

NFHR BOARD OF DIRECTORS MEETING
March 26, 2008
MINUTES

The meeting was called to order at 8:03 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 the resource guide is being proofed and looks great so far. The website is coming along with a lot of progress.

APPROVAL OF PREVIOUS MEETING MINUTES

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

REGISTRAR'S REPORT:

Mike reported that he has been very busy with testing the new website and proofing the "*Norwegian Fjord Horse and NFHR Resource Guide*."

Mike mentioned that some of the planned website features for the membership data and shopping cart are not ready. After some discussion, it was decided to switch over to the new website and add these features later. There was also a discussion about final payment for the original developer. Mike will request an invoice from her.

TREASURER'S REPORT: As of March 26, 2008:

BANK ACCOUNTS	
Bank of America Money Market	\$ 39,095.46
CD Bank of America	\$ 15,947.28
CD-Fairport Savings Bank	\$ 15,756.83
Checking-Bank of America	\$ 25,442.23
TOTAL	<u>\$ 96,241.80</u>

MOTIONS APPROVED BY EMAIL

1. On Feb 26, Jeff motioned to approve the January BOD meeting minutes. Cynthia seconded. The motion was approved.
2. On Mar 5, Curt motioned to approve the NFHR Promotional Questionnaire. Mark seconded. The motion was approved.
3. On Mar 6, Curt motioned to approve the Versatility Award Amnesty and set the fees for the Versatility Award to 30 to receive the Certificate Only and \$50 to receive the Certificate and Award. Linda seconded. The motion was approved.
4. Mar 7, Linda motioned to change the Chair of the 30th Anniversary Ad Hoc Committee from Linda Syverson-Kerr, to it being Co Chaired by Susan Cargill and Linda Syverson-Kerr. Seconded by Cynthia. The motion was approved.

5. On Mar 14, Curt motioned to approve Kelly MacDonald as a member of the Evaluation Committee. Ruth seconded. The motion was approved.

6. On Mar 24, Curt motioned to approve hiring Lisa McGinley to professionally proof-read "*The Norwegian Fjord Horse and NFHR Resource Guide*." Linda seconded. The motion was approved.

COMMITTEE REPORTS:

- **WHEAP**

The WHEAP Committee held a teleconference on the 11th of March. Issues discussed included:

- The Media Resource Packet is a big step closer to completion with information on Website ad pricing thanks to Jeff. The committee is still awaiting input from key members of the Fjord Community and Corporate associates, after which a final draft of the packet should be shortly forthcoming.
- The Website
 - Pricing for Banner Ads
 - Classified Ads- This will have to be added later
 - Provisions for two levels of advertising
 - Text only ads
 - Photo ads with hyperlinks
 - Ongoing professional support for the new website so that it can function as a living publication and avoid becoming stale or dated in the future
 - Suggested Maintenance Program to include
 - Upgrades to website
 - Reprogramming as needed
 - Revenue generated from banner ads should more than pay for this and should generate a small profit
- Photo Archive project - This project is in progress. Areas that are to be addressed include:
 - Acquiring content
 - Technical Requirements
 - Compositional Requirements
 - Legal Requirements
 - Solicitation and Publicity
 - Methods of collection
 - Storage and Retrieval
 - Hardware (where content is to be stored)
 - Architecture (how content is to be input, organized and retrieved)
 - Software (Programming that allows for the desired architecture of the system to function)
 - Maintenance
- The 2010 World Equestrian Games (Promotion Committee)
 - Cynthia presented some preliminary numbers and more research will be done
- "*Norwegian Fjord Horse and NFHR Resource Guide*" (Education Committee)
 - Entering the final editing phase

- Breed Ambassador Program
- Fjord Herald
 - Photo Archive/Photo Guideline article
 - Photo Quality article
 - Website announcement article

These projects are currently being worked on by the individual WHEAP member committees with input and discussion from the WHEAP committee. As proposals and projects near completion they will be brought before the BOD for final recommendation/approval.

- **Fjord Herald Committee**

The current issue of the Fjord Herald is off to the publishers and new page that has been created to promote it on the NFHR website that includes an image of the cover from the upcoming issue along with an article from that issue. Links will be in place to direct people to membership/subscription information.

- **Education Committee**

The new "*Norwegian Fjord Horse and NFHR Resource Guide*" has been completed after several more articles were added, including some from the New Owner's Manual. The New Owner's Manual will now be discontinued and all information will be available in the one publication. This new Resource Guide will go to Beth Beymer and Sandy North for layout, addition of pictures, and cover work, and hopefully will be in the hands of all NFHR members this summer.

The Education committee is also working on guidelines and a list of people across the U.S. who will serve as Fjord Ambassadors, helping new and current Fjord owners with questions they might have. The committee has developed a list of 36 farms so far that have volunteered to be Breed Ambassadors. We hope to have this list on the new website soon.

There was a discussion about the number of resource guides to print. Cynthia moved to approve content of the "*Norwegian Fjord Horse and NFHR Resource Guide.*" Dan seconded. The motion was approved. There was additional discussion about getting support from the Fjord Foundation. Ruth will contact them about this.

- **Promotions Committee**

Sue Freivald has mailed out a survey with the membership mailing. The survey is about participating at horse fairs, expos, etc, and the expectations of NFHR support. A good response is hoped for. She contacted the Norwegian Embassy and requested support for promoting Fjord Horses, but they responded that they had nothing to offer. She continues to look for ideas. Sue is doing a great job and showing excellent initiative.

The Archive Project has made progress. Steve McIlree is investigating potential web based archive sites. We need to discuss with the Website Committee if they are going to migrate the website to another server in the near future and if it will be LINUX or UNIX based. It appears that excellent services will be available for between \$8-10 a month. Most archive sites have good software for setting up a data base, but we would have to write some software to connect to it and with our own criteria for searching.

Cynthia is preparing a budget for the potential participation in the 2010 WEG. She has contacted Holly Groshek of the WEG foundation with some additional questions and Holly has not replied at this time. They are still working out some details.

Taffy Mercer has resigned from the Marketplace committee so we are looking for someone else to head up the Market Place project for analysis of current items and recommendation of additional items. Taffy indicated that Penny Lane and Patti Harrington were also not interested in continuing on the committee. Cynthia has contacted them to confirm their intentions but has not received a reply.

Cynthia is working with Mike, Catherine, and Jeanne to develop shipping & handling charges for items sold via the website. We hope to get this worked out in the very near future.

Cynthia will be looking for new items for the market place. Mike reported that he received a request to use the NFHR logo. This Fjord owner also offered to produce a Fjord silhouette for Fjord sticker signs to be sold in the NFHR Market Place. The Promotion Committee will pursue this offer.

There was a discussion about the WEG promotion booth and budget. There was a suggestion to create a DVD that would have all the information normally contained in several hand-outs and flyers. There was some concern that it may or may not be more effective promotion than paper. This needs to be investigated further.

- **Website**

The new website is almost ready to go live. Mike found that the pedigree search will not work with the new site. Mike is waiting for a response from Lori and Stefan.

Jeff sent to the BOD the proposed advertising rates for the website. It was decided that these rates will be the 2008 rates. There was a discussion about developing non-member advertising rates. Jeff mentioned that there will be counters to show potential advertisers the number of potential customers. It was also pointed out that there will be a disclaimer about the NFHR is not responsible for the content of the classified listings and advertisements.

Jeff is still waiting for BOD bios and pictures. There will be a page for Fjord Herald promotion and a link for subscriptions. It was suggested to promote NFHR membership verses just a Fjord Herald subscription.

- **Elections Committee**

Ruth reports that the Election Committee has been studying the official NFHR election policy. They submitted for the board's approval some changes to reflect the BOD's decision to hire someone outside the NFHR to receive, validate, and count the ballots for the election of the Board of Directors each year.

Jeff motioned to approve the election policy. Mark seconded. The motion was approved.

- **Evaluation Committee**

Curt reports that the committee met on Mar 12. The committee has been working hard on recommended changes to the Evaluation Handbook based on evaluator and member comments. The committee also continues to work with host committees to setup evaluations in Nova Scotia, La Crosse, Herndon, Fallbrook, and Libby.

The committee is one member short and decided to ask Kelly MacDonald if she was interested in working on the committee. The BOD approved Kelly in an email vote.

- **FHI Committee**

Phil reports that the Board of Norges Fjordhestlag held a meeting on February 14, and has set aside their earlier decision to close the Norwegian Fjord Horse Studbook. They made a statement that the Norwegian Fjord Horse Studbook is based on pure breeding and is not a closed studbook. The new Registration rules states that there is parity for foreign and Norwegian born horses, i.e., the same pedigree demand of minimum 5 documented and approved generations.

- **Finance Committee**

Mark reported that the BOD was sent the draft 2008 budget. Committees need to provide him their changes within a couple days. The committee will rework the budget and send to the BOD for discussion and approval.

- **Membership Committee**

Phil reported that the committee has been discussing the annual membership meeting location. The committee recommends St Louis because of its central location to Fjord owners, plenty of hotels and other support facilities, and it is an airline hub. There was also a concern from the committee about having the meeting in January due to the potential of having weather problems. The committee recommends changing the bylaws to allow the meeting month to be moved. The committee proposes having educational clinicians and seminars.

There was a discussion about moving to another weekend in January. The Martin Luther King holiday weekend has several advantages. There was also a discussion about moving the meeting out west and different locations around the country. The most popular suggestions are St Louis and Seattle. Although it has been discussed at previous meetings about having a membership convention, it was decided to not call this event a convention, but to focus on education and fellowship. It was also decided to keep a regional focus on the event. Dan will work with Phil to find some committee members from the NW.

- **OPP Manual Committee**

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

- **Recognition and Awards Committee**

The Versatility Amnesty letter was sent in the recent mailer. No calls or emails about anyone having questions.

There is one new registered horse for the Excellence award. The committee is recommending that the other awards be combined. The suggested titles are: "Fun with Fjords" "Fjord Fun" "Hours of Fjord Fun". The committee hopes to utilize a web site page where members can enter their own hours for those that have computers, or maintained by a committee member for those

that don't have a computer. Once the website page is setup, the committee hopes to start incorporating any new awards that have been suggested.

- **Show Committee**

Jeff reports nothing.

- **30th Anniversary Committee**

Susan Cargill, Ruth and Linda reviewed 7 facilities the week of 2-25-28-08. Susan has put together a spread sheet of the top 3 picks: Alliant Energy Center, Madison, WI; Lancaster Event Center, Lincoln, NE; and the Iowa State Fair Grounds, Des Moines, IA. Susan has agreed to Co-Chair this committee with Linda. Ruth is heading up the banquet, Taffy Mercer was brought on board and so was Pat Wolf as he was on the original committee. A telephone conference was held, it was discussed and added that there will be an evaluation. So Tuesday will be the move-in date for those having horses evaluated and showing, Wednesday/Thursday would be clinics and evaluations, Friday thru Sunday a show. After reviewing the spread sheets, and discussion, the top three picks are in the following order: Lancaster Event Center in NE, the Iowa SFG, and the Alliant Energy Center in Madison, WI.

Additional questions were asked that we needed answers for about the places. Emails were sent to the three locations, with the Alliant Energy Center and the Lancaster Event Center responding. We are waiting for responses from the Iowa State Fair Grounds. DVD's of the places were mailed and the spread sheets were emailed to the BOD for review.

There was a discussion about getting assurance from facilities about locking rates if we sign contract now.

- **Strategic Planning Committee**

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

OLD BUSINESS

- **Fjord Herald DVD**

Mike is having trouble getting in contact with someone at the company that produced the Fjord Herald archive on DVD. He will start calling daily. There was a question about the DVD price. It was decided to offer the Fjord Herald Archive DVD for \$35 per DVD.

- **Dates for Jun through Dec BOD Meetings**

Mark asked for more time until he gets the work schedule for that time period.

NEW BUSINESS

- **Yahoo Group Website Features.**

Curt outlined the features of the Yahoo Group site that the BOD uses for email. There are several features that can be useful for the BOD business like a calendar and poll features. Files can also be stored there for BOD members to use. Some of the BOD members like the poll feature and would like to see it used for voting. All BOD members can create polls and add events to the calendar.

NEXT MEETING: April 16 (*Changed later to April 23*)

FUTURE MEETINGS:

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 10:55pm (Eastern)

Respectfully submitted,
Curt Pierce
NFHR Secretary