

NFHR BOARD OF DIRECTORS MEETING
November 15, 2007
MINUTES

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

PRESENT: Howard Fiedler, Cynthia Madden, Mike May, Mark McGinley, Curt Pierce, Ruth Sorum, Linda Syverson-Kerr, Kay Van Natta, and Dan Watanabe. Phil Prichard entered the meeting at 8:08 and departed at 8:46

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting. Howard mentioned that he received the latest Fjord Herald today. He said that this issue is one of the best yet with a lot of great color. The Fjord Herald team of Sandy, Beth, and Linda are doing an amazing job. Also, based on recent emails and phone calls from events being held next year, there seems to be a lot of interest in Fjords. Events like the Fjord Horse Breed Weekend at the Kentucky Horse Park are great for promotion.

APPROVAL OF PREVIOUS MEETING MINUTES

The August 8 and September 12 meeting minutes were approved by email motions and votes.

REGISTRAR'S REPORT:

Mike reported that although the laptop hard drive failed recently, the backups created for contingencies made it possible to get back to normal quickly. Since the laptop is still under warranty, the manufacturer replaced the hard drive. At this time of year the income for registration and memberships drops off a little. New members joining at this time will get 2008 membership.

TREASURER'S REPORT: As of November 15, 2007:

BANK ACCOUNTS	
Bank of America Money Market	\$41,012.61
CD Bank of America	\$15,624.57
CD-Fairport Savings Bank	\$15,551.59
Checking-Bank of America	<u>\$8,492.95</u>
TOTAL	<u>\$80,681.72</u>

MOTIONS APPROVED BY EMAIL

1. On Sep 17, Cynthia motioned to approve the August 8, 2007, BOD meeting minutes. Linda seconded. The motion was approved.
2. On Sep 19, Ruth motioned that the horse records paper files can be destroyed after at least 3 electronic copies are made. One copy is to stay at the office, one copy is to be sent NFHR Secretary, and the 3rd is to go to a bank safety deposit box that is in the name of the NFHR. Cynthia seconded. The motion was approved.

3. On Sep 19, Ruth motioned to authorize Mike to look for a new laptop computer so that these records can continue to be safely scanned. Mike will bring estimates to the BOD for a final vote of approval before purchasing. Mark seconded. The motion was approved.
4. On Sep 19, Linda motioned to buy a universal scanner that reads both 125 kHz 9 and 10 digit and the 134 kHz 15 digit microchips and reads all transponders operating at 125, 128 or 134.2 kHz. Dan seconded. The motion was approved.
5. On Sep 21, Curt motioned to authorize up to \$1200 for Mike to purchase a desktop computer for the NFHR office. Cynthia seconded. The motion was approved.
6. On Oct 19, Linda motioned to add Carlene Schwartz to the 30th Anniversary Committee. Mark seconded. The motion was approved.
7. On Nov 2, Mark motioned to approve the Sep 12 BOD meeting minutes. Ruth seconded. The motion was approved.

COMMITTEE REPORTS:

- **Herald, Education, Advertising, Promotions (HEAP) Committee**

Ruth reported that the HEAP committee's emphasis continues to be development of a Media Resource Packet that will be going out initially to 25 potential advertisers and sponsors. Work is ongoing with the following:

1. Development of a very professional looking presentation folder
2. Development of ad packages
3. Development of sponsor levels
4. Fact sheets (with photos) on the NFHR and the Fjord Horse
5. Letters and letterhead

The committee hopes this will be completed for the Board of Directors Face to Face meeting in January.

- **Fjord Herald Committee**

Dan reported that there is nothing new at this time.

- **Education Committee**

Ruth reported that:

1. Work is being completed on the New Member Manual, although we still need to make decisions regarding the cover.
2. The committee is studying a proposal that would allow Evaluator Wayne Hipsley to give several educational seminars across the U.S. in 2008. The purpose would be to "increase the awareness, knowledge, skill and ability for owners and breeders of Norwegian Fjord Horses to evaluate and select horses for the ultimate improvement and perpetuation of the Norwegian Fjord Horse in North America." The proposal also includes a book "*Art of Evaluating and Selecting Horses and Ponies*" authored by Wayne. There was a discussion concerning the cost and implementation of this proposal. The committee will continue to

discuss this proposal with Wayne.

3. The committee is considering the creation of a DVD that would show blue ribbon performances of all tests included in the NFHR evaluations. This would be a combined effort with the Evaluation committee. This issue is already on the Evaluations Committee's agenda.

4. The Special Breed weekend at the Kentucky Horse Park (KHP) on Oct. 13 and 14, featuring the Norwegian Fjord, was certainly an educational event as audience and staff learned more about the great versatility of the Fjord in 4 really successful and well-received demonstrations.

- **Promotions Committee**

Cynthia reported that the NFHR shirts, magnets, & coloring books made it on time to the KHP for the Special Breeds Weekend. She will try call the park and get a report of how sales went.

Sweatshirts were provided to Special Breed weekend volunteers. Also, the Team Fjord Polo's are being done and should be ready to mail soon to the recipients.

- **Election Committee**

Linda reported that Margaret Bogie with Sue Freivald will open the ballots and count them on Wednesday, November 21. There should be sufficient time for any ballots postmarked by the November 15th deadline to arrive. They want to complete the counting prior to Thanksgiving.

Linda asked who the election reports should be sent to after the count is performed. The email report can be sent to all the board members. The ballots will be sent to Mike for storage.

It was recommended that an independent group or company receive, count and report the election ballots. There was a discussion about if this is needed and if it would be too costly. Ruth motioned that in the future (from now on) that all election ballots would be sent to and counted by an independent group. Mark seconded. The motion was approved with one opposed.

- **Evaluation Committee**

The Evaluation Committee held a very successful Evaluator Continue Education Seminar in Oct. The committee will discuss many proposed changes to the Evaluation Handbook at the next committee meeting on Nov 19.

- **FHI Committee**

The committee has nothing to report at this time. Curt mentioned that recently there have been several discussions about the proposed changes to the Norwegian Stud Book rules for Fjords being imported into Norway. Norway and the Fjord Horse International (FHI) have committees to look at these issues. The NFHR FHI committee will continue to monitor this issue and will make a recommendation to the BOD when necessary.

- **Finance Committee**

Cynthia hopes to have a recommended budget done by next month so that we can get a head start on next years budget and it can be discussed at the F2F in January. In order to plan for

2008, the committee is also working on providing each committee its expenses and income for 2007.

- **Membership Committee**

The committee has nothing to report at this time.

- **Operating Policy & Procedures (OPP) Manual Committee**

This committee will continue to work on the OPP manual.

- **Recognition and Awards Committee**

Linda reported that Mike was given all the names of the volunteers that helped at this year's evaluations and he has forwarded the list to Cynthia. The Kentucky Horse Park Fjord Horse Breed Weekend participants and volunteers received a special designed sweatshirt.

Kathy Johnson said that she is still working on the therapy program award and the committee is still looking at cleaning up the awards program. There was a discussion about centralizing the tracking of the award programs. It was recommended to look at putting the awards status for the participants on the website.

- **Show Committee**

The committee will start the annual review of the Fjord Horse Show Handbook.

- **30th Anniversary Committee**

Linda reported that she polled the committee for ideas concerning the time of year to hold the anniversary event and the consensus was to hold it in late September or early October. They are starting to locate and visit facilities. Recommendations for locations should be provided to Linda.

- **Strategic Planning Committee**

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

OLD BUSINESS

- **Website Status**

Mike reported that he has not received an update from Becky. He will contact Becky to get the latest status and see when the site will be ready.

- **Fjord Herald DVD**

The index on the DVD needs to be repaired before it can be reproduced. Mike will contact Karen Hanson to get contact info for the company that produced the master.

- **Face to Face Meeting**

Ruth reported that the hotel needs the room list by Dec 15. The meeting will start Friday afternoon and continue through Sunday night. The BOD approved the Evaluation Committee recommendation to meet on Friday. So, 8 rooms will be needed for Thursday night. The Kentucky Horse Park tour has been setup for Sunday afternoon. This tour is open to all members

attending the annual membership meeting. In order to make sure enough seating and space is available, reservations are needed no later than Jan 4 for members attending the meeting.

NEXT MEETING: December 12

FUTURE MEETINGS:

January 18 - 20, 2008

The meeting concluded at 9:50 pm (Eastern)

Respectfully submitted,

Curt Pierce

NFHR Secretary