

**NFHR BOARD OF DIRECTORS MEETING
MARCH 14, 2007
MINUTES**

The meeting was called to order at 8:03 pm EDT

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

Late: Cynthia Madden joined the meeting at 8:10, and Phil Prichard joined the meeting at 9:15.

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting and welcomed the members. He requested that we work hard and fast to get through the agenda.

APPROVAL OF PREVIOUS MEETING MINUTES

The February 2007 minutes were approved via email vote.

REGISTRAR'S REPORT:

Mike reported that he will have quarterly statistics next month. Oregon Gold Horse Show sent a request for sponsorship. This show offers Fjord Horse classes and has received sponsor funds from the NFHR in the past. Mark motioned to send the Oregon Gold Horse Show \$100 for sponsorship in exchange for acknowledging our sponsorship and distributing NFHR pamphlets. Kay seconded. The motion was approved.

TREASURER'S REPORT: As of Mar 13, 2007:

Bank of America Money Market	30,037.19
CD-Bank of America	15,124.85
CD-Fairport Savings Bank	15,006.50
Checking-Bank of America	33,538.56
Checking-Fairport Savings Bank	1,251.44
Total	94,958.54

Cynthia sent the February Profit and Loss statement to the BOD via email. Roger explained the rationale for transferring most of the checking account funds to the Money Market account. The Money Market account is an interest bearing account and there are no banking fees if the balance is above \$2,500.

MOTIONS APPROVED BY EMAIL:

1. On Mar 5, Cynthia motioned to accept the minutes for the Feb 14, 2007 meeting. Ruth seconded. The motion was approved.

2. On Mar 10, Curt motioned that the NFHR submit an application to the Kentucky Horse Park for a Fjord Horse Breed Weekend. Ruth seconded. The motion was approved.

COMMITTEE REPORTS:

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

The committee met on Feb. 26 to brainstorm about the development of a comprehensive marketing plan for the NFHR. Our feelings were that we should keep the Co-op advertising program, but simplify the rules. This will help our members, but also help to get the word out about Fjords. We also felt that we need to develop a media resource packet that will be a very professional, comprehensive folder to present when we seek corporate sponsors. We would be in favor of developing an E-advertising packet too. We talked, as well, about what we can do to help strengthen our regional clubs and our ties with them, and also how we might be able to incorporate the Fjord Foundation into our marketing strategies. We believe too, that the development of more youth programs would be good for the NFHR. We are also in agreement that a special edition promotional magazine should be done. We would include ads and hopefully the revenue from the ads would keep the costs to a minimum. Our next meeting is April 2nd.

- **Fjord Herald Committee**

Dan reported that committee is looking at moving the deadlines for the Fjord Herald. Moving these dates will also affect the deadlines for the membership renewals, farm listings, and stallion reports. The proposed deadlines will be: Spring-Feb 1; Summer-May 1; Fall-Aug 1; and Winter-Nov 1. The committee will make a recommendation to the BOD as to which Fjord Herald issue to start the new deadlines.

The next Fjord Herald issue should be mailed by second class. The editors are also working to speed up the printing time. With the changes, they may be able to shorten the time until members receive the Fjord Herald by a week or two.

There was a discussion about establishing a Youth membership category and possibly a Youth Advisory committee. Changes to the membership categories will require a change to the By-Laws. More committee work is needed on these issues.

Dan reported that he has done a lot of research for developing a release form for article or photo submissions. The photo release needed depends on how the photo is used. Sometimes the subject's permission is needed before the photo can be used. The wording and duration of the release needs to be worked. Dan is also looking at mechanisms for electronic signatures to facilitate the process of getting the releases.

- **Education Committee**

Ruth reported that the committee has been organized and working on the New Member Handbook. The committee is also working on developing a youth education program.

- **Promotions Committee**

Cynthia reported that she has received a request from the Equine Journal to send a 1500 word article with pictures for the July issue, which will feature the Fjord Horse breed.. She will be working with the committee to come up a generic article that they can tailor for future

requests of this nature. Cynthia is also working on the press release to the American Horse Publications (AHP) and the regional clubs. She is also working on the new letter of agreement with Becky for the website project.

- **Election Committee**

Margaret Bogie has sent a notice about the committee to the Fjord Herald and is recruiting members for the committee. There was a discussion about the Tally Agent. There has been a recommendation. Linda will contact Margaret about the committee and the Tally Agent.

- **Evaluation Committee**

Curt reported that the committee's next meeting will be April 4. The committee has developed a draft purpose and schedule for the evaluator continuing education seminar in November. This will be sent to the evaluators asking for their comments and availability.

- **Finance Committee**

Cynthia reported that she has incorporated the comments received from the committees into the budget. Mike mentioned that he needs to buy a newer version of Microsoft Office. Mark motioned to buy the latest version of Microsoft Office. Ruth seconded. The motion was approved.

- **FHI Committee**

There was a discussion about funding the NFHR representation at FHI meetings and who will represent the NFHR. Cynthia motioned that Phil Prichard be the NFHR representative at the FHI General Meeting. Phil seconded. The motion was approved. Mark and Curt abstained.

Howard reported that Birgit Mortensen called him recently to ask if Brian Jensen should be a nominee for the FHI board of directors to serve a second term. His answer was yes. Phil Odden will also be nominated as the alternate. Birgit is the chair of the FHI nominating committee.

- **Membership Committee**

Phil reported that the committee is not fully organized yet. There was a discussion about how to use the former member data. Mike will send Phil a list of former members. Phil will review the former members list and develop an approach for contacting the former members. This plan will be presented to the board at the April meeting.

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

There was no report for this committee. Curt will have the committee review the By-Laws.

- **Recognition and Awards Committee**

Linda reported that Kathy Johnson is working on a therapy horse program idea and will report more on it later. Dan has offered to develop a spreadsheet for Karen Cabic to use for tracking the Register of Excellent Award. Linda and Dan will work with Karen. There was a discussion about reporting the status of the awards more often in order to increase awareness of the award programs.

- **Show Committee**

Curt reported that a draft of the revised handbook was distributed to the committee for their comments. The committee has recommended additional rules for the draft classes. There has been a request to specify the division points and championship systems in order to assist the next NFHR managed horse show. The revised handbook may be ready for approval at the next BOD meeting.

- **30th Anniversary Committee**

Linda reported that she and Susan Cargill have talked about facilities. They are considering distributing a survey to the committee to determine the key needs of a facility.

- **Strategic Planning Committee**

Cynthia reported that she talked to Neil. Neil is recommending that Phil Odden, Debbie Urlich, and Betsy Bauer be added to the committee. He is also waiting for responses from three more potential members. Cynthia motioned to approve Phil Odden, Debbie Urlich, and Betsy Bauer as committee members. Dan seconded. The motion was approved.

OLD BUSINESS

- **Budget**

The budget was reviewed line by line. Cynthia will send a revised budget to the BOD members for approval.

- **25th Anniversary Video**

Howard received a report about the video. Susan reports that she is working hard to get the video completed soon then will work on the rest of the raw footage.

- **Responses to Catherine Lassen and Carol Rivoire**

Curt sent draft letters to the BOD for approval. Ruth motioned to approve the letters. Dan seconded. The motioned was approved.

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

Ruth reported that Mike has sent the contract to the hotel for the annual meetings on Jan 18-20, 2008.

NEW BUSINESS

- **Breed Weekend at Kentucky Horse Park**

Ruth is working on the application. There was a discussion concerning the selection of entries. Mike will receive the entries and then send them to a selection committee. The applications are due by August 1. Ruth and Curt will send a notice to the Fjord Herald.

- **NFHR and Foundation Relationship**

The HEAP committee is proposing helping the Foundation as part of the NFHR marketing strategy. This issue is tabled until next BOD meeting.

- **Horse Flicks**

Horse Flicks is a company that can produce a broadcast quality TV program either as an individual episode or as part of a breed or equine discipline series. Howard talked to the company. They are sending some more information about the company and services. Howard will provide more information after he receives the package.

NEXT MEETING: April 11

FUTURE MEETINGS:

May 9

June 13

July 11

August 8

September 12

October 10

November 14

December 12

January 18 -20, 2008

The meeting concluded at 12:15 am EDT (Mar 15).

Respectfully submitted,
Curt Pierce
NFHR Secretary