

NFHR BOARD OF DIRECTORS MEETING
February 14, 2007
MINUTES

The meeting was called to order at 8:10 pm EST

PRESENT: Howard Fiedler, Cynthia Madden, Mike May, Curt Pierce, Phil Prichard, Ruth Sorum, Linda Syverson-Kerr, Kay Van Natta, and Dan Watanabe.

Excused: Roger Cabic and Mark McGinley

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting and welcomed the members. There has been a lot of activity already since the January meeting. This is a good time of the year to get things done.

APPROVAL OF PREVIOUS MEETING MINUTES

The January 2007 minutes were approved via email vote.

REGISTRAR'S REPORT:

Mike reported that he did not send the monthly registrar report due to processing of the membership renewals. With the renewals there have been 147 orders for the 25th Anniversary DVD and donations for the Education, Evaluation and Promotion Committees.

TREASURER'S REPORT: As of Jan 31:

| | |
|--------------------------------|--------------------|
| Bank of America Money Market | 10,000.00 |
| CD Bank of America | 15,062.30 |
| CD-Fairport Savings Bank | 15,006.50 |
| Checking-Bank of America | 31,692.79 |
| Checking-Fairport Savings Bank | 10,534.36 |
| Total Bank Accounts | \$82,295.95 |

Cynthia sent the January Profit and Loss statement to the BOD via email.

MOTIONS APPROVED BY EMAIL:

1. On Jan 27, Ruth motioned that with the changes, we approve the minutes of the BOD Face To Face Meeting. Mark seconded. The motion was approved.
2. On Jan 30, Curt motioned to approve Susan Cargill as a member of the Evaluation Committee. Linda seconded. The motion was approved.
3. On Jan 31, Dan motioned to approve the minutes from the NFHR BOD Executive Session taken January 14, 2007. Linda seconded. The motion was approved.
4. On Jan 31, with the noted revision, Dan moved that we approve the Membership Meeting Minutes. Mark seconded. The motion was approved.

COMMITTEE REPORTS:

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

Ruth reported that the current goals are:

- All committees under this umbrella work together in producing a special magazine-like promotional item that will give information and promote and advertise the NFHR and the Fjord horse.
- All committees work together toward having Fjords at one of the Kentucky Horse Park's special breed weekends. (We are awaiting more information from the Ky. Horse Park.)
- All committees work together on a comprehensive marketing strategy for the NFHR.
- All committees work together to develop a Media Resource Packet

- **Fjord Herald Committee** – Dan

As a newly formed committee, the Fjord Herald Committee has outlined the following goals for 2007:

- To help solicit, generate, obtain, and review content for use in the Fjord Herald
- To help solicit outside advertising for the Fjord Herald
- To generate a marketing/media packet that can be used to help solicit outside advertising
- To generate a backlog of non-time sensitive materials
- To solicit letters to the editor
- To address issues pertinent to insuring the uninterrupted production of a high quality Fjord Herald
- To encourage all members to submit photos for publications and to help educate them as to how they can improve their photo quality
- To use the Fjord Herald as a tool to direct more traffic to the website
- To utilize the website to help generate more interest, articles, and photos for the Fjord Herald
- To encourage more use of classified advertising

Proposed committee members are: Dan Watanabe (Chair), Kay Van Natta, Mike May, Beth Beymer, Sandy North, Linda Yutzy, Lisa Pedersen, Peg Knutsen, and Carol Tacey. Dan motioned to approve the members of the Fjord Herald Committee. Kay seconded. The motion was approved.

There was a discussion about whether we should re-establish the advertising committee. The HEAP Committee will consider this issue as the committee develops the marketing strategy.

- **Education Committee** - Ruth

The 2007 goals for the Education Committee include:

- Development and distribution of a New Members Handbook.
- Development of a file of articles that can be used in the Fjord Herald or on the website when needed.
- Development of concepts and concrete plans for NFHR youth programs.
- Development of plans for educational seminars to be held across the U.S. in 2008 or 2009.

- Development of a presence at the Kentucky Horse Park by supplying the park with current NFHR brochures and videos, etc, and perhaps participating in one of their Special Breeds weekends with Fjords.

Proposed Education Committee members: Ruth Sorum (Chair), Lauren Chumley, Kay Konove, Cynthia Madden, Ardeth Obenauf, Jayne Olson, Phil Prichard, Ann Sullivan, Linda Syverson-Kerr, and Kay Van Natta. Cynthia motioned to approve the members for the Education Committee. Linda seconded. The motion was approved.

- **Promotions Committee** – Cynthia

The 2007 goals for the Promotions Committee are:

- Coordinate with website developer to ensure website comes online by 5/15/07
- Coordinate content of home page
- At least one press release every 2 months to AHP and other relevant opportunities
- Establish photo collection policies & guidelines for photo archive for use by Herald, website and in advertising
- Solicit suitable photo and obtain photographer release(s)
- Work with HEAP Committee on establishing a coordinated marketing strategy
- Respond to member & media requests for info and pictures for events, articles, etc.
- Continue to offer apparel and other items to NFHR membership. Review current items and select new appropriate items.

Proposed Promotion Committee members: Cynthia Madden (Chair), Margaret Bogie, and Linda Taylor. Cynthia motioned to approve the members for the Promotion Committee. Dan seconded. The motion was approved.

Cynthia reported that she, Mike, and Becky Vorpagel met on Jan 30 to discuss the website contract and the status of the website project. They made progress on moving forward with the new website. They expect to have the new website available by May 15. Cynthia will develop and send a letter of agreement to the BOD for approval.

Mike received a call from Alan Merrell asking if the Versatility video can be shown on a local television station. This is allowed. Mike will inform Alan.

- **Election Committee** – Linda

Linda reported that she is just starting to work on this committee. Curt noted that Margaret Bogie has been notified that she was approved as the committee chair at the January meeting. Linda and Margaret will work on forming a committee and getting appropriate notices in the Fjord Herald.

- **Evaluation Committee** – Curt

Curt reported that the committee met on Feb 6. They discussed the Evaluator Continuing Education Conference. Due to Evaluator's schedule conflicts, it has been decided to move the conference to the Fall timeframe. Susan Cargill volunteered the use of her farm for the conference.

The Evaluation Committee had a good discussion concerning the proposed Family Fjord Evaluation Tests. The committee decided to continue to solicit comments concerning the proposed tests and to refine the tests over the next year. The committee wants to make sure that the tests will work well before they are approved for use.

During the Feb 6 meeting, the Evaluation Committee reviewed the evaluation schedule and recommended that the following evaluations be approved by the BOD.

- Greeley, CO - July 7 & 8
- La Crosse, WI – August 11 & 12
- Herndon, VA – August 18 & 19
- Moses Lake, WA – August 22 & 23 (still being organized)

The Evaluation Committee discussed the situation concerning non-members handling horses at evaluations. If it would help reduce the insurance rate, it was recommended that the NFHR charge a \$10 fee for non-members.

The Evaluation Committee is also considering forming a sub-committee to write evaluation related articles for the Fjord Herald and the website.

The Evaluation Committee goals for 2007 are:

- Develop continued education for current evaluators
- Plan for a new evaluator training program starting in 2008 or 2009
- Produce a concise informational document to describe the NFHR evaluation process and program
- Conduct Evaluations at Greeley, CO; La Crosse, WI; Herndon, VA; and possibly Moses Lake, WA
- Publication of evaluation related articles in each Fjord Herald
- Document on White Markings in Fjords to be published in Fjord Herald
- Post evaluation scores from 2005 and 2006 on the web
- Develop a new set of Evaluation tests to assess horses in basic riding and driving skills with the family fjord in mind.

Proposed Evaluation Committee members: Sophie Fiedler and Phil Odden (Co-Chairs), Curt (Liaison), Susan Cargill, Mike May, Mark McGinley, Phil Prichard, Ruth Sorum, and Dan Watanabe. Cynthia motioned to approve. Dan seconded. The motion was approved.

Curt mentioned that the evaluation sites needed BOD approval. Cynthia motioned to approve evaluations in Greeley, CO; La Crosse, WI; Herndon, VA; and Moses Lake WA. Kay seconded. The motion was approved.

- **Finance Committee** - Cynthia

Cynthia received a request from Nancy Hotovy for detail expense and income report for the 25th Anniversary celebration so that the Midwest Fjord Horse Club could use the information in developing a show budget. The financial information for the Anniversary celebration will be reported to the membership in the Fjord Herald as part of the 2006 NFHR Financial Report. Cynthia will reply back to Nancy that the requested information will be provided to the club when the financial report is completed. It was mentioned that if the Midwest Fjord Horse Club

needs assistance in developing a show budget, the NFHR show committee can provide assistance.

- **FHI Committee** - Phil

Curt asked for a change in the policy concerning partially reimbursing NFHR representatives to the FHI General Membership meeting in Nordfjordeid, Norway in May. There was a discussion about partially reimbursing the FHI Board member from North America and a NFHR member representing the NFHR. Curt motioned to reimburse the expenses up to \$1000 each for Brian Jensen and one NFHR member attending the FHI meeting. The members receiving these funds will agree to represent the NFHR views and provide a report of the meetings. Cynthia seconded. The motion was approved.

Curt reported that Brian Jensen has contacted the CFHA president concerning having discussions between the two Board of Directors. It was agreed to have the FHI committee organize this activity.

- **Membership Committee** – Phil

Phil reported that a member has volunteered to do the membership functions for 10 percent of the membership fees collected. Phil was asked to have this member submit a written proposal.

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

There was no report for this committee.

Proposed OPP Committee members: Curt Pierce (Chair), Beth German, Cynthia Madden, and Phil Prichard. Cynthia motioned to approve the OPP Committee members. Dan seconded. The motion was approved.

- **Recognition and Awards Committee** - Linda

Linda reported that Kathy Johnson and Susan Cargill have volunteered to work on a therapeutic horse awards program.

Proposed Recognition and Awards Committee members: Linda Syverson-Kerr (Chair), Susan Cargill, Kathy Johnson, and Dan Watanabe. Cynthia motioned to approve the Recognition and Awards Committee members. Kay seconded. The motioned was approved.

Linda reported that the committee is working on all the suggestions received concerning the awards programs.

- **Show Committee** - Curt

Curt reported that there is nothing significant to report from the Show Committee.

Here is the show schedule for 2007:

Jul 23-25: 2007 Upper Midwest Fjord Horse Show, Blue Earth, MN

Jul 28-29: Finger Lakes Fjord Horse Show, Weedsport, NY

Aug 24-26: Northwest Fjord Show, Moses Lake, WA

Aug 25-26: NFHA Fjord Horse Show, Newfane, VT

Sep 7-9: Libby International Fjord Show, Libby, MT

The 2007 Show Committee goals are:

- Update Horse Show Rule Handbook as necessary
- Review Judge requirements and make recommendations to BOD
- Investigate and propose a Judge's training program
- Review Judge applications and make recommendations to BOD
- Assist the Recognition and Awards Committee develop show high point awards

Proposed Show Committee members: Curt Pierce (Chair), Shirley Anderson, Karen Cabic, Susan Cargill, Bill Coli, Sherrie Dayton, Amy Evers, Pat Holland, Pat McCurdy, Linda Syverson-Kerr, David VanHoof, Dan Watanabe, and Pat Wolfe. Curt motioned to approve the Show Committee members. Cynthia seconded. The motion was approved.

There was a discussion about providing sponsorship money to the shows. Curt motioned to provide \$300 in sponsorships if the show states in the prize list that they are using the NFHR Fjord Horse Rules Handbook and places an NFHR ad in the program. Cynthia seconded. The motion was approved

- **30th Anniversary Committee** – Linda

Linda reported she has contacted the past committee members concerning if they are interested in working on the 30th Anniversary Committee. She also reported that Susan Cargill is searching for possible facilities suitable for the celebration. The committee is also looking at possibility of holding the event in early July.

- **Strategic Planning Committee** – Cynthia

Cynthia reported that there is nothing to report yet. Ruth reported that Neil is in the process of forming the committee.

OLD BUSINESS

- **25th Anniversary Video**

The videos are still in production. Howard will get the status for the next meeting.

- **Catherine Lassen's Letter**

Curt will draft a letter and send it to the BOD for approval.

- **Carol Rivoire's Letter**

Curt will draft a letter and send it to the BOD for approval.

- **2008 Face-to-Face & Membership Meeting Location**

Ruth reported that she researched costs and facilities near the Kentucky Horse Park. Ruth received proposals from 4 hotels: Holiday Inn., Courtyard by Marriott, Embassy Suites, and Griffin Gate Marriott. Curt motioned to hold the meeting at the Embassy Suites. Cynthia seconded. The motion was approved.

There was a discussion about the number of days needed for the BOD meeting and possible membership activities. The BOD meeting will be on Friday and Saturday. The Membership

Meeting will be Sunday morning. There are possibilities of touring the Kentucky Horse Park on Sunday afternoon. Ruth will reserve 11 rooms for Friday, Saturday, and Sunday.

NEW BUSINESS

- **Suggestion to change the deadlines & publication schedule for the Herald**

Currently, the Fjord Herald is distributed about a month or two later than it should be. For example, the winter issue will not arrive in the members mailboxes until the end of winter. There was a suggestion to move the deadlines back one month or two months. This will be discussed by the Fjord Herald Committee and a recommendation made to the BOD

- **Updating Insurance for Evaluations and NFHR Events**

Curt reported that he has been researching insurance policies and rates for the type of liability insurance needed for evaluations. The current policy seems a little expensive compared to other similar policies. The reason is possibly because the current policy may be for events where non-members (the public) can compete as participants. The NFHR may be able to get a lower rate since participation at the evaluations is limited to members. Curt will contact the current insurance broker to see if a better rate can be obtained based on hosting member-only events.

- **NFHR Promotional Items Sale**

Cynthia motioned to reduce the price of the grooming videos on VHS to \$10 each and the Fjord Herald issues with more than 25 issues in stock to \$5 each. Dan seconded. The motion was approved.

NEXT MEETING: March 14

FUTURE MEETINGS:

April 11

May 9

June 13

July 11

August 8

September 12

October 10

November 14

December 12

January 18 -20, 2008

The meeting concluded at 11:30 pm EST.

Respectfully submitted,
Curt Pierce
NFHR Secretary