

**NFHR BOARD OF DIRECTORS MEETING
OCTOBER 29, 2008
MINUTES**

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

PRESENT: Roger Cabic, Howard Fiedler, Cynthia Madden, Mike May, Mark McGinley, Ruth Sorum, and Dan Watanabe. Curt Pierce joined the meeting at 9:15.

EXCUSED: Phil Prichard and Linda Syverson-Kerr.

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting. Howard mentioned that there were only a few issues since the last meeting but they were addressed quickly as they arose. Dan will take notes of the meeting until Curt can attend.

APPROVAL OF PREVIOUS MEETING MINUTES

Cynthia moved approve the April, May, and June 2008 BOD meeting minutes. Mark seconded. The motion was approved.

REGISTRAR'S REPORT:

Mike expressed concern over the decreased levels of revenue experienced by the NFHR this year. It was suggested that some of this may be attributed to the change in the membership renewal deadline beginning this year which created a bubble of income that moved from first quarter 2008 to fourth quarter 2007. This resulted in an inflated number for 2007. We won't have a direct comparison for the year until the end of the fourth quarter 2008. Display ad revenue was abnormally low for the third quarter 2008, but many of the 4X renewals come in the fourth quarter, some of which can go into either reporting period, so this figure should improve by the end of year.

Mike mentioned that many stallion reports were coming in with no breedings for the year including some well known stallions. This will result in fewer registrations in 2009 and less revenue from registrations, DNA kits, microchips, etc. There was a recommendation that we look to other organizations to see what they are doing to be successful in tough economic times. It was reminded that the Norwegian Fjord Foundation will be paying for half of the production of the *Norwegian Fjord Horse and NFHR Resource Guide* up to a limit.

TREASURER'S REPORT: As of Oct 29, 2008:

BANK ACCOUNTS	
Bank of America Money Market	\$ 26,339.78
CD Bank of America	\$ 16,179.32
CD-Fairport Savings Bank	\$ 16,001.60
Checking-Bank of America	\$ 10,343.00
TOTAL	<u>\$58,863.70</u>

Roger Cabic advised that the BOD exercise caution in spending and in undertaking new projects.

MOTIONS APPROVED BY EMAIL

None

COMMITTEE REPORTS:

- **WHEAP**

Dan reported a committee teleconference is scheduled for Nov 11.

- **Fjord Herald Committee**

The production time is an ongoing issue. The current issue was slightly delayed by the simultaneous effort of the editorial and layout team helping with the production of the Resource Guide

- **Education Committee**

There is nothing new to report at this time with the wonderful exception of all the great comments we are receiving about the new Norwegian Fjord Horse and NFHR Resource Guide!

We now have 82 people serving as Fjord Ambassadors. This represents 42 of the 46 states where there are Fjords. We still need ambassadors in Arizona, Arkansas, Nebraska, Nevada, and Oklahoma.

There was a discussion about the price for copies of the Resource Guide. Mark motioned to price the Norwegian Fjord Horse and NFHR Resource Guide at \$12.50 for single copies, and \$10 for quantities of 5 and more. Dan seconded. The motion was approved.

- **Promotions Committee**

Cynthia's efforts to get coffee cups for Christmas gifts have failed due to vendor issues. A suggestion was made to have promotional items at the Annual Meeting and Member Education Forum in Seattle in January. A suggestion was also made to seek volunteers to help sell promotional items at the Annual Meeting and Member Education Forum.

Cynthia talked to the person who had agreed to design jewelry for us but her interests have headed in another direction. She was very apologetic about not being interested in the project anymore.

Cynthia will be in touch with Beth, Sandy, and Jeanne to revise advertising to reflect current inventory

- **Website**

The revised website with shopping cart is nearly complete. The website will return to the nfhr.com domain name at that time.

- **Elections Committee**

We are in the middle of the election and all seems to be proceeding normally. All ballots must be postmarked by November 15th. Notification of the newly elected members will be made no later than Dec. 1. Ballots are just beginning to come in to the accounting firm selected to independently count and validate votes. After a discussion about the final tally date, it was agreed that Mike will talk to the auditor and discuss the final tally dates and notification of the results. Howard wants to call the elected members and the rest of the candidates with the results. Mike and Curt will then correspond with the elected members concerning the meeting and policy information.

- **Evaluation Committee**

Pricing is being researched for the production of the Stallion and Mare posters that have been developed. The plan is to have these posters available before the Members Forum in Seattle.

- **FHI Committee**

There is nothing to report at this time.

- **Finance and Budget**

In light of the economy and the status of NFHR revenue, Mark advises a conservative approach in budgeting for 2009

- **Membership Committee**

There is nothing to report at this time.

- **OPP Manual Committee**

There is nothing to report at this time.

- **Recognition and Awards Committee**

From what Linda can gather from previous records this year, we have given out the most awards in all the years the awards have been in place.

- **Show Committee**

There is nothing to report at this time.

- **30th Anniversary Committee**

Susan and Linda are still planning to take another trip to Lincoln to look at the completed facility renovations.

- **Strategic Planning Committee**

There is nothing to report at this time.

OLD BUSINESS

- **2009 BOD and Annual Meetings**

There was discussion about how to structure the BOD face-to-face meeting for maximum efficiency and productivity. There was also discussion about how to organize committees for next year. It is important to organize the committees as much as possible before the BOD

meeting so that more time can be used to establish the broad goals and guidance for the committees. There was a suggestion to have BOD members identify the core issues to be addressed in the next year prior to the F2F meeting.

There was a discussion about the deadlines needed for the annual meeting. Members may email or mail agenda items for the BOD meeting until Jan 3. Agenda items must be in writing and can be sent to Mike May or Curt Pierce. This year, there will not be a RSVP date for attending the general membership meeting.

- **Fjord Herald DVD Status**

The *Fjord Herald* DVD containing all the issues from the first 25 years has been re-indexed and is now only awaiting cover and label art for final production. It is hoped that this can be available both on the website and at the Annual Meeting and Member Education Forum.

- **NFHR Logo Status**

Comments have been compiled and forwarded to artists for further development and collaboration. A Constant Contact message will be sent with the logo information currently on the website that was originally to go out with the BOD Ballots and to members electronically.

NEW BUSINESS

- **Research Endorsement**

An endorsement has been drafted to for research by Murray State University concerning white markings in the Fjord Horse breed. The endorsement is needed for the grant application.

- **Proposed USEF Dressage Rider Requirement**

The NFHR received an email from a member concerned about the USEF proposed Dressage rider requirements for 2010 rules. Since Fjord horses and riders will not be impacted any more than any other breed, the BOD does not feel that this is a NFHR issue. Curt will draft a response

NEXT MEETING: December 3

FUTURE MEETINGS:

January 16 -18, 2009

The meeting concluded at 10:51pm (Eastern)

With the help of Dan Watanabe, respectfully submitted,
Curt Pierce
NFHR Secretary