

NFHR BOARD OF DIRECTORS MEETING

JUNE 6, 2007

MINUTES

The meeting was called to order at 8:00 pm EDT

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

EXCUSED: Linda Syverson-Kerr

PRESIDENT’S OPENING REMARKS:

Howard opened the meeting.

APPROVAL OF PREVIOUS MEETING MINUTES

The April 2007 minutes were approved via email vote.

REGISTRAR'S REPORT:

Mike stated that he has been swamped by the number of registrations caused by the Registration Amnesty. Memberships have also increased sharply as a result.

TREASURER’S REPORT: As of May 31, 2007:

BANK ACCOUNTS	
Bank of America Money Market	30,288.10
CD Bank of America	15,305.91
CD-Fairport Savings Bank	15,249.16
Checking-Bank of America	42,076.87
Checking-Fairport Savings Bank	<u>217.21</u>
Total Bank Accounts	\$ 103,137.25

Roger stated that the Fairport Savings Bank will be closed soon.

MOTIONS APPROVED BY EMAIL

1. On May 21, Mark motioned to accept the April minutes with corrections needed for some typos and a couple of grammatical errors. Linda seconded. The motion was approved.
2. On Jun 1, Curt motioned to approve the budget. Phil seconded. The motion was approved

COMMITTEE REPORTS:

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

Ruth reported that the HEAP committee has not met since the last BOD meeting. However they continue to work on the major project, a Media Resource Packet. Dan has developed a spreadsheet listing potential sponsors, and we continue to add to that list. The committee is also

in the process of deciding on content for the packet. So far, the following have been discussed as potential items making up this Media Resource Packet (listed here in random order):

1. Copy of the Fjord Herald
2. NFHR Fact sheet (to include such as website information, history, ages and places of ownership, information on the Herald and distribution, etc.
3. Information on what the Fjord can do, where they participate, and the attention they attract - accompanied by pictures.
4. Information on types of ads available, as well as the rules for the ads, costs, and benefits of the advertising.
5. Brochure on the Fjord Foundation
6. Personalized letter to the potential sponsor
7. Professional looking presentation folder with logo.

This Media Resource Packet will continue to be a major focus of the HEAP committee.

The committee is working on potential ad packages to include Fjord Herald ads, website ads, website banner ads, ads in the future special promotional publication, combinations of these just listed, as well as packages based on numbers of ads. Advertising rules also still need to be developed along with pricing.

- **Fjord Herald Committee**

Dan reported that the Fjord Herald Committee has been working on its stated goals and has one issue to report on at this time.

Members did discuss the possibility of granting the use of an image to a third party for promotional purposes, but did not develop any firm recommendations. Since this has legal implications, and possibly sets precedence for the future promotional and archival work of the entire organization, this policy should be thoroughly researched and firmly established by the board. Movement in this direction and communication is ongoing between committees and recommendations should be able to be brought before the BOD soon.

- **Education Committee**

Ruth reported that the current major project, the New Member Manual, is coming along nicely. Most of the articles are finished. Mike is checking each one and is so valuable in his assistance with information, accuracy and thoroughness. The plan is to send this to all members first, and then give out as new people join, along with the New Owner Manual. The following items are included (listed in random order)

1. Information on what to look for in buying a Fjord
2. Rules and reference to the bylaws (although they are not included)
3. Election procedures
4. Information on breed purity and the importance of preserving this purity
5. History of the Fjord
6. History of the NFHR, the NFA, and the merger
7. How to register, do transfers, change of status, etc., and the importance of doing these in a timely manner
8. The Evaluation Program
9. Awards
10. Website
11. Fjord Herald

12. How to use the pedigree search
13. Shows
14. Fjord colors
15. Who to contact
16. NFHR committees
17. Versatility of the Fjord
18. Frequently asked questions

The people on our committee are all doing a great job and are working hard to make this manual something we will be pleased to give to our new members.

- **Promotions Committee**

Sandy North has volunteered to re-photograph all NFHR promotional items the NFHR has for sale and Cynthia is taking them to her on the June 20. These photo's will be used for the website and the Fjord Herald ads.

Cynthia reported that she has some sample t-shirts in new colors but has not been able to get good pictures of them. These will also be photographed by Sandy.

Cynthia recommended that the NFHR pay Becky Vorpagel a partial payment for work accomplished so far on the website. She has made good progress on the website. Cynthia will contact Margaret Bogie about working on the front page of the website. Cynthia is working on getting some idea of prices of ad banners on other websites. Cynthia recommends that we have it set up to implement when we have some ads and a policy.

- **Election Committee**

No report at this time.

- **Evaluation Committee**

The Evaluation Committee met on Jun 5. The status of the planned evaluations was reviewed. The committee voted to recommend to the Board of Directors to approve the evaluations in Colorado, Wisconsin, Virginia, and Washington. The committee also discussed the Technical Delegates for each evaluation.

The committee discussed the plans for the Evaluator Continuing Education Seminar on Oct 26-28. The evaluators will be requested to arrive on Oct 25, so that we can get an early start on the seminar. Susan Cargill is hosting the seminar and has done much of the planning, with the committee's assistance.

Phil Odden is continuing to develop the Family Fjord performance tests. He is being assisted by Beth Beymer, Karen Maas, and a few others. Phil has been also collecting data from European countries with similar programs.

Due to the lack of participation, the committee asks the Board of Directors to remove Phil Prichard from this committee. Dan motioned to remove Phil Prichard from the evaluation committee. Curt seconded. The motion was approved.

Curt motioned to approve the evaluations in Colorado, Wisconsin, Virginia, and Washington. Dan seconded. The motion was approved.

The next Evaluation Committee meeting is scheduled for July 31.

- **FHI Committee**

No report at this time.

- **Finance Committee**

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

- **Membership Committee**

No report at this time.

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

No report at this time.

- **Recognition and Awards Committee**

Linda reported that there were no new developments. The committee would like to clean up the programs we got before we add any others. Should have more to report in July

- **Show Committee**

The Show Committee has suspended review of the NFHR Fjord Horse Show Handbook until the fall. Since the Fjord Shows have already printed and distributed their prize lists, releasing a new version at this time would confuse the horse show exhibitors. In order to improve the handbook, the committee members will keep the proposed changes in mind while attending the Fjord Shows this summer and fall.

- **30th Anniversary Committee**

Linda has been gathering information about the various facilities in MN/IA/MI/WI/IL that have grounds like the MN State Fair grounds, WI State Fairgrounds, Madison grounds etc.

- **Strategic Planning Committee**

The Strategy Committee met on May 24. Neil Sorum chaired the meeting. During the meeting, Neil asked to elect a new committee chairperson and note taker. Curt Pierce was elected chairperson and Debbie Ulrich was elected note taker. The committee discussed methods to develop a strategic plan. There were also several excellent ideas recorded for future discussions. The committee is currently researching methods for developing strategic plans. The next meeting is Jun 7. Due to heavy schedules, Susan Cargill and Phil Odden have asked to be replaced on the committee. The committee is contacting a few NFHR members and will make recommendations to the Board of Directors in the near future.

OLD BUSINESS

- **New Website**

Becky is basically finished with what she can do on the site until she has access to a secure address to use for testing the shopping cart and before additional decisions are made. The only

thing separate that she has to do is to add foal pictures for the 'nursery' section of the photo gallery. Here are her recommendations of things needing to be done and the approximate order in which they should be done:

1. Secure address with which to test shopping cart and info on gateway.
2. For the shopping cart, photos are needed of the t-shirts, hats, coffee mugs, and coloring book.
3. Need articles for front page.
4. Still could use some info on history of the registry.
5. Need to convert the database to the final version. After this, all updates would need to be done from the website rather than from the "Heavy Horse" database.
6. One of the requirements is the ability to purchase gift memberships. Becky checked with other registry websites and didn't encounter any where one could purchase gift memberships over the website. Plus, there are several problems with trying to do this.
7. Does the NFHR want the ad banners capability available before the site goes live? This is pretty simple to turn off if we don't want the capability.
8. Do you want a new poll? What questions?
9. Becky will contact Laurie and Stefan concerning improvements to the pedigree website and the interface.

- **25th Anniversary Video**

Editing is completed and a final review is being accomplished. Releases are needed for all the participants. Beth Beymer is sending the releases to the people that participated in the "An Evening of Dancing Fjord Horses."

- **Breed Weekend at Kentucky Horse Park**

The application for the Fjord Breed Weekend volunteers has been developed and posted to the NFHR website. Mike will receive the applications and forwarded them to a review committee formed by the Promotions Committee. The deadline for receipt of the applications is Aug 1.

NEW BUSINESS

- **Bar X Bar Stallions**

A member, Lee Hardin, has been researching the pedigree of her mare, LBF Vivi. In the pedigree, the sire of Vorina FBA-10096 can not be verified; therefore, Lee's mare and her dam, Vilja I, can not be registered. Lee's reports were provided to the BOD members prior to the meeting. Her extensive, 2-years of research provided assurances that that the sire is a Fjord stallion. Curt motioned that the sire of Vorina FBA-10096 be named Bar X Bar Fjord Stallion. Cynthia seconded. The motion was approved.

The meeting concluded at 10:25 pm EDT

Respectfully submitted,
Curt Pierce
NFHR Secretary