

NFHR BOARD OF DIRECTORS MEETING

September 12, 2007

MINUTES

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

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

EXCUSED: Roger Cabic and Phil Prichard

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting. He recently returned from the Villa Louis Carriage Classic in Prairie Du Chien, WI. Fjords are winning and placing at large open shows against the best this summer. This is great breed promotion.

APPROVAL OF PREVIOUS MEETING MINUTES

More time is needed to review the August 8, 2007 meeting minutes. Review and voting will be done by email.

REGISTRAR'S REPORT:

Mike emailed the Quarterly report prior to the meeting.

Number of Horse Registrations

	2005	2006	2007
1st Qtr	82	108	81
2nd Qtr	50	72	125
3rd Qtr	70	89	126 as of 9/12/07
4th Qtr	156	99	
	358	368	332 as of 9/12/07

Besides the number of registrations being high, the number of ownership transfers and memberships has also increased sharply. Mike noted that Susan Cargill just shipped the “*An Evening of Dancing Fjords*” DVD to those who preordered the DVD. The production, editing, reproduction, and initial distribution of the “*An Evening of Dancing Fjords*” DVD was a donation by Susan Cargill with the stipulation that the proceeds from the DVD be divided among the 30th Anniversary celebration, the Education Committee and the Fjord Horse Foundation. Mike will get with Roger to make the distribution of the proceeds from the DVD.

The paper files for about 1000 horse records have been scanned into computer files. There is a file with 1 or more forms for every registered Fjord. The project will digitize all of the paper records into a PDF file for each Fjord which will be maintained with several backups to prevent loss of data. There was a discussion about disposition of the old records. These PDF files will be added to the data backup CD sent to the NFHR secretary every month.

Mike reported that 2 weeks ago there were some problems with the website and the NFHR email addresses because the server company upgraded our files to a new server. Mike also reported that he received a thank-you note from the Oregon Gold show for the \$100 donation.

TREASURER'S REPORT: As of August 31, 2007:

BANK ACCOUNTS	
Bank of America Money Market	\$40,648.74
CD Bank of America	\$15,431.25
CD-Fairport Savings Bank	\$15,312.48
Checking-Bank of America	<u>\$30,409.72</u>
TOTAL	<u>\$101,802.19</u>

MOTIONS APPROVED BY EMAIL

1. On Aug 22, Cynthia motioned to buy the multiple users' license for Heavyhorses Database. Curt seconded. The motion was approved.
2. On Aug 27, Curt motioned to add Olaf Aase to the Strategic Planning Committee. Dan seconded. The motion was approved.
3. On Aug 27, Ruth motioned that we give Catherine \$300 per month to handle all responsibilities of the NFHR Distribution Center and that we have an annual review with her. Curt seconded. The motion was approved.
4. On Aug 28, Phil motioned to add Kelly MacDonald to the Membership Committee. Dan seconded. The motion was approved.
5. On Aug 29, since the family was unable to attend the evaluation due to the daughter's fractured ankle and doctor appointments, Curt motion to refund the evaluation fees paid by Kimberly Kinney for the Moses Lake Evaluation. Dan seconded. The motion was approved.

COMMITTEE REPORTS:

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

Ruth reported that they continue to gather information and ideas for the Media Resource Packet.

• **Fjord Herald Committee**

Dan reported that there is nothing new at this time.

• **Education Committee**

Ruth reported that they are working on the New Member Manual. They have completed the editing and proofing of articles. They are exploring cover options.

• **Promotions Committee**

Cynthia reported that the pictures have been taken of the promotional items for the ads and website. Also, the magnets have arrived. Cynthia is still working on getting mugs, key chains, and sweatshirts.

There was a discussion about shirts or sweatshirts for volunteers participating in the Kentucky Horse Park Fjord Horse Breed Weekend. This was approved.

- **Election Committee**

Linda gave Margaret Bogie's report that the following nominees for the Board of Directors have submitted candidate information prior to the deadline of September 1, 2007. Mike reported that all nominees are qualified in accordance with the Bylaws.

Cynthia Madden
Clinton Nesseth
Fred Pack
Jeff Pedersen
Curtis Pierce
Jeanne Poirier

- **Evaluation Committee**

The Evaluation Committee's next meeting is not until Sep 18. The reports for the 3 evaluations held in August may be presented at the October BOD meeting. The committee continues to work on the Evaluator Continuing Education Seminar scheduled for Oct 25 – 28. The committee is also discussing the following issues: NFHR health, coggins, and/or other requirements for participation in NFHR sponsored events (with the note that individual state law and or facility requirements may trump those set forth by the NFHR); establish a better policy concerning refunds; and taking a look at the evaluation pre-application procedure and consider alternatives.

- **FHI Committee**

The committee has nothing to report at this time.

- **Finance Committee**

Cynthia will send the monthly financial report to the BOD via email.

- **Membership Committee**

The committee has nothing to report at this time.

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

This committee has been reviewing the By-Laws. Draft bylaws changes have been emailed to the BOD members. Discussion about postponing the bylaws changes until next year. It is felt that a more thorough review of the By-Laws is needed.

- **Recognition and Awards Committee**

Linda reported that Amy Evers is sending Linda the recognition and awards records. The Cabc's are going to send Linda records after the show season.

Mike recommended that the volunteers that performed the evaluation Technical Delegate duties and other volunteers at this year's evaluations be given an award for their participation. It was suggested to send them a NFHR polo shirt and a letter from the President.

- **Show Committee**

The committee is discussing the following issues: NFHR health, coggins, and/or other requirements for participation in NFHR sponsored events (with the note that individual state law and or facility requirements may trump those set forth by the NFHR); and establishing a policy concerning refunds.

- **30th Anniversary Committee**

Linda reported that she polled the committee for ideas for time of year to hold the anniversary event. There was also a recommendation to hold an event for a couple years prior to the anniversary at the selected facility in order to test the facility and become a regular customer of that facility.

- **Strategic Planning Committee**

The Strategy Committee met on Aug 29. The committee welcomed new member Olaf Aase. During the meeting the committee discussed developing a NFHR mission statement and the differences between a mission statement and a vision statement. A mission statement is usually more concrete and tied to the present than a vision statement. The difference between the mission statement and the vision statement is the strategic plan needed to obtain the vision statement without hurting the mission statement. The committee has started work on Core Values. The next meeting will be in late September.

OLD BUSINESS

- **25th Anniversary Video**

The DVD has been reproduced and will be shipped to the member with pre-purchases orders soon.

- **Breed Weekend at Kentucky Horse Park**

Ruth and Curt will continue to work to put the team together. Ruth outlined the demonstrations planned and the displays that will be setup in the barn. Mike will send some NFHR flags to use.

- **Distribution Center**

Catherine will continue with the Distribution Center. Mike will be sending more items to her.

- **Website Status**

Working to get the website completed. Becky has worked with Lori and Stephan to improve the interface with the Pedigree Search site.

- **Fjord Herald DVD –**

The DVD needs some corrections to the search engine before it can be reproduced and distributed. Mike will contact the company that produced the master.

NEW BUSINESS

- **Membership Dues**

The membership dues for 2008 were discussed. Cynthia motioned to keep the dues the same as in 2007. Mark seconded. The motion was approved.

- **Fees for the Breeders List, Farm Directory, Web Banners, Etc.**

The new website design does not allow multiple lines and links that are in the current farm listing. There was a discussion about the farm directory. This also impacts the listing in the Fjord Herald. Maybe the member could maintain or change their own listing using the member's only section of the website. Mike will get with Becky to see if the changes can be made. Current fees are: farm – \$50, links – \$50, and breeders – \$30.

NEXT MEETING: The next meeting is scheduled for October 10, but there are several BOD members are not available on that date. It was decided to move the next meeting to October 18. *(In late October it was decided to cancel the October meeting.)*

FUTURE MEETINGS:

November 15

December 12

January 18 - 20, 2008

The meeting concluded at 10:07 pm EDT

Respectfully submitted,
Curt Pierce
NFHR Secretary