

**NFHR BOARD OF DIRECTORS MEETING
JANUARY 15 - 17, 2010
Minutes**

FRIDAY, JANUARY 15

The meeting was called to order at 3:15 pm (Eastern)

ROLL: Roger Cabic, Bill Coli, Howard Fiedler, Beth German, Beth Gerst, Teressa Kandianis, Mike May, Nancy Newport, Ardeth Obenauf, Jeff Pedersen, Curt Pierce, and Dan Watanabe.

PRESIDENT'S OPENING REMARKS:

Dan opened the meeting and welcomed the new members. 2009 was a challenging year for the NFHR, but not without several notable successes. The issue that singularly commanded the attention of the Board of Directors and committees was the economy and its effects on our organization, which in no way has been immune to the recession felt by so many both here in North America and abroad. One such success is the recent addition of NFHR Logo merchandise to the marketplace at our ever expanding website www.nfhr.com. This comes on the heels of another success... a record response from membership in balloting for the logo issue! Other successes included the first ever Member Education Forum in Seattle, WA last January; 5 successful NFHR operated evaluations (the most ever!) including the first joint CFHA/NFHR Evaluation in Almonte, ON Canada; submitting articles and photos to USEF for the breeds section of their website; and of course the amazing continued work of our *Fjord Herald* team. The level to which the NFHR, the Norwegian Fjord Horse, and Fjord Community in North America have risen has only been made possible through the strength of its volunteers, the generosity of its members, and our combined passion for the Norwegian Fjord Horse.

INTRODUCTIONS:

The board members introduced themselves.

2009 ANNUAL REPORT:

The 2009 NFHR Annual report was distributed to the BOD members via email prior to the meeting and in hardcopy in the meeting packets. The members attending the membership meeting will get a copy of this report and the annual financial report. There was concern expressed and a discussion about the committees listed in the report as inactive. There was a suggestion to reword and correctly reflect the committee's status. Most of the committees were planning projects for future implementation, but due to the financial situation, no projects were completed and no new projects were started. The corrected annual report will be printed in the *Fjord Herald* Spring issue.

There was a discussion about committee's composition, leadership, and activity levels. We must do a better job engaging the members and the Fjord clubs.

APPROVAL OF PRIOR MINUTES:

Teresa motioned to approve the December 2009 minutes. Nancy seconded. The motion was approved.

REGISTRAR'S REPORT:

The registration and membership statistics are contained in the annual report. There was a suggestion to include the top five states for membership and the number of new members joining during the year.

TREASURER’S REPORT:

The annual Financial Report was given to the BOD members at the meeting. A copy of the report will be provided to members at the annual membership meeting. It will also be printed in the Fjord Herald spring issue.

There were questions and discussions about the accounting records. It was requested by several BOD members to send profit & loss statements in the quick book report form verses a spreadsheet. There were some discussions about the accounting services and costs. There was a suggestion to look into “view only” access to the quick book records for all board members.

Account status as of Jan 14, 2010:

BANK ACCOUNTS	
CD Bank of America	\$ 15,308.95
CD Fairport Savings Bank	\$ 16,532.14
Checking-Bank of America	\$ 27,121.90
TOTAL	\$ 58,962.99

OLD BUSINESS:

• **Fundraising Auctions**

There was a discussion about various state laws and rules. It will have to be researched to determine what laws apply to the NFHR concerning an auction or raffle. Howard presented a proposal for a new easy entry cart raffle or auction from Colonial Carriage Company. There was a discussion about options for raffles and other related issues like shipping. **Curt motioned to conduct a raffle for a new easy entry cart from Colonial Carriage Company at \$50 a ticket with a maximum of 100 tickets, subject to legal and financial review. The drawing will be held prior to Dec 31 or when 100 tickets sold.** Bill seconded. The motion was approved.

The meeting ended for the evening at 6:15pm in order to attend the member’s reception.

SATURDAY, JANUARY 16

The meeting resumed at 8:07am

ELECTION OF OFFICERS

• **President**

Howard Fiedler was nominated. Howard was elected.

• **Vice President**

Jeff Pedersen was nominated. Jeff was elected.

• **Secretary**

Curt Pierce was nominated. Curt was elected.

• **Treasurer**

Nancy Newport was nominated. Nancy was elected.

• **Assistant Secretary**

There was a discussion about options; basically the board can appoint any member to any officer position other than President, Vice President, Secretary, and Treasurer. **Nancy motioned to appoint Beth German as the Asst Secretary.** Teresa seconded. The motion was approved.

- **Assistant Treasurer**

Action was taken at December meeting to keep Roger Cabic as the Assistant Treasurer.

All officers and Board of Director members were asked to send Jeanne Poirier or Mike a short biography and picture for the website.

VISION UPDATE

After reviewing the vision statement, “ The NFHR is successfully serving its membership out of a national headquarters with an office staff supporting the Fjord Horse, NFHR members, and regional Fjord Horse organizations in the following areas: registration, record keeping, education, breeding, promotion, marketing, training, recognition and awards, showing, and research.” There was a lot of discussion about the statement. It was mentioned that parts of the statement were too specific. A new statement was developed. **Nancy motioned to change the vision statement to “The NFHR aspires to serve its membership by maintaining a sustainable organization to support and promote the Fjord Horse Breed.”** Jeff seconded. The motion was approved.

2010 GOALS AND OBJECTIVES

Goals for year (2010):

- Need to improve financial position with a balanced budget
 - Work to obtain corporate sponsors
 - Develop new sources of revenue and decrease expenses
 - Add additional products and consigners to the website Market Place
- Increase member involvement
 - Put volunteer page on website
 - Regional club website pages and Fjord Herald section
- Increase membership and encourage membership retention
 - Welcoming information letter and include website info and interface
- Increase youth participation in NFHR and Fjord Horses
- Update and distribute the media resource package
- Continue to develop relationship with the Canadian Fjord Horse Association
- Support the regional Fjord clubs
 - Improve communications with clubs and inform the clubs about NFHR programs
 - Contact with club representatives and have an open continuing dialog
 - Identify ways that the NFHR and regional clubs can work synergistically toward common goals
- Increase breed and NFHR promotion
- Obtain member discounts for services, like rental cars, hotels, etc.
- Continue 30th Anniversary planning
- Continue improving the recognition and awards
- Continue to develop and improve the website

LONG RANGE (2011 – 2015) GOALS

Developments of these goals were referred to the Strategic Planning Committee. (Later in the meeting, the Strategic Planning Committee responsibilities were transferred to the Executive Committee.)

2010 FINANCIAL OUTLOOK

Dan developed a matrix to show the high level financial trends over the last few years. during the past year, Susan Cargill also developed some structure to better track the finances. The goal is to balance the budget and rebuild the reserves.

Dan turned the meeting over to Howard and departed the meeting.

2010 COMMITTEE STRUCTURES, OBJECTIVES AND MEMBERSHIP

The BOD members are the leads until the chairs are approved at the Feb meeting.

Education Committee

Objective: Develop and provide educational materials and organize educational events, to include but not limited to the annual education forum, seminars, and clinics, for the NFHR members and the general public.

BOD Lead: Ardeth Obenauf

Elections Committee

Objective: Solicit and accept nominees for the Board of Directors. Act as point of contact for the company receiving, counting, and certifying the election

BOD Lead: Howard Fiedler

Evaluation Committee

Objective: Ongoing development and oversight of the NFHR Evaluation Program.

Chairs: Phil Odden and Curt Pierce

Evaluation Committee Review Board

Objective: Responsible for making recommendations to the BOD regarding the approval of evaluators following the training period, and to resolve disputes referred by the evaluation committee or the BOD.

Members: Karen Cabic, Bill Coli, Jim Havelhurst, Mike May, and Phil Odden.

Executive Committee

Objective: Assist and make recommendations to the Board of Directors in the management of the NFHR.

Members: Howard Fiedler, Jeff Pedersen, Curt Pierce, and Nancy Newport.

There was a discussion about the function and authority of the committee. It was decided that the committee will work on projects assigned to it by the BOD. The committee will make recommendations to the BOD for approval.

Finance Committee

Objective: Provide yearly projected budget in a timely manner. Develop and implement proper accounting methods.

Members: Nancy Newport, Mike May, Roger Cabic and Teressa Kandianis

Fjord Herald Committee

Objective: Assist the Fjord Herald Editors to obtain, solicit, and generate content for the Fjord Herald

issues to include advertising, articles and pictures.

BOD Lead: Teressa Kandianis

There was a suggestion to solicit and print a list of Fjord Herald supporters and promote business card ads in Fjord Herald. Teressa will discuss with the Fjord Herald editors and develop the details.

Fjord Horse International (FHI) Committee

Objective: Responsible for liaison with FHI and serves as the focal point for communications between FHI and the NFHR, the NFHR Board, and NFHR Committees; advises the NFHR BOD concerning representation at future FHI events and meetings and ensures that the NFHR views are represented at FHI meetings.

BOD Lead: Curt Pierce

Membership and Outreach Committee

Objective: Facilitate increasing new members and membership retention. The committee will also improve relationships and interfacing with Fjord and equine clubs and organizations.

BOD Lead: Beth Gerst

There was a discussion about life membership and its effects on the finances. (Later it was decided to change the name of this committee to Membership and Outreach.)

Promotion Committee

Objective: Coordinate NFHR promotional activities.

BOD Lead: Bill Coli and Beth German

There was a discussion about different promotional ideas.

Recognition and Awards Committee

Objective: Recognize achievements of NFHR Members and their horses.

Chair: Linda Syverson-Kerr, **BOD Liaison:** Howard Fiedler

There was a discussion about keeping and storing the award records. A volunteer is needed to receive and maintain the Steppin Out, Trail Riding, and Hours of Fun awards.

Show Committee

Objective: Promote the Fjord Horse by working with the existing Fjord shows to develop standardized show rules, and providing Fjord shows with the support found in other breeds.

BOD Lead: Jeff Pedersen

Strategic Planning Ad Hoc Committee

Objective: Research and develop long range planning for the NFHR organizational structure.

After a discussion, it was decided to assign responsibility of the Strategic Planning Committee to the Executive Committee

Thirtieth Anniversary Ad Hoc Committee

Objective: Develop plans for and manage the 2011 Celebration of the 30th NFHR Anniversary

Chair: Curt Pierce

There were several discussions about the event. There is a strong concern that the NFHR can not afford to have a celebration at this time. One suggestion was to have separate awards at regional shows or events. The committee will research the facility issues and develop a realistic budget in order to determine if the event is feasible. The target is to have this budget presented to the BOD in March or April.

Youth Committee

Objective: Provide NFHR youth members the ability to provide input and direction to the BOD and NFHR committees, and develop NFHR youth related programs. This committee will be composed of youth and young adults who own, ride, or drive Fjord horses.

BOD Liaison: Bill Coli

There was a discussion about the composition and objectives of the committee. This committee is open to teens and young adults that own, ride, drive or love Fjord Horses. Bill will contact some of the persons who were suggested by the BOD members to develop the core group.

Website Committee

Objective: Facilitate implementation of website changes, plan future improvements, and develop policies for the website usage.

Chair: Jeff Pedersen

Suggestion to use original seed money plus 50 percent of profit to restock inventory and expanded the product line. **Curt motioned to use original seed money plus 50 percent of profit to restock inventory and expanded the product line.** Beth German seconded. The motion was approved.

OLD BUSINESS: (Continued)

- **Historian**

Discussion about things that could be collected and archived, items, stories, records, photos, etc. It was suggested to ask the membership for volunteers. Ardeth may know someone to ask.

- **NFHR Regional Club Relationships and Membership**

After some discussion, it was decided to add outreach to Membership committee. The website committee is looking at some additions to website for regional and related clubs. Howard will write a letter to clubs that is similar to ADS proposal to the NFHR.

- **Transferring internal promotion to another committee**

This issue was discussed and it was decided that it will be handled by Membership and Education committees.

NEW BUSINESS:

- **Communications Coordinator**

A member has volunteered to develop and distribute information for the NFHR, primarily using Constant Contact. There was a discussion of position title and duties. **Teresa moved to appoint Margaret Bogie the communication coordinator.** Jeff seconded. The motion was approved.

- **New Affiliations or Organizations of Interest**

- **American Driving Society (ADS)**

We discussed the ADS proposal to the NFHR. The ADS proposes exchanging ads in the respective magazines and possibly sharing services. ADS will make the NFHR a “Breed Partner.” **Teressa moved to accept ADS proposal.** Nancy seconded. The motion was approved.

- **North American Trail Ride Conference (NATRC)**
The NATRC asked for sponsorship of a Fjord award. There was a discussion about needing to advertise the award among Fjord owners. It was decided to have Membership and Outreach Committee look into and talk with the NATRC.
- **NARHA** (formerly North American Riding for the Handicapped Association)
The Membership and Outreach Committee look into and talk with NARHA.
- **United States Driving for the Disabled (USDFD)**
The Membership and Outreach Committee look into and talk with USDFD.

- **Fjord/NFHR YouTube Channel**

It has been suggested to have a Fjord/NFHR YouTube channel. This sounds like a great idea. Bill Coli will talk to several members about developing a channel for Fjords/NFHR.

- **Bylaws change suggestion for starting date of terms**

There was an earlier suggestion to change the dates that the terms start and finish in order to facilitate a smoother flow between years. After a discussion of the current rules and situation, it was decided that no changes were needed.

The meeting ended for the evening at 5:30pm.

SUNDAY, JANUARY 18 @ 8:00am

EXECUTIVE SESSION

The BOD met in executive session to develop plans to handle the employee compensation and contracts in the current financial situation.

BOD MEETING SCHEDULE

The next meeting was set for Mar 3 at 8:00pm (Eastern). The future meeting schedule will be discussed via email or at the next meeting.

There was a discussion about the location of the next Educational Forum and Face-to-Face BOD meeting. It was agreed that depending on the 30th anniversary plans, the forum would be held in Nashville, TN. The final decision will be made as soon as possible.

The meeting concluded at 10:30am

Respectfully submitted,
Curt Pierce
NFHR Secretary