

NFHR BoD Minutes
January 20- 21, 2014 Face to Face Meeting
Blue Heron Farm, Charlemont, Massachusetts

Members Present: President Teresa Kandianis, Vice President Ardeth Obenauf, Treasurer Gretchen Payne, Secretary Beth German, host Bill Coli, Margie Diaz, Bob Long, Andrea Eppley, Kay Konove.

Also present: Executive Director Nancy Newport, Registrar Jeanne Poirier.

Introductions and Orientation: Teresa welcomed everyone, thanked Bill and Norma Coli for hosting the meeting, and introduced new Board member Andrea Eppley. Andrea has considerable experience with breeding and showing fjords, she lives in Indiana, where she and her husband own Silver Drache Farm.

Teresa and Nancy went over the various handouts, including updated policy summaries, Rules of Registration, Bylaws, the TD documents received from Curtis Pierce and asked everyone to review them. (Curtis sent the TD documents he had but they may not be complete.) Teresa mentioned how much more efficient the Board has become during the past two years, and asked that as much business be done as possible by email prior to the phone meetings in order to keep the meetings moving quickly. Motions can be made, seconded and voted on by email but must be ratified by the BoD during its next meeting before becoming officially adopted. She also asked us to let the committees do their work separately – outside of the BoD meetings, and then report to and obtain BoD approval for final decisions regarding projects.

Jeanne explained how the BoD email works and the information she needs to set up access for a new member. She mentioned that it is more difficult to add new members to the group than it used to be. When sending attachments, its best to send them as pdf so everyone can open them.

President, Executive Director and Registrar Reports: All reports are referenced in the January 9, 2014 meeting minutes. Jeanne discussed the figures in the report regarding evaluations.

Treasurer's Report: Nancy pointed out that "Friends of the Fjord Herald" received significant donations. Teresa noted that our accounting bills are about 1/3 of what they used to be because QuickBooks entries are accurate now.

Approval of Minutes: The January 9, 2014 meeting minutes were approved by unanimous vote on Bob's motion seconded by Andrea.

Committees: Teresa explained the purpose of each committee. Various BoD members serve on the Committees and other NFHR members may be asked to serve.

Education & Promotion Committee: Ardeth is the Chair of the Education and Promotion Committee, she asks other members to help as needed. Margaret Bogie has been especially helpful during the past year. The Committee is currently working on educational videos.

Elections Committee: Teresa stressed that the BoD needs to start thinking now about recruiting new members for the BoD for the year end elections. She asked us to keep future possibilities in mind and to start talking to people who might be interested. Bill Coli will be term limited out at the end of 2014. Teresa, Beth and Ardeth will be term limited out at the end of 2015.

Evaluation Committee: Bob and Jeanne are co-chairs of this committee which has many members and break out groups for different projects. Beth Beymer serves as the Evaluation Committee's liaison with the evaluators. Discussion about this committee included the need to recruit and train more evaluators.

Evaluation Committee Review Board: This Committee is created on as needed basis when an evaluation related conflict arises that requires BoD action. In the event an issue needs to be resolved, Teresa will appoint one or more members to serve on the committee to resolve that particular issues.

Executive Session Committee: This Committee includes the BoD officers.

Finance Committee: Nancy and Gretchen are members, Gretchen is the BoD liaison.

Herald Committee. The Herald Committee coordinates with the Herald Editor, Beth Beymer. The BoD discussed the Herald, noting that the last issue is very late. The BoD discussed ideas for the Herald. (See new business.)

Recognition and Awards Committee: Ann Crandall does a great job keeping track of the awards. Gretchen Payne is the BoD liaison.

Youth Committee: One of the NFHR's long term goals is to increase youth participation. Gretchen shared a lot of ideas on how to do this, and also mentioned the need to update the youth Facebook page. Sammy Poirier will add Gretchen as an administrator on the account.

Old Business.

Rose Parade: Margie reported that the Rose Parade was a huge success and was so thankful to everyone who helped. She wanted to thank Beth Beymer for creating the program and to thank the support crew including Dave Newport for driving, Tom Poirier, Dave, and Mark Kandianis for hauling and setting up the carriages.

Rack Cards: Nancy suggested we get rack cards to replace our dwindling supply of brochures. She will get a price from our new printer.

Foundation: Ardeth is on the Foundation Board. She gave a report about it at the general membership meeting. Jeanne will add a link to the NFHR website. The Foundation's funds are managed by the Dayton Foundation, which is tasked with preserving the endowment. The BoD asked whether the Foundation might contribute some to the Rose Parade expenses. Ardeth explained that all grants from the Foundation must go to a 501(c) (3). The Board unanimously approved a motion made by Andrea and seconded by Beth to explore the possibility of creating an NFHR affiliated 501(c)(3) that would be eligible to receive grants from the Foundation for appropriate educational projects.

Youth Opportunities. Jeanne and Gretchen mentioned some letters from children wanting information about the breed and Gretchen talked about the possibility of a way for kids to send letters about their horses to the NFHR, and the possibility of engaging children's therapeutic riding centers and other youth group. Gretchen is putting together a welcome package for youth members including stickers, pins and wrist bands. A Youth Hours of Fun Award was discussed.

Evaluator and TD Training: Bob, Jeanne and Andrea will look at the materials Curtis Pierce sent and at the Evaluator's Handbook with an eye toward creating a Technical Delegate Manual to be considered by the Evaluation Committee, the Evaluators and the BoD. Bob talked about someone who holds judging cards from several other breed organizations and who is interested in becoming an evaluator. Bob asked her to hold the dates of the Midwest evaluation so she could shadow the evaluators there. All current Evaluators went through the training program with Wayne Hipsley, had to shadow Evaluators and also had to go to Norway. We need

to create a new program for Evaluator training. Nancy mentioned that a representative of the evaluation committee needs to meet with all of the current evaluators. Bob will look into putting a package together and will make a recommendation on a possible certification program to the Evaluators and the Evaluation Committee so that they can review it and then make a recommendation to the BoD. Bob will wait until after the potential applicant has shadowed the Evaluators at the Midwest Evaluation this summer to make a recommendation so that he can take into consideration information he learns during that process. Bill made a motion that Melissa Boyd be allowed to shadow the evaluators at the Midwest Evaluation in 2014 and that the experience be used in helping to create a prototype for a new Evaluator certification program. Andrea seconded the motion which carried unanimously. Bob, Jeanne and Andrea will discuss this further and will follow up as appropriate.

Bob mentioned some concerns about the evaluation score sheets – they need more room for notes and, on a more substantive note, should allow for a + or – to be noted with the score because the rules says that the Evaluators’ scores can’t be more than 2 points apart. The BoD talked about printing the sheets in larger font. Bob will raise these issues with the Evaluation Committee.

Insurance: Nancy will contact the liability carrier to see if the insurance covers property damage. The Midwest club is providing insurance for the show that will be held right after or before the evaluation.

New Business: New Business.

2015 Educational Forum: Jeanne reported that the 2015 forum might be held in Southern California, in conjunction with an evaluation. The BoD discussed having all evaluators attend and asking them to provide the educational program. Margie agreed to get prices for various venues from late January thru early March.

Herald: There was a lot of discussion regarding the deadlines for the Herald. This included deadlines for the content to go to layout, layout to go to printer and for ad copy to be submitted. It was noted that many complaints had been received from the membership and advertisers about the lateness of the Herald as well as content not being broad enough or concentrated too much on specific regions. Several large advertisers are unhappy that their stallion ads were not received by the membership in time for breeding decisions. The BoD also discussed various topics for articles, possible columns and ideas on ways to get additional advertisers. Bob made a motion, seconded by Ardeth, to set the following deadlines for the layout

of each issue to be done: Winter – Feb 1st; ; Spring – May 1st ; Summer – Aug 1st ; Fall – November 1st. The editor, layout person and printer will be advised. Motion passed unanimously except Beth German abstained. Following discussion of the previously late issue, Beth moved to give advertisers a 25% discount on one annual advertising renewal. Bill seconded, motion passed unanimously except Andrea and Bob recused themselves. Teressa, Nancy and Andrea will advise the advertisers. Kay made a motion to have the Herald Committee oversee and contribute to the content and publication of the Herald to maintain the quality of the magazine and to solicit advertising. Gretchen seconded the motion. Motion was approved unanimously. Kay will Chair the committee, which will include Ardeth, Gretchen and Teressa. Kay will write articles about the presentations made by the 2014 presenters.

Evaluation Committee: Bob reported that there will be an evaluation in the Midwest.

Calendar: Gretchen will send a constant contact message to the membership seeking photos to be included.

Thank you: Gretchen circulated a draft thank you page to be included in the Herald to thank those who contributed to the Rose Parade.

2015 Kentucky Derby Festival: Ardeth explained the Pegasus Parade and festival before the Kentucky Derby. The parade will be on April 30, 2015.

Goals and Objectives: The BoD discussed capitalizing on the enthusiasm for Fjords from the Rose Parade and other ideas to keep our membership involved and to get new members. Teresa cautioned again against irrational exuberance. She also asked us to think about possible locations for the 2016 forum and F2F. Teressa closed the meeting by thanking Bill and Norma Coli for hosting the BoD meeting at their farm.

Beth German, Secretary