

NFHR Minutes May 24, 2016

CALL MEETING TO ORDER – Bob called the meeting to order at 6:04

ROLL CALL – Eric Watness, Cynthia Madden, Kelly Munro, Bob Long, Nancy Newport, Jeanne Poirier, Gretchen Payne, Wendy Bauwens. Nancy Grette did not participate. Kay Konove is on leave at this time.

RATIFY MOTIONS APPROVED BY EMAIL (April 4 – May 23, 2016): On May 16 Cynthia moved and Gretchen seconded to approve the face2face minutes with her additions. Motion passed. Eric, Gretchen seconded.

APPROVAL OF PREVIOUS MINUTES: none

PRESIDENT'S REPORT: - Bob mentioned Norwegian Stallion evaluation attended by Beth Beymer, Wendy Bauwens, Phil Odden, Bob Long, Eric Watness, Pat Wolfe and observations about how they do it. Wendy commented that we need more commentary. We should not cut time around that. iPads would be great with drop down menu of comments. Evaluators need more time. Circling in advance and at the end is a good idea. Can refer this to the EC. Karen Mass submitted a letter retiring as an evaluator.

EXECUTIVE DIRECTOR'S REPORT: - Eric moved and Cynthia seconded a motion to rescind the approval of the previous minutes to rectify a misstatement.

REGISTRAR'S REPORT: - Jeanne. 2016 membership at 715 now. We ended at 780 last year. She has received 7 foal registrations so far this year. Many that she has not received yet. She discussed concerns she has heard about NFHR leadership.

TREASURER'S REPORT: - Cynthia

Nancy has transferred \$4,000 in donations to the savings account.

We can expect 2nd qtr to be negative but this is typical of 2nd qtr P&L. We still have a good balance in our banking accounts to carry us through. Committees proposed budgets \$750 for photo contest, \$250 for marketing program for breeders and sellers

COMMITTEE REPORTS:

Education: Cynthia gave her report:

New Owners Guide for final proofing to Kay Schwink, new Ed Comm member

Kay also has several ideas including development of info on nutrition, etc.

Idea for a feature FAQ column sent to Herald Comm

Have contacted Ardeth about producing the Norco video. She will get back to the project and update Cynthia.

Evaluation Committee:

The newly formed EC met on May 18, 2016 teleconference. All members participated including Dan Watanabe, Lori Albrough, Brandy Ferganchick, Ardeth Obenauf, Wendy Bauwens, Bob Long, Jeanne Poirier, Nancy Newport, and Eric Watness. Anne Appleby originally agreed to be on the committee but decided that the commitment was not something she could undertake at this time and has resigned.

Dan provided an overview of our NFHR program including some history and then presented a suggestion for a change to the program. In the course of the conversation proposed options were discussed. Lori talked about the problem with using a numerical system to summarize a horse. The pros and cons of using a numerical score and ribbon colors to show the quality of the horse were also discussed.

Eric then facilitated a conversation about how to learn the views of our evaluators, breeders, past and present, and members who have and those who have not used an NFHR evaluation to gain their perspective about our system and any proposed changes. The members then signed up to make email contact and follow up phone interviews of each user group. Each agreed to report back at the next EC meeting scheduled for June 28, 2016 6PM MDT. Dan has written up a summary of evaluation issues that can be sent to interviewees and he agreed to discuss ideas for adjusting our evaluation with each evaluator. Jeanne agreed to help create a list of contacts for other the user groups. Eric will follow up with members to support their efforts.

Eric emphasized the need to be open and transparent as there are those who feel that this effort is not undertaken well.

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Membership/Promo: Cynthia reported on progress:

Member recruitment brochure ready for publication to website

Proposed breeder/seller survey to find out more about what they want to see from us.

Promo: Cynthia and Kelly reported:

Photo contest details to Comm members for review and decisions on final details

Draft of subscription campaign ad developed. Picture of student reading a Herald obtained. Ready for final development and publication in FH, HP, & FB

Special recognition was suggested to top horses at all breed shows for Fjords who do well.

Subscription gifts for libraries. Cynthia sent out a draft ad and reading a Herald in a school library. Printer suggested not ordering more copies as he already does an overrun that he gifts us.

Kelly discussed Rachel Whitney's offer of help-she should be on the social media efforts now, Kelly will talk with her about that and review what she is proposing.

Discussed an additional breed symbol-Cory Trout will work on that next.

Discussed using "power personality and performance" phrase. Cynthia wants to see that get used beyond Zazzle. Referred to the Promo committee for recommendation on how to use the phrase which we favor. We could use it with breed symbol and other publications.

OLD BUSINESS:

Five candidates for Herald editor are being interviewed by the Herald Committee. The search has focused on equestrian background. two are very strong. We have stressed advertising side that has not been worked. A subcommittee will interview proposed Editors by phone this week and make a recommendation to the entire Board.

Stallion semen permit: Deferred

Independent contractor contracts: Deferred

Executive Director expanded position/business plan: Cynthia wants to think about rewriting the job but doing an analysis of how we operate. Temporary committee to look at how we can grow as an organization. Cynthia was asked to discuss with the promotion committee and Nancy Newport and outline what needs to be done better.

Bozeman evaluation update: Wendy discussed vendors including the chuck wagon part.. Beth asked if possible if her students could present special time to show how Fjords are special. We need to promote the entries coming in. Jeanne got another \$500 donation check there will be more coming too. Murdochs will donate supplies such as shavings.

Audit: cost is not worth in.

Contracts is a bad idea. We should serve at the pleasure of the Board. Any limits on how we do it and timing what we do, it converts us to employee. Nancy will resend her research.

Forum update by Eric.

July meeting date will be sent.

Meeting adjourned 6:46 PM.