

**NFHR BOARD OF DIRECTORS MEETING
APRIL 18, 2007
MINUTES**

The meeting was called to order at 8:06 pm EDT

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

Late: Due to the change of date for the board meeting and a prior commitment, Ruth Sorum joined the meeting at 9:08.

PRESIDENT’S OPENING REMARKS:

Howard opened the meeting. He stated that we need to limit the meetings to 2 hours in order to make better use of our time and productivity. In order to shorten the meeting, the committee reports need to be sent to the Board of Directors (BOD) prior to the meeting. There was a suggestion to have the committee reports voted on as a package at the start of the meeting. In order to do this, the reports would have to be sent to the secretary several days prior to the meeting. When this happens, a motion could be considered at the start of the meeting. For this meeting, it was decided to only mention any changes to the committee reports, and ask questions or make comments for clarification of the reports.

APPROVAL OF PREVIOUS MEETING MINUTES

The March 2007 minutes were approved via email vote.

REGISTRAR'S REPORT:

Mike provided the quarterly registrar’s report via email. Here are the statistics for the first quarter of 2007. These numbers are similar to the previous first quarters for the past three years.

1st Qtr 07	
# Horses Reg	81
Calculated # Transfers	116

TREASURER’S REPORT: As of Apr 17, 2007:

Bank of America Money Market	30,102.18
CD Bank of America	15,181.59
CD-Fairport Savings Bank	15,188.13
Checking-Bank of America	39,114.76
Checking-Fairport Savings Bank	225.03
Total Bank Accounts	<u>\$ 99,811.69</u>

Cynthia asked about when the allocation of funds from the “An Evening of Dancing Fjord Horses” DVD should be accomplished. The DVD is being donated to the NFHR with the stipulation that the income be allocated to NFHR 30th Anniversary, NFHR Education Committee, and the Fjord Horse Foundation. It was recommended to do the allocation when the DVDs are shipped to fill the orders received. Howard will check into the status of the DVD.

Roger reported that there are several checks still not cleared from the Fairport Savings Bank checking account. We can not close the account until the checks are cleared. It was recommended to wait at least one more month before taking action to close the account. Mike will contact the persons with outstanding NFHR checks from Fairport Savings Bank to notify them that the account will be closed soon.

MOTIONS APPROVED BY EMAIL

1. On Mar 19, Curt motioned to add Phil Odden, Shirley Anderson, Pat Holland, Pat Wolfe, Sophie Fiedler, and Beth Beymer to the 30th Anniversary Committee. Cynthia seconded. The motion was approved.
2. On Mar 19, Linda motioned to approve the Mar 14 meeting minutes. Cynthia seconded. The motion was approved.
3. On Mar 30, Dan motioned to change the deadlines for the Fjord Herald to February 1, May 1, August 1, and November 1 beginning November 1, 2007 and that other NFHR deadlines are to be adjusted to accommodate this change. Curt seconded. The motion was approved.
4. On Apr 3, Linda motioned to approve Kathy Monroe as a member of the awards committee. Curt seconded. The motion was approved.

COMMITTEE REPORTS:

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

The HEAP Committee had its second teleconference on April 2nd, with the emphasis again being on marketing strategies for the NFHR. We decided that our immediate focus and priority needs to be the development of a Media Resource Packet (MRP).

To that end we are working on the look and the content for this very professional, comprehensive and uniform packet. The work includes development of advertising packages (involving the Fjord Herald, the website, and the future special promotional magazine), that we can offer to the potential corporate sponsors. We are also completing our list of all the items we feel the MRP needs to contain. A third project is to develop a target list of the possible sponsors we want to contact. A fourth item is to develop some rules for the advertising in all 3 venues. All members of the committee are working on various aspects of the project.

We also briefly discussed the possible re-activating of the Co-op advertising program, and the consensus was that instead of using this for individual farms, we'd rather use it to help people and clubs willing to have booths at events, shows, fairs, etc.

We talked, too, about remembering to thank all of our supporters and advertisers. Perhaps some type of ad and/or article needs to be included in the Fjord Herald periodically expressing our appreciation.

- **Fjord Herald Committee**

In addition to working on previously stated goals, the Fjord Herald committee has been working to provide input and suggestions to the BOD in a variety of areas and is working in conjunction with the HEAP Committee to aid in the production of a Media Resource Packet for the NFHR.

One issue that has recently come to the attention of the committee and will need further discussion by the BOD is that of advertising rates for regional Fjord clubs along with other non-profit organizations. It is the recommendation of the committee that such groups at least be extended member pricing and consider even better rates that could be offered since many of these groups have purposes and missions complementary to that of the NFHR.

The BOD discussed the advertising rates for the Fjord Horse clubs. One suggestion was to offer free upgrades to color. Dan motioned to provide member pricing and free color upgrade for established regional Fjord clubs. Cynthia seconded. The motion was approved.

- **Education Committee**

The Education Committee has several goals for the year, but we feel that the New Member manual should be our first priority. A list of 15 topics has been developed to be included in the manual, and now members of the committee are choosing which topics they would each like to tackle. Hopefully the actual writing will be done within 4 to 6 weeks and then will be submitted to the board for approval.

- **Promotions Committee**

Cynthia will forward to Howard and Mike the draft contract for the website for their input before she leaves town on Apr 20.

Cynthia prepared an article for the Equine Journal about Fjords and NFHR for publication in July 2007. It was well accepted by the Equine Journal editor.

Cynthia has been in discussion with the t-shirt company about some summer colored t-shirts with the NFHR logo. He should have samples available soon. He also is checking out making some minor changes in the 25th shirt (removing all the lettering and just having Norwegian Fjord Horse) that we could print up and sell at the Kentucky Horse Park. We would not have to start all over with the artwork and setup costs saving us \$400 to \$500.

Cynthia will research the website banner ad issue and get some ideas about prices and options.

While surfing the web to verify info on the article Cynthia was writing, she ran across several e-zines that carried our most recent press release for the Registration Amnesty.

- **Election Committee**

Margaret Bogie and Linda have discussed the committee's status. Sue Freivald, an NFHR member located in Virginia, has agreed to serve as tally agent for the 2007 NFHR Election.

Linda has made contact with the three BOD members with expiring terms. Curt and Cynthia responded that they plan to run again. Kay has decided that she will not run again. Kay has expressed wishes to remain on the committees that she is currently on and assist that way. This information was forwarded to Margaret.

- **Evaluation Committee**

The Evaluation Committee met on Apr 4. Sophie reported that there has been a good discussion about the evaluator education seminar on the evaluator email group. The committee has considered moving the seminar date to Oct 19-21, but two evaluators can not attend that weekend. The committee and the evaluators will continue to look for a weekend that will work for all.

The committee reviewed the status of the 4 evaluations. Mike mentioned that he may not be able to attend as the Technical Delegate (TD) for all of the evaluations scheduled for this year. The committee will probably need TDs for some of the evaluations. He will let the committee know which evaluations that he can not attend in the next few weeks.

There was a request from a member to remove the horse and owner identification from the evaluation score sheets until after the evaluators have scored the test. There are some logistics problems with this and the committee will look into it.

The next committee meeting is scheduled for Jun 5.

- **FHI Committee**

Phil reported that the General Assembly agenda has been distributed. He is getting ready to attend the meeting in Nordfjordeid, Norway.

- **Finance Committee**

Cynthia had sent the monthly financial report to the BOD via email.

- **Membership Committee**

Phil reported that he has 4 volunteers for the committee. Meredith Sessoms, Jeanette Haislip, Ardeth Obenauf, and Don Bergquist. Cynthia motioned to approve the members for the Membership Committee. Kay seconded. The motion was approved.

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

Curt distributed the current bylaws to the committee for review. The committee will make recommendations, if any, at the June meeting.

- **Recognition and Awards Committee**

An email was sent to the committee asking for ways to increase members applying/awareness of the Recognition and Awards offered. The email also asked that Karen and Amy please provide the committee with reports 2 times a year, one for sure due Jan 1 so it may be presented at the annual Face to Face BOD meeting. Amy has requested another person take care of the points for the awards, which brought about the request to add Kathy Monroe to the committee. Amy will still be part of this committee but wants to see it moving forward and more obtainable.

The committee still has not received a response from Karen. Roger provided some information during this meeting

The committee agreed that the awards program should be cleaned up, i.e. combined, reconfigured, etc. before we add any additional programs i.e....top horse/show person etc. So this will be our first and foremost goal for 2007. Everything else will be a bonus.

Karen and Roger are in progress of reviewing the list of horses registered for the Register of Excellence Award. Some Fjord Horses have been registered for many years without recording any points. Karen and Roger are contacting each member registered to obtain the correct status for their horses. There was a discussion about looking into putting a time limit to obtain points for the appropriate award.

Linda announced that Kathy Monroe has recently resigned from the committee due to a sudden increase in activity at her business and farm.

- **Show Committee**

The show committee continues to review the NFHR Fjord Show Handbook. Each section of the handbook is being reviewed separately. The review may be completed in May.

- **30th Anniversary Committee**

Email sent to the committee asking for input considering the location of the next anniversary celebration. Disappointed on the lack of response to what was asked. Linda will send what little input she did get to Susan Cargill. Susan has composed a list of Fjord Horse numbers by state to give an idea of where the most Fjords are located. From the list, they can keep in mind what is a central area for the event. The committee will look to see what facilities are out there and what the costs are now (knowing in 4 yrs that the cost will probably increase). This will give the committee an idea how much to budget for facilities.

Linda received a suggestion to use state fair grounds. Roger suggested contacting officials (judges and stewards) for their recommendations.

- **Strategic Planning Committee**

Cynthia had no report.

OLD BUSINESS

- **Budget**

Cynthia will make corrections to the budget and send to BOD for approval via email.

- **25th Anniversary Video**

Howard will get status of the video and send to the BOD. One of the problems incurred in producing the video has been the cost of the music royalties for the music used in the acts. Some of the royalties are more than the entire video production costs. To solve this problem, the music had to be replaced with "Public Domain" music that does not have a music royalty.

- **Breed Weekend at Kentucky Horse Park**

Preparations are coming along. Information about the weekend and the application for participation in the demonstrations are posted on the website. Mike has received one application so far.

- **NFHR and Foundation Relationship**

The foundation had asked for items to be published in the Fjord Herald. Guidelines and policies need to be written. The relationship between the two organizations needs to be better defined. Howard will contact Fred Brandt, Foundation President, to talk about the relationship.

- **TV Fjord Horse Promotions**

Howard passed on the Horse Flicks information to Dan. Howard also discussed the subject with Susan Cargill. Susan recommended waiting until after the Winona video is completed.

In regards to archiving the Fjord Heralds, Howard reported that Don Torgenrud will share a contract that he uses for article releases. After reviewing the Fjord Herald Archive DVD, Don will provide an opinion about the DVD and releases.

- **Event Insurance**

Curt contacted the Blue Bridle Insurance Agency about getting an annual policy. The NFHR currently purchases event insurance from Blue Bridle for each NFHR event. After the event insurance forms are filled out for each evaluation scheduled this year, they will provide a quote. Curt will provide the quote to the BOD when it is received. There was a discussion about other insurance companies that can provide this type of coverage. Some of the BOD members have received Commercial General Liability policies from other agents. If the quote seems high, we will look around for better rates.

NEW BUSINESS

- **Distribution Center**

There has been a request to establish a monthly fee. Catherine is keeping track of her time spent so that we have an idea of the scope.

- **Carol Rivoire's Concern and Communicating with Members**

Carol Rivoire had written to the BOD members requesting that the NFHR get her access problems with the Fjord Horse List resolved. The BOD has also received emails from Kathy Monroe and Pat Holland concerning this situation. Some of the BOD members had previously drafted a response to Carol. The BOD members discussed the situation and the response and approved a decision not to be involved in private matters. Howard will send the final response to the BOD tomorrow for review. The BOD decision will be sent tomorrow to Carol via email with copies to Kathy Monroe, Pat Holland and Steve McIlree. There was a suggestion to post to the Fjord Horse List that the NFHR will not get involved in private matters.

There was a discussion about BOD members communicating with members. It was recommended to acknowledge the communication from the member with reference that the issue

will brought to the BOD for discussion. The final decision will be based on the approval of the majority of the BOD.

- **Appeal for Registration**

There was discussion about a request for registration from a member without the breeder's permission. The NFHR requires proof of ownership before a Fjord is registered, and in this situation there are some questions to be answered. Mike will contact breeder to see who owns the horse. There was a suggestion to develop a hardship clause for registering a horse without proof of the total chain of ownership. This may be considered in the future, but it was noted that there are many legal problems with these situations.

NEXT MEETING: May 9 is the next scheduled date, but some members are not available. Curt motioned to move the next meeting to Jun 6 and eliminate the Jun 13 meeting. Kay seconded. The motion was approved. The next BOD meeting will be Jun 6 at 8:00 pm (Eastern).

FUTURE MEETINGS:

July 11
August 8
September 12
October 10
November 14
December 12
January 18 -20, 2008

The meeting concluded at 10:25 pm EDT

Respectfully submitted,
Curt Pierce
NFHR Secretary