process is identifying a server to hold the photos, access to photos, policy for photo's, permission form and developing or identifying an open source data base to use to photo records.

Promotional videos on NickerNetwork – Cynthia has been in email and telephone conversation with staff from NickerNetwork about providing the 25th Anniversary Celebration video and the Fjord Horse Versatility Video for viewing. They are very eager to get them. Advertising info on the network will be forwarded to the Advertising Project as well as other queries she has received about internet advertising on equine related internet e-zines.

NFHR Presence at 2010 World Equestrian Games, Kentucky Horse Park. – Cynthia Madden as Project Leader with Susan Cargill. They have talked with Holley Groshek at the Foundation managing the games. Preliminary strategies for financing a booth are being worked up. We are waiting for the packet from the Foundation before being able to present anything more definite but should have a recommendation ready by March 15th (should Foundation Breed Organization packet arrive in time).

In association with the Photo Archives, Dan asked if a article archive could also be established. There are already several articles on the website. Also, all of the Fjord Herald up to Winter 2006 are archived on a DVD. This DVD will be available for purchase as soon as the index is fixed. Mike will add all the documents he has to the server so that they maybe accessed.

- **Website**

Jeff reports that the committee has been working a list of things that need fixing before the new website can be activated. The list was sent to Becky and asked for a time frame to fix the problems. Her reply was forwarded to the board.

There was a discussion about the state of the new website and the probability that it may not be finished under the current contract. Mike reported that he has talked to Lori Albrough about upgrades to the pedigree website. She has not yet provided a cost quote for the changes.

- **Elections Committee**

Ruth reports that the Election Committee has been formed to include one person from each of the 4 time zones. There is nothing else to report at this time. Curt asked about changes needed to the election policy. The Election and OPP Committees will review the policy.

- **Evaluation Committee**

Curt reports that the committee has been working via email on several documents. The Evaluation Technical Delegate Guidelines and the Evaluation Host Committee Handbook were finalized and approved by the committee then sent to the BOD for final approval. The BOD approved both documents via email vote. The committee has also been working on finalizing the changes to the Evaluation Handbook. These changes will mostly clarify the evaluation tests and process. Some of the performance tests are being modified to make it easier to see all of the gaits requested and to allow the simple lead change in the advance western test. There are also changes added to specify the health requirements for each evaluation and a refund policy. The updated Evaluation Handbook should be available for BOD consideration in March. The next Evaluation Committee meeting is tentatively scheduled for Mar 12.

- **FHI Committee**

Phil reports that Phil Odden has agreed to represent the NFHR at the FHI General Membership meeting in Nordfjordeid, Norway.

Howard mentioned that Norwegians have recently decided not to close their studbook. The Norwegians have also announced new registration requirements for their Fjord Horses. These new requirements are mostly clarifications of the requirements for registering Norwegian foals with foreign born parent(s). The sire must be licensed in the country where he resides.

- **Finance Committee**

Mark reported that the committee will be working on the 2008 budget. Committees need to provide him their budgets.

- **Membership Committee**

Phil reported that the second meeting of 2008 was held by conference call on Feb 19. Lee Hardin was elected by the committee to be the chairperson.

The proposal concerning the annual meeting for January of 2009 was discussed. Several locations for the meeting were discussed. With a concern for weather, locations in milder climates were discussed since the By-Laws provide that the Annual Meeting must be held in January. A brief discussion followed concerning the requirements for changing the By-Laws. The city of Saint Louis, Missouri became the recommended location. Foremost among the considerations is that it is an airline hub, and it is within a day's drive of a considerable number of Fjord horse owners. There are also a large number of hotels and motels suitable for a convention, and there are many attractions in the area for members to see. The committee is considering a convention style event with local area tours, registration and a welcome reception on Friday; educational presentations and programs, commercial exhibits, with a dinner and guest speaker on Saturday; and more presentations, annual meeting, lunch, and more local area tours on Sunday. Since this is largely an educational convention it could be entitled: Focus On The Fjord Horse.

Mark asked if the Board of Director's annual Face-to-Face meeting would be a part of the conference. The intent is to have the board meeting at the same time. It was noted during the discussion that the board's face-to-face is needed to be in January in order to plan the new year's activities with the newly elected board members. There was also a discussion about the committee's proposed location. St Louis is not a major airline hub, so the airline costs will be expensive. The board recommended that the committee work with Jeff concerning the meeting location for 2009.

- **OPP Manual Committee**

Curt reported that there is nothing to report at this time.

- **Recognition and Awards Committee**

Linda reports that an email or a letter was sent to all Excellence Awards horse owners in this awards program. The notice reminded the owners that: their horse was registered in the program; how many recorded points there were to date; the last recorded points; and how many points were needed to receive this award. It was found that: some horse were deceased; some had more points then recorded; some horse were sold and the new owners were not aware that the horse was in any awards program; some owners had withdrawn from the program; and some horses had earned their award.

For the Versatility Award, Linda reports that 3/4 of the Fjord owners currently registered in this program have been sent an email or letter. So far, the results have been: some horses were sold and the new owners were not aware that the horse was in any awards program; some owners had withdrawn from the program; and some responded that they hope to finish this year to receive their award.

The other awards, Linda reports that the recommendation is to combine the awards, but to finish the cleaning up the other 2 awards, then will move on the next. She also reported that Anne Crandall has offered and been approved to be part of this committee. Anne will be the data entry person for all the awards once the records are up-to-date and the Recognition and Awards data base is available that Dan is working on.

- **Show Committee**

Jeff reports that now that the board has approved the changes to the NFHR Fjord Horse Show Handbook, we next need to send the revised handbook to our judges and competitors. There has been no other activity.

- **30th Anniversary Committee**

Linda reported that Susan Cargill, Ruth, and she are expecting on or about Feb 25-28 to travel to the following places: Iowa State Fair Grounds, Des Moines, IA; Illinios State Fairgrounds, Springfield, IL; Eden Park Equestrian Center, Sun Bury, OH; Alliant Energy Center, Madison, WI; Lancaster Even Center, Lincoln, NE; Missouri SFG ,Sedalia, MO; and National Equestrian Center, Lake Saint Louis MO. Another location being considered is Berrien Springs, MI. This location was suggested by Wayne and is scheduled to be completed in 2009. Ruth has developed a "checklist." Linda will be video taping the places they visit. Linda will take the 25th Programs along with the "*Dancing with Fjord Horses*" DVD to show the facilities what we are about. The committee hopes to have a recommendation of the top 3 locations by the March BOD meeting. The BOD will be provided with copies of the checklist and a DVD of the top 3 locations.

- **Strategic Planning Committee**

Curt reported that there is nothing to report at this time.

OLD BUSINESS

- **Youth Advisory**

Howard has mentioned the concept to several members. He reports that all he has talked to want to be involved. Howard and Dan will continue to work on this project.

- **Fjord Herald DVD**

The index on the DVD needs to be repaired before it can be reproduced. Mike has not received a response from the company that produced the master. He will attempt to contact the company again.

- **Media Resource Packet**

The WHEAP Committee is working on this project and reported the current status in the committee's report.

- ***“Norwegian Fjord Horse and NFHR Resource Guide”***

This project is being worked by the Education Committee and the status was given in the committee report.

- **Membership Convention**

The Membership Committee is working on this project and the status was given in the committee report.

- **Educational Seminars**

The Education Committee has been discussing this project with Wayne Hipsley. In addition to the Fjord community, Wayne wants to attract participants from outside of the Fjord community. The seminars will be centered around Wayne's new book, *“Evaluating and Selecting Norwegian Fjord Horses.”* Dan has talked to Wayne about the book and will be assisting Wayne with editing.

- **Breed Ambassadors**

The Education Committee is developing the qualifications for this program. Training may need to be provided to those selected.

- **Support for New Fjord Clubs**

The Membership Committee is working on this project. There was a suggestion to provide space on the new website for the club's description and contact information. The clubs can also have articles in the Fjord Herald.

- **Fjord Club Membership Help**

The Membership Committee is working on this project. There was a suggestion to post the clubs' membership form on the new website. The details for this will have to be worked out.

- **Support at Horse Expos**

The Promotion Committee is working on this project. There was a discussion about the types of support that could be given.

- **Sponsorship for Fjords Competing Nationally and Internationally**

The Show Committee is working on this project. Nothing to report at this time.

- **Breeder Awards**

The Recognition and Awards Committee is working on this project. The committee will not be able to work on this until the other award programs are updated.

- **Providing videos to NickerNetwork**

Cynthia had sent a contract from the NickerNetwork to the BOD members via email. There was a discussion about the contract. There is a concern that the contract requires the NFHR to release too much of the distribution rights while the videos are available on NickerNetwork. Also, the NFHR would have no say concerning how the video is edited by NickerNetwork. It was decided not to provide videos at this time, but the BOD will reconsider in the future if the NickerNetwork becomes more popular.

NEW BUSINESS

No new business.

NEXT MEETING: March 26

FUTURE MEETINGS:

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 11:07pm (Eastern)

Respectfully submitted,
Curt Pierce
NFHR Secretary