

**NFHR BOARD OF DIRECTORS MEETING**  
**December 12, 2007**  
**MINUTES**

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

**PRESENT:** Howard Fiedler, Cynthia Madden, Mike May, Curt Pierce, Phil Prichard, Ruth Sorum, Linda Syverson-Kerr, Kay Van Natta, and Dan Watanabe. Newly elected BOD member Jeff Pedersen also attended the meeting. Mark McGinley joined the meeting at 8:24pm.

**PRESIDENT'S OPENING REMARKS:**

Howard opened the meeting. Howard welcomed Jeff and mentioned that it was good for the board that Cynthia and Curt were reelected. Howard also thanked Kay for her 2 plus years of service to the board and NFHR. Howard also mentioned that it is good to get committee reports prior to the meeting. This gives us more time to discuss the issues.

**APPROVAL OF PREVIOUS MEETING MINUTES**

Curt reported that the corrected November minutes will be resent.

**REGISTRAR'S REPORT:**

Mike reported that so far the NFHR has registered 430 horses this year, which is a record. We are also at a high for membership. Many 2008 membership renewals have already arrived.

**TREASURER'S REPORT:** As of December 10, 2007:

<b>BANK ACCOUNTS</b>	
Bank of America Money Market	\$ 33,512.61
CD Bank of America	\$ 15,690.66
CD-Fairport Savings Bank	\$ 15,551.95
Checking-Bank of America	\$ 11,303.71
<b>TOTAL</b>	<b><u>\$ 76,058.93</u></b>

Curt asked a question about the report and fees for bi-annual filing with the State of Vermont. The fee is \$25 and the refilling will be done in 2008. Ruth asked a question about Evaluation Committee expenses at the January meeting in Lexington, KY. This will be a 2008 expense for the Evaluation Committee.

**MOTIONS APPROVED BY EMAIL**

1. On Nov 11, Cynthia motioned to approve the June 6 BOD meeting minutes. Linda seconded. The motion was approved.
2. On Nov 26, Cynthia motioned to approve the author's (Ann Rouse and Pickled Herring Press) request and sign the recently submitted form. Dan seconded. The motion was approved.

**COMMITTEE REPORTS:**

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

Ruth reported that they continue to work on the Media Resource Packet and hope to have it ready for the Face-To-Face meeting in January.

- **Fjord Herald Committee**

Dan reported that the income from the Fjord Herald ads has far exceeded the previous years and the budget. There was a discussion about submitting the Fjord Herald to the American Horse Publications (AHP) magazine contest.

- **Education Committee**

Ruth reported that they have had some delays, but are working to have the New Member Manual ready for the Face-To-Face meeting. We also are hoping to have a plan for some 2008 seminars ready to present at the Face-to-Face meeting.

Mike mentioned that the distribution center is out of the New Fjord Horse Owners handbooks. The committee will review to see that changes are not needed before it is reprinted.

- **Promotions Committee**

Cynthia reported that The Team Fjord shirts are ready and look really nice. We got a very high quality polo shirt for the same price as the ones she usually orders. Cynthia just got the appreciation letters today, so they will go out Wed. This is a Recognition and Awards program expense.

Cynthia mentioned the suggestion to advertise in Driving Digest and other national publication. This needs to be researched and presented as part of an advertising strategy and budget.

- **Election Committee**

Linda reported that all the ballots and info has been sent to Mike for storage. There was discussion during the last conference call that we have an outside business receive and count the ballots. Linda reported that she had not looked into any business in her area, as her position comes due next year. She discussed with Mike that we might want to look at something in his area. Roger has requested a price estimate from the accounting firm that we currently use for the NFHR finances.

- **Evaluation Committee**

Curt reported that the committee met on Nov 19. There has been interest expressed in having evaluations in Nova Scotia, Canada; La Crosse, WI; Fallbrook, CA; and Libby, MT. The dates for the Lacrosse Evaluation will be Aug 9 - 10.

The committee discussed and started working on the issues from the Evaluator Continuing Education Seminar. The committee is meeting again on Dec 20 and in Lexington, KY, on Jan 17-18. The available committee members will continue working on the Evaluation Handbook on Jan 19-20.

There was a discussion about the proposed evaluation in Canada. Howard is in corresponding with the Canadian President about this to seek their approval.

- **FHI Committee**

Phil reported that he checked the FHI web site today and there are no new postings. Phil suspects the annual meeting will be April 30th in conjunction with the stallion show at Nordfjordeid. The show is generally the first week in May which means May 2nd and 3rd this year which also means it will be cold! Phil will update the BOD as information is provided.

- **Finance Committee**

Cynthia mentioned that she plans to have a draft budget at the Face-to-Face meeting, but needs input from the committees. There was a discussion about having the past years data to build the budget. There seems to little use for some of the data from the previous years.

- **Membership Committee**

Phil reported that the Membership Committee has not convened any meetings since last summer. Several ideas and programs have been discussed among members of the committee however. Plans and recommendations will be forth coming at the Annual Membership meeting and Board of Directors meeting next month.

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

Curt sent a document with all the BOD decisions and motions for the last 4 years to the BOD members. Curt is proposing that this document and the by-laws, approved rules, policies, and handbooks be the basis for the OPP Manual on the NFHR website. This will provide all the NFHR rules and policies in one location.

There was a discussion about putting the OPP Manual on the website. It was suggested that a BOD section of the website may be able to be created and use for this purpose.

- **Recognition and Awards Committee**

Linda reported that emails had been sent to Amy and Karen. To date, Linda has received from Amy Evers a box on 12-10-07. She has yet to make it all the way through it, to understand where things are at. Linda had not heard back from Karen Cabic about the email sent, but has contacted Karen by phone and asked that records be sent. Karen hopes to have them to Linda at the end of the month.

It was brought up that we have Fjord horses that go above and beyond and are representing the breed. I think that we could do a "Fjord in the spot light" in the Herald couple times a year, with the horses name and accomplishments.

There was a discussion about maintaining all of the awards. It was suggested that a database be created and maintained on the new website. The volunteer maintaining the awards could update the database and the owners could see their status on the website.

There was a discussion about the Fjord in the Spotlight idea. Dan will check with Beth and Sandy to get ideas. There was a strong agreement that this was a good idea. Those that know of notable achievements should provide the information to Linda.

- **Show Committee**

Curt sent a revised version of the Fjord Horse Show Handbook to the committee for review.

- **30th Anniversary Committee**

Linda reported that since our last conference call she has not researched any additional possible locations. After the holidays she will have some time off to look into different sites. One location being looked at is Kirkwood. Kathy Johnson's husband was in the area, and was not able to get any pictures of the facility. Howard and Kathy Johnson's husband both report that there seems to be a lot of resources in the area making it a very favorable area to host the anniversary celebration. More details about the facility are needed.

- **Strategic Planning Committee**

Curt reported that the committee had previously looked at different core values and strategic plans from other equine related organizations. I will ask the committee to consider modifying these plans to use for the NFHR strategic plan.

## **OLD BUSINESS**

- **Website Status**

Mike emailed the following report from Becky Vorpagel:

- To get the certificate for the shopping cart, the site was moved to a new server, it looks to me as if this took place in August from the file dates, but I wasn't aware of it until recently. Some things do not seem to have gone smoothly during the transition, for example, the website database had not been fully moved over and so needed to be reloaded, which there were problems doing. This has been fixed.
- Some "random" files are missing from the site. I don't really understand how some things could have been moved over and others not, but am in the process of going thru the entire set of files and making sure they are all there and in sync.
- The website database on the new server is a different version than the one on the previous server. This is causing some complications with the development environment that I have set up, which is again complicating things a bit.
- Am working on adding new fields for the breeders list and website. These require changes to the website database, the administrative and display modules for the NFHR membership, and the shopping cart. Testing will need to be done on these changes.
- When these are complete, testing on the shopping cart will start.
- At the same time (and we're probably talking late late December at this point), the Heavy Horse database needs to be converted a final time to the web-based database. Thereafter, the web db needs to be the data entry point for NFHR membership data.
- After the final conversion, the membership database will need to be "cleaned up" by the NFHR to make certain that everything is converted correctly and in the correct fields.

- As far as I can see, the Ponyweb pedigree search is still not working. I would estimate that I can have the changes done by the end of December and we can hopefully convert the membership database at the end of December. The shopping cart functionality should be tested for at least 2 months before it is put into use. With any luck, I would hope things were fully functional by the end of March. I had hoped to have things finished up before that but the problems with the site have taken time I had budgeted for working on finishing up the site.

There was a discussion about testing the website. We need a welcome message and front page articles. Do we want banners? Cynthia is looking into the banner issue. The website needs a new poll question. There were several suggestions. One suggestion was a poll on how they like the new website.

- **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 rooming list for both the Evaluation meeting and our Board meeting has been sent to the hotel. She also has received information on menus from the hotel.

There was a discussion about keeping on topic. It was decided to starting early on Friday if everyone is ready. There was a discussion about the schedule. It was decided to move the Old Business to Friday. The Kentucky Horse Park tour will be at 1:30pm. Everyone send their travel itinerary to Mike and he will send one email with everyone's itinerary to the board.

## **NEW BUSINESS**

- **American Horse Publications renewal**

There was a discussion about renewing as a magazine member. Curt motioned to renew the American Horse Publications as a magazine member. Linda seconded. The motioned was approved.

- **Invite the presidents of the various regional organizations to attend our annual meeting**

The proposal is to reach out to the regional groups and invite them to the meeting. There was a suggestion that the board members need to attend the shows and events of these different clubs. Phil motioned that the NFHR President send a letter to the Presidents of the Fjord Clubs to come or send a representative to the Annual Membership Meeting. Cynthia seconded. The motion was approved.

- **Limit the number of BOD member meeting absences**

There was a concern expressed that over the last several years there have been previous board members that missed many meetings. This lack of attendance affects the efforts of the board. There was a suggestion that attending at least 50 percent of the meeting is needed to count as attending the meeting. There was also a suggestion to only allow 2 or 3 absences. It was mentioned that we will move a meeting's date if someone can not attend. Curt motioned to only allow 3 absences in a calendar year and must attend 50 percent of a meeting to be counted as

attending a meeting. A BOD member missing 3 or more meetings will be reviewed by the Executive Committee. The Executive Committee will then make a recommendation to the BOD. Mark seconded. The motion was approved with 2 opposed.

- **Limit BOD member's participation on committees**

It was suggested that board members not spread themselves too thin by being on several committees. More committee participation by NFHR members is needed. There was a suggestion to develop and bring a list of names of possible volunteers for the committees. There were several names mentioned. These members should be contacted personally and asked if they will serve on a committee.

- **Annual Meeting**

Provide any agenda items to Curt.

- **Windows Home Server for NFHR Office**

Mike explained the advantages to getting a Windows home server for the office. Mark motioned to approve getting a Windows Home Server for the office. Linda seconded. The motion was approved.

**NEXT MEETING:** January 18 - 20, 2008

**FUTURE MEETINGS:**

To be determined

The meeting concluded at 10:40pm (Eastern)

Respectfully submitted,

Curt Pierce

NFHR Secretary