

**NFHR BOARD OF DIRECTORS MEETING
AUGUST 27, 2008
MINUTES**

The meeting was called to order at 8:04 pm (Eastern)

PRESENT: Roger Cabic, Howard Fiedler, Mike May, Jeff Pedersen, Curt Pierce, Ruth Sorum, Linda Syverson-Kerr, and Dan Watanabe. Phil Prichard joined the meeting at 8:16pm. Cynthia Madden joined the meeting at 8:50pm.

EXCUSED: Mark McGinley

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting. Howard mentioned that fewer folks in the horse world are doing the things that they normally do. Show and evaluation attendance is down and fuel prices are keeping people closer to home. Hopefully, the budget can be updated and approved.

APPROVAL OF PREVIOUS MEETING MINUTES

Curt reported that the April, May, and June minutes are being worked.

REGISTRAR'S REPORT:

Mike reported that the 5900th Fjord was registered today. Registrations are down slightly, transfers are about normal, but membership is up.

TREASURER'S REPORT: As of Aug 27, 2008:

BANK ACCOUNTS	
Bank of America Money Market	\$ 26,339.78
CD Bank of America	\$ 16,145.95
CD-Fairport Savings Bank	\$ 16,001.60
Checking-Bank of America	\$ 13,941.09
TOTAL	<u>\$72,428.42</u>

Income is down, so expenditures need to be watched carefully.

MOTIONS APPROVED BY EMAIL

1. On Jul 9, Curt motioned to approve the latest version of the NFHR Stallion Veterinarian Certificate to be use for the one time recording of the stallion's physical and mental condition as a requirement to be listed in the annual Fjord Herald Winter issue. Stallions previously recorded on the NFHR Veterinarian Certificate are grandfathered. The proposed form shall be used starting Aug 1, 2008. Dan seconded. The motion was approved.

2. On Jul 16, Ruth motioned that the BOD accept the July 14 black and white version of the proposed new logo and submit it along with the black and white version of the current logo to the membership through the website and a constant contact email. When color is needed, it will be added, just as we do with the current logo. Curt seconded. The motion was approved by a simple majority.

3. On Jul 29, Curt motioned to include voting for the two B&W NFHR logos (the proposed logo and the current logo) with the 2008 annual BOD elections. Dan seconded. The motion was approved by a simple majority.

COMMITTEE REPORTS:

- **WHEAP**

Linda Yutzy has been contacted about doing the layout and design for the Media Resource Packet (MRP) and has given a rough estimate for providing this service. She will be able to give us a more detailed estimate as to the cost once she returns from her trip and has time to look over the documents that have currently been developed to be part of the packet. Linda has experience with putting together several media kits in the past.

The MRP is also on hold pending membership vote of the NFHR logo. It is felt that the image presented needs to be consistent, within the packet and among all NFHR publications in best reaching out to potential advertisers and sponsors.

The committee needs to finalize all information to go into the packet, and have a discussion and develop a recommendation as to opportunities for corporate sponsorship above and beyond regular advertising rates so that this information can be included.

- **Fjord Herald Committee**

The upcoming issue of the *Fjord Herald* is through editing and on to Linda Yutzy who will be back Sept. 1 from working as navigator/groom with her husband for driver Bill Peacock at the World Championships in singles driving in Jarantow, Poland. It is projected that 7 to 10 days later, both the fall issue of the *Fjord Herald* and the *Norwegian Fjord and NFHR Resource Guide* can go to the printers.

There was a discussion about the number of Resource Guides need to be printed. The Foundation is paying half up to a limit set by the Foundation. The Education committee will get quotes for 1500, 2000, and 2500 copies.

- **Education Committee**

The Norwegian Fjord Horse and NFHR Resource Guide is being finished and is still scheduled to go out with the fall Fjord Herald.

The Fjord Ambassador list has grown to include representatives of 39 of the 46 states in which there are Fjords. We also have ambassadors for 4 of the Canadian provinces. Everyone was pleased to be asked. The names are in the process of being added to the NFHR website. As of Aug 27, there are no ambassadors in Pennsylvania, Texas, Arizona, Arkansas, Nebraska, Nevada, and Oklahoma. Ruth asked if thank-you emails for volunteering for Ambassador program could be sent to the volunteers. There was a suggestion to setup a yahoo group for the Ambassadors to share information and ask questions.

- **Promotions Committee**

There is nothing to report this month. Mike asked for an updated inventory. Cynthia mentioned that she uses the Fjord email lists to let people know about specials, etc. Cynthia orders things when needed from a local supplier, so the inventory is kept low.

- **Website**

The website had 11,758 visitors last month. The number of visitors is a little lower this month. Almost all updates will be ready shortly, to include a classified section. The committee has received some suggestions for evaluation score navigation in the pedigree pages. A future update will restore the website to NFHR.com with a redirect to NFHR.org.

- **Elections Committee**

There are currently 5 candidates for the Board of Directors, and as of today, 4 of the 5 questionnaires have been received.

- **Evaluation Committee**

The La Crosse and Herndon evaluations were held in August. Last minute details for the Libby evaluation are being completed.

The Evaluation Committee has been working on posters showing the pictures and statistics for the top 10 to 15 stallions and mares that have been evaluated by the NFHR. The purpose of the posters is for education, and promotion of the evaluation system. The stallion poster has been provided to the BOD members for approval.

The Evaluation Committee is very glad to see the evaluation scores on the Fjord's pedigree pages. This will be very useful information for Fjord owners and breeders.

There was a discussion about the low turnout at the LaCrosse and Libby evaluations. There was a recommendation for the Evaluation Committee to look at the fee structure and other income sources.

- **FHI Committee**

There is nothing to report. The General Assembly minutes were just received from Oda. Bob Von Bon has approached Phil with some concerns, but there are some email problems. When the information is available, Phil will pass it to the BOD members.

- **Finance and Budget**

Mark sent budget to the BOD members.

- **Membership Committee**

The Committee is working on the annual membership forum and meeting.

- **OPP Manual Committee**

There is nothing to report at this time.

- **Recognition and Awards Committee**

Linda has received new awards program applications. There are probably several Fjords that have completed the versatility awards. The amnesty has generated a lot of interest in the recognition and awards program.

- **Show Committee**

There is nothing to report at this time.

- **30th Anniversary Committee**

There is nothing to report at this time.

- **Strategic Planning Committee**

There is nothing to report at this time.

OLD BUSINESS

- **2009 BOD and Annual Meetings**

BOD members and officers need to let Ruth know if they need hotel reservations for nights before Friday.

Ruth asked if meeting rooms are needed for the membership forum on Friday? Announcements have been made about the forum. There was a recommendation for a conference call to discuss the schedule. The forum flyer will be mailed with the ballots. The room reserved for the forum is very large. Need a seating style setup. All forum meals will be on-your-own.

- **Kentucky Horse Park Breed Weekend Update**

There are only three to four Fjords volunteered so far. Curt will call some owners to see if they will participate.

- **Youth Advisory Panel**

Howard and Dan are recruiting possible members.

- **Budget**

There was a short discussion about the budget. Curt motioned to approve the revised budget. Dan seconded. The motion was approved.

NEW BUSINESS

- **Meeting Schedule**

The following meeting dates were agreed upon. If needed, the dates can be changed via email discussions.

Sep – 24

Oct – 29

Dec - 3

- **BOD Email Voting**

There was a suggestion to have a set time for a discussion period after a motion is made and seconded. Motions seemed to be rushed. Need two to three days in order for everyone to consider and discuss the motion. Phil motioned to have a two business day period for discussion before voting. Curt seconded. Motion was not approved by a majority.

NEXT MEETING: September 24

FUTURE MEETINGS:

October 29

December 3

January 16 -18, 2009

The meeting concluded at 10:00pm (Eastern)

Respectfully submitted,
Curt Pierce
NFHR Secretary