

NFHR BOARD OF DIRECTORS MEETING
April 23, 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.

EXCUSED: Jeff Pedersen entered the meeting at 8:38pm. Linda Syverson-Kerr departed the meeting at 9:00pm. Jeff Pedersen was on a fire call from 9:33 until 10:30pm.

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting. He likes the new website and received many great complements. Jeff will write an article about the new website for the next Fjord Herald.

APPROVAL OF PREVIOUS MEETING MINUTES

Curt is working on the March minutes.

REGISTRAR'S REPORT:

Mike reported that he emailed the quarterly report just before the meeting. He pointed out that the membership is slightly less than this time last year, but renewals are still coming-in.

Mike also reported the valid email results of the constant contact email sent to old and current members. The valid email results were better than average.

TREASURER'S REPORT: As of April 23, 2008:

BANK ACCOUNTS	
Bank of America Money Market	\$ 39,167.58
CD Bank of America	\$ 15,947.28
CD-Fairport Savings Bank	\$ 15,913.32
Checking-Bank of America	\$ 7,712.67
TOTAL	<u>\$ 78,740.85</u>

Roger reported that the interest rates for the CDs and Money Market accounts were reduced significantly due to the economic status.

MOTIONS APPROVED BY EMAIL

1. On Apr 10, Mark motioned to set up an account with the email forwarding company, I-Contact. Ruth seconded. The motion was approved.

COMMITTEE REPORTS:

• **WHEAP**

The WHEAP Committee is continuing to work on the projects. Five (5) NFHR Resource Packets will be put together and sent to a few potential prospects.

- **Fjord Herald Committee**

Dan reported that they are starting work on the next issue. There was a discussion about the mailing time for the current issue. It seems that it was much shorter for most members.

- **Education Committee**

The Norwegian Fjord horse and NFHR Resource Guide has been proofed and is now in the process of layout and picture selection.

The Fjord Ambassador list now has 28 ambassadors and 17 more Fjord owners are being contacted concerning the project. When complete, these names will be submitted for inclusion on the new website.

We have talked more with the University of Kentucky professor who is spearheading a new project to educate the people who will serve as 4-H leaders throughout Kentucky.

They are requesting information on the Fjord for the packets they are developing. Mike May has sent them pictures of Fjords to use on posters, and we will be providing them with some Resource Guides when they are ready.

- **Promotions Committee**

Marketplace: Cynthia Madden has temporarily taken over the Marketplace Project and is looking for a volunteer/s to help select merchandise of interest to the membership. In the meantime, some items and/or color of items are being discontinued and these items have been put on sale. So far, there has been a good response. There has been more advertising on the Fjord email lists and website. The red shirts are being discontinued and burgundy shirts are being substituted. Having shirts in Navy, Black and Burgundy, which are readily available from our vendor, should mean less inventory has to be carried on these items. Coffee mugs are being redesigned and will be purchased soon. A jewelry line is being designed that can be custom made to order, again not requiring holding any inventory. Cynthia will hold off on new orders until the status of the logo is decided.

Horse Fair Project: Sue Freivald has been steadily receiving surveys mailed to the membership regarding participation in horse fairs, and expects to have it compiled in early May. The Promotion Committee may have recommendation for the Board regarding a program for members participating in horse fairs, breed demo's etc.

Advertising: Margaret Bogie is close to having a recommendation from the Advertising Project. She has been waiting for the website to go active to incorporate into her recommendations.

Photo Archive Project – Steve McIlree has been looking into website data bases for the project. To proceed, a decision has to be made if the data base should be in Apache, UNIX or Linux. There are many data bases available for a reasonable price. This should

be decided soon and has some relationship to what will be used supports the website before a decision can be made.

2010 WEG – Cynthia has contacted some other breed organizations regarding sharing a booth at the Games. The Icelandic and Connemara registries have expressed an interest. The Alltech Foundation is getting back to her regarding organizations sharing a booth. We can always form the Sport Pony Federation and have a booth.

Other: Cynthia has completed an article with pictures for the July issue of the Equine Journal featuring Fjords. Mike has requested we do a press release about the new website and get it distributed.

- **Website**

The new web site is up and running as of the 9th of this month. The first day we had 600 visitors to the new site. In the first 9 days we had over 2500 visits on the site from 27 different countries. We have had several people say that they want to put banner ads on the site. We are waiting for the ads be completed .we had to pull the shopping cart from the site for now till we can get the program repaired. Over the next 2-3 months we should be able to get all the shopping cart and classified ads up and running. We would also like to upgrade the site to be able to interface with the heavy horse database that Mike uses in the future. It is our hope that the members will be able to do registrations and any other paper work online in the future. This would help reduce the workload of Mike and whoever takes over for him when he retires.

We need to decide if we want to give a page on the web site or would we rather have a page that is dedicated to all the clubs. Or we could give the clubs a discounted ad (\$25.00 a year) at the bottom of the page that links to the clubs own website. Just some things to think about can talk more at the meeting about this.

Jeff recommends that we enter into a contract with Jeanne to be our web maintenance provider. The site is going to need someone to keep up with it so it will never fall behind like it did in the past. This is going to be our future income and our member's most important source for info. This site is our future and we need to take care of it! There was a discussion about ways to limit the website maintenance hours needed. All direction for website maintenance work will be from Mike. There will be a link (webmaster@nfr.com) setup for contacting Mike with website requests or reports of problems. There was also a discussion about synching up the website and FH calendars. Jeff motioned to contract with Jeanne Poirier for website maintenance. Ruth seconded. The motion was approved.

There was a server outage on Friday. It was restored and the server provider is looking into why it was down.

The Website team is working on the shopping cart function. It should be available within 2 months. Do we want accounts for each buyer? It was recommended to have a button for saving the account info if they want the information available in the future.

- **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. These changes were approved by the BOD.

The Election Committee is now looking for potential candidates for the 2008 election.

- **Evaluation Committee**

Curt reports that the committee met on Apr 9. The committee discussed a Brian Jensen presentation written for a Canadian evaluation seminar. The committee provided Brian some recommended changes.

Evaluations are planned for:

Nova Scotia - Jul 12th & 13th

Lacrosse - Aug 9th & 10th

Herndon - Aug 16th

Libby Sep. 10th and 11th

The BOD approved with the proposed schedule.

The committee has been working hard on recommended changes to the Evaluation Handbook based on evaluator and member comments and will make recommendations to the Board at the next meeting.

- **FHI Committee**

Phil Odden is representing the NFHR at the annual FHI general membership meeting in Nordfjordeid, Norway. There was a discussion about Brian's proposal for the FHI concerning DNA testing and extension of terms.

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

Curt motioned to approve the membership letter. Phil seconded. The motion was approved.

There was a discussion about annual meeting. Tentatively it will be held Jan 16-19. Need to find a hotel or meeting location. Ruth and Dan will research hotels availability. There was some discussion about allowing room for the membership seminars.

Phil motioned to have the meetings in Seattle, WA. Cynthia seconded. The motion was approved.

- **OPP Manual Committee**

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

- **Recognition and Awards Committee**

Linda has received many emails and phone calls about the awards. The committee is still working on getting the award data on the website. Linda will respond to the member concerned about offering the amnesty period.

- **Show Committee**

Jeff reports nothing.

- **30th Anniversary Committee**

Linda reported that the committee met and recommends having the celebration at the Lancaster Event Center, Lincoln, NE. It was mentioned that the contract needs to be signed and sent with a deposit. Mike will sign the contract. Cynthia motioned to hold the 30th Anniversary Celebration at the Lancaster Event Center, Lincoln, NE. Mark seconded. The motion was approved.

Need to put an announcement in the Fjord Herald. Cynthia will compose a release and send it to the Fjord Herald editors.

- **Strategic Planning Committee**

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

OLD BUSINESS

- **Fjord Herald DVD**

Mike contacted someone at the company that produced the Fjord Herald archive on DVD. They are looking at making a corrected DVD.

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

The BOD decided to have meetings on July 9 and August 27. Other dates will be determined later.

NEW BUSINESS

- **Sympathy**

There was a suggestion to send at least a card or e-card to members or member's family who are ill. It was requested to develop a policy.

- **NFHR Logo**

Ruth presented the logo suggestions produced by a professional designer. The effort was provided by a member. There was a discussion about the proposed logo designs. Ruth will take back the BOD suggestions and bring back the changed logos for the BOD consideration. There was a discussion about posting the logos on the website for a member's poll vote.

- **Request for NFHR PR Person and regular articles about NFHR activities**

Curt received a recommendation that the BOD appoint a PR person. Have a short discussion, the BOD decided to keep the Promotion Committee responsible for these activities, but official NFHR announcements may come from the NFHR Executive Director and NFHR Secretary.

- **Cook Book**

There was a recommendation from a member to have a Fjord Horse cookbook (for Fjord Horse owner's recipes, not Fjord Horse recipes). It was decided that this was not an activity that we wanted to do at this time.

- **Teleconference Services**

Need to look at what is available to see if we should change.

NEXT MEETING: May 22

FUTURE MEETINGS:

July – 9

August – 27

September – TBD

October – TBD

November – TBD

December – TBD

January 16 -18, 2009

The meeting concluded at 11:00pm (Eastern)

Respectfully submitted,
Curt Pierce
NFHR Secretary