

**NFHR BOARD OF DIRECTORS MEETING
FEBRUARY 25, 2009
MINUTES**

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

PRESENT: Roger Cabic, Susan Cargill, Bill Coli, Howard Fiedler, Cynthia Madden, Mike May, Jeff Pedersen, Curt Pierce, Phil Prichard, Ruth Sorum, and Dan Watanabe.

PRESIDENT'S OPENING REMARKS:

Dan opened the meeting. He has been studying the Profit and Loss (P&L) statements for January 2008 and January 2009. At this time last year, the membership renewals were down, but our expenses were higher. So far this year, the income trend is downward, but at the same time, our expenses are down only slightly. Roger mentioned that in the past, it was difficult to determine trends in the first few months of the year.

Dan has been talking to Burt Shewfelt, the CFHA President, concerning the evaluation program. The CFHA Evaluation Committee and Board of Directors have accepted our proposal sent in November for a joint Evaluation Program. Burt is drafting a formal letter. Plans to proceed with the formation of a joint North American Evaluation committee can commence immediately. *(After this meeting, the two evaluation committees decided that it was in the best interest for both programs to form a joint committee next year. Both committees will work together for joint evaluations in Ontario and Nova Scotia, Canada.)*

APPROVAL OF PREVIOUS MEETING MINUTES

The January BOD meeting and Membership meeting minutes have been approved via email.

REGISTRAR'S REPORT:

Mike did not get a chance to send a quarterly update report. The registration numbers are down from the previous year.

TREASURER'S REPORT: As of Feb 25, 2009:

BANK ACCOUNTS	
CD 1 Bank of America	\$ 16,323.67
CD 2 Bank of America	\$ 15,000.00
CD-Fairport Savings Bank	\$ 16,181.60
Checking-Bank of America	\$ 24,254.65
TOTAL	<u>\$71,759.92</u>

A second Bank of America CD was created with the \$15,000 donated to the NFHR by Nutrena, a Cargill Company, as part of a corporate sponsorship. Roger also reported that there is new tax on conference calls, so the conference calls will be more expensive this year. There was a recommendation to reduce the number of conference calls. A new schedule will be proposed after this meeting. As a result of fewer meetings, more business will have to be conducted by email.

There was a discussion about keeping the BOD members and committees informed of the financial situation. The P&L statement will be sent to the BOD members monthly.

MOTIONS APPROVED BY EMAIL

1. On Jan 26, Jeff motioned to conduct logo balloting by mail (coinciding with the annual spring membership mailing) commencing on the earliest possible date in February with a deadline for receiving ballots of April 1, 2009 to decide whether the NFHR adopts the proposed logo or retains the current logo. Howard seconded. The motion was approved. *(Due to delays in finalizing the ballot, the ballot deadline was changed to April 15.)*

2. On Jan 26, Jeff motioned to approve the BOD and Fjord Clubs Forum Minutes. Susan seconded. The motion was approved.

3. On Feb 5, Curt motioned to approve both the BOD Meeting and Membership Meeting Minutes. Howard seconded. The motion was approved.

COMMITTEE REPORTS:

- **WHEAP**

- **Fjord Herald Committee**

Editing of the Spring Issue will be completed by February 28th and the layout completed by March 15th. Copies should be in the mail by the end of March. It would be beneficial to see more ads. We now have several outside ads, and need help contacting businesses to acquire more ads. Please contact Howard Fielder and BOD members to suggest possible advertisers.

- **Education Committee**

The Education Committee will be chaired in 2009 by Lisa Pedersen with Melinda Springs, Debbie Ulrich, and Gail Russell also serving on the committee. Ruth Sorum will serve as liaison with the BOD.

2009 Objectives:

1. More communication with our Fjord Ambassadors.
2. Increasing the visibility of the Fjord breed to the general public, especially within the horse world. The education team is willing to write articles as needed and plans to work on creative ways to get information into other publications and on other websites.
3. Assisting in the planning for the seminar to be held next January in conjunction with the NFHR annual meeting.
4. More awareness of our existing educational items for sale, including better use of the coloring book.

- **Promotions Committee**

Bill and Cynthia have had some email and telephone discussions regarding the Promotion Committee during the month since the January Board meeting. One thing Bill has

stressed is establishing the difference between promotion & marketing as current tasks encompass both areas. Discussion on external and internal objectives in these areas is ongoing and not yet finalized.

Bill has expressed an interest in working with Regional Groups and promoting both Fjords and the value of NFHR membership, especially to youth. He is exploring better internal communication with current Fjord families and those interested in the Fjord through development of an organized YouTube presence (“Channel”), including possible establishment of a blog, and linkage to the NFHR website.

Another concept discussed is working with Regional Groups as a vehicle for dispensing shippable horse fair/expo displays/kits and perhaps working on a funding application that would allow clubs to request available NFHR funds for show and/or horse fair support at their discretion. This is very much in the concept stage but some good ideas are emerging.

Cynthia had conversations with Jeff Morse in February who is working with the ADS. The ADS is very interested in working more closely with breed organizations and especially Fjords and requires more follow up. Jeff also had the idea that if the NFHR could develop a short DVD about driving Fjords, the ADS might be persuaded to show it at their booth at World Games.

The NFHR Marketplace on the website will continue to provide apparel and other items. Cynthia talked with Meredith Sessoms about using some of her drawings from the name tags at the Seattle meeting. She is interested in working with us. Details not yet worked out.

No progress has been made on identifying a Committee Chairperson.

- **Website**

Prior to the shopping cart being activated, Jeff and the website developer had talked to a computer security expert and that expert has made some recommendations. Mike and Jeff will work the issues for a quick resolution so that the shopping cart can be activated.

Jeff mentioned that they need the information for Wayne Hipsley’s book so that it can be put on the website.

- **Elections Committee**

We will be looking for candidates to run for the BOD and submit their Bio’s by September 2009.

- **Evaluation Committee**

The Evaluation Committee will be co-chaired in 2009 by Phil Odden and Curt Pierce with a committee of Susan Cargill, Sophie Fiedler, Kelly McDonald, and Dan Watanabe. Beth Beymer will also assist the committee when needed and act as a representative for the evaluators.

The committee met on Feb 18. We discussed the Family Fjord Program. At this point it is proposed to include it as an evaluation program. The committee will continue to work the details of the program so that a formal presentation can be made.

The committee also discussed possible evaluations in 2009. There is a concern that the evaluations approved must show that they can at least break even. There are host committees organizing in Fallbrook, CA, Herndon, VA, La Crosse, WI, Moses Lake, WA, Colorado, Antigonish, Nova Scotia, and Lanark, Ontario. (*Later, the Colorado Host Committee decided to wait until next year to have an evaluation there.*) So far the committee has received site applications for Fallbrook, CA, Herndon, VA, and Moses Lake, WA. At this point, the committee recommends tentative approval to Herndon, VA, and Moses Lake, WA. The committee sent a Constant Contact email to the NFHR members asking for those interested in having their Fjords evaluated this year to contact their local host committees. Cynthia motioned to give tentatively approval for the Herndon and Moses Lake evaluations. Susan seconded. The motion was approved.

There was a discussion about the steps being taken to insure that the evaluations do not lose money. It is recommended to set deadlines so that important decisions can be made before large expenditures.

2009 Goals:

- Work with the Canadian Fjord Horse Association to develop a joint evaluation program
- Hold successful evaluations in at least 2 locations
- Continue development of the Family Fjord Program
- Continue to improve the evaluation program

- **FHI Committee**

There is no activity at this time. Several BOD members suggested contacting a person attending the Norwegian stallion evaluation to see if they would be willing to represent the NFHR at the FHI meeting.

- **Finance and Budget**

It was noted that the income from sales of the various items is recorded under several different committees. Susan will look into simplifying this on the accounting reports.

There was a discussion about the 2008 Financial report and if a compilation is an adequate review of our financial records. We will check with the accounting firm concerning the wording of the statement they included in the report.

Susan will develop a budget with the committee responses and the data available. There was a discussion about increasing income and setting aside the sponsorship funds received.

- **Membership Committee**

A primary function of the Membership Committee was to coordinate with the Education Committee to plan and implement the 2009 Annual Meeting in Seattle, Washington. The meeting was attended by more NFHR members than in any previous meeting in a great number

of years. All in attendance provided wonderful reviews of the both the context of the seminars and the pertinence to the breed, its history, its care and its quality.

Building on the success of the Annual Meeting, the Membership Committee is in the process of spreading the news of the Norwegian Fjord Horse Registry. It will encourage new and former owners to join our organization, one that so adequately represents the breed here in North America.

- **Recognition and Awards Committee**

The Recognition and Awards committee will be chaired by Linda Syverson-Kerr this year with Kathy Johnson assisting her and Ruth Sorum serving as liaison with the Board of Directors.

Goals include:

1. Completion of the re-organization of existing awards and records.
2. Development of year end High Point Youth, Adult, and Horse awards.
3. Creation of more awards for kids.

There was a concern about the increased cost of the Versatility award. There was a discussion about the cost and fees.

- **Show Committee**

There is nothing to report at this time.

There was a recommendation from the Promotion Committee to use allow Fjord club to use the show sponsor funds provided by the NFHR for either the club's Fjord horse show or promotion at an horse expo or fair. There was a lot of discussion about the purpose of the show sponsor funds. With a tight budget this year, the promotion committee needs to work with the show committee to develop a proposal for the budget that will not break the budget.

There was a question about whether or not the dispersal of funds to a club needs to be tied to a percentage of the club members that are NFHR members. The consensus is to not set any requirements like this at this time.

- **30th Anniversary Committee**

Committee discussed and prepared a preliminary budget for BOD review.

A survey is being included at the bottom of the logo ballot to determine level of interest in attendance at the 30th Extravaganza which is being held in September, 2011 at the Lancaster Event Center in Lincoln, NE.

Announcements appeared in the Herald announcing the dates and location of the 30th Extravaganza. An announcement was also placed in the Herald looking for acts for the Evening of Dancing Fjords. Ruth Sorum wrote an article for the Herald discussing the search for a location and subsequent happenings regarding the 30th Anniversary.

- **Strategic Planning Committee**

Howard is seeking candidates for this committee.

OLD BUSINESS

- **NFHR Logo Status**

Cynthia motioned to approve the ballot for logo selection and 30th Extravaganza questionnaire. Susan seconded. After a discussion about the Fjord's nostrils on the proposed logo, the motion passed with one abstention.

- **Youth Advisory Board**

Curt developed a Youth Advisory Board Bylaws proposal from a similar POA program. The purpose of the bylaws is to give the Youth Advisory Board a framework to work within and allow them to develop the NFHR youth programs. Curt was asked to distribute this proposal to the board members for comments and suggestions. This proposal may also be distributed to other interested NFHR members.

The following Old Business is awaiting development of the budget or input from the board members:

- **Membership Dues**
- **Registration Fees**
- **Funding and Using Regional Clubs for NFHR Activities (Promotion, Education, etc.)**
- **Bylaws Changes**
- **Executive Director and Registrar Position Descriptions**
- **BOD Member Position Descriptions**

NEW BUSINESS

- **Printing of Minutes in Fjord Herald**

There was a concern expressed that the minutes and other official notices were taking up too much space in the Fjord Herald. After further research, it was determined that this is not usually a problem if the minutes are distributed evenly throughout the year.

- **Wez Perpetual Trophy**

Anne Appleby has proposed an award for Fjord Horse achievements in dressage. The details for eligibility and criteria are being worked.

- **USEF Photo Request**

The USEF has requested Fjord photos for their use. Beth and Sandy are working with them to satisfy their request.

- **Producing a Fjord Calendar**

There has been a suggestion to produce a Fjord Horse calendar. After a discussion, it was decided that the NFHR should not be in calendar production, but will be glad to sell Fjord calendars on the NFHR Market Place.

- **NFHR Representation at the German Breeder Conference**

There was a discussion about having NFHR representation at the German Fjord Horse Breeders Conference being held at Equitana. Dan will talk to Ursula Jensen to see if she will represent the NFHR. It was suggested to present NFHR Medallions to the high point horses at the evaluation being held in conjunction with the breeders conference.

NEXT MEETING: April 22

FUTURE MEETINGS:

In order to reduce the cost of the meetings, it was decided to reduce the number of meetings.

The following schedule was approved via email.

June 10

July 29

Sep 30

Dec 2

The meeting concluded at 11:03pm (Eastern)

Respectfully submitted,

Curt Pierce

NFHR Secretary