



# 2016 Face to Face Minutes

NFHR BOARD OF DIRECTORS

April 1-3, 2016

Milford Hills Hunt Club, Johnson Creek, WI

**Friday April 1, 2016 BoD meeting was called to order at 11:20 AM; recessed for lunch; reconvened 1:13 PM**

**Roll Call – Present:** Eric Watness, Cynthia Madden, Kelly Munro, Bob Long, Jeanne Poirier, Gretchen Payne, excused but arrived later, Wendy Bauwens via Zoom meeting, Excused: Nancy Grette, Kay Konove.

**President’s Opening Remarks** – Bob welcomed all for a productive meeting.

**Introductions** – Bob had no further introductions. Electronic Zoom meeting was set up for participation by Wendy Bauwens.

**Orientation for New BOD members** – Nancy presented the Standards of Conduct and requested each member to sign the Oath of Ethics. She reiterated the need for members of the board to maintain the highest standards in their personal dealings as they are representatives of the NFHR.

**Orientation for Communication** – Jeanne discussed the NFHR email for BoD members, and how to set it up.

**Election of VP** - Eric moved to appoint Gretchen Payne. That issue was deferred to a time when she is present.

**2015 Year End** – Nancy referred to the 2015 annual report

**Approval of Prior Minutes** – None presented

**Executive Director’s Report** – Nancy referred to the 2015 annual report

**Registrar’s Report** – Jeanne referred to the 2015 annual report. She added stats for foal births per year. 2005 to 2015 showing an 81% decrease over that period. Canadian and FHI members are down too. Cynthia said its true for the horse industry in Quarter horse and Thoroughbred, too. Cynthia reported on a horse marketing report. Kelly brought up the potential of auto membership renewals.

## **PM Session:**

**Treasurer’s Report** –A savings account has been opened for all specific committee donations which are tracked separately. We will continue to try to build up the existing saving account for operations. Cynthia is submitting a business plan proposal to be discussed later in the agenda.

## **2016 Committee Structures, Objectives and Membership:**

### **Education Committee**

**Objective:** Develop and provide educational materials and organize educational events, to include but not limited to education forums, seminars, and clinics, for NFHR members and the general public.

**BOD Liaison:** Cynthia Madden

**Members:** Wendy Bauwens and Nancy Grette; Cory Trout will be invited.

**2016 Report:** Cynthia has worked on a brochure and new horse owner leaflet and suggested we start a blog. The committee needs to submit a budget. And the committee will ask Ardeth Obenauf to complete Norco evaluation videos for posting on our YouTube channel. Cynthia will contact her. The membership wants the Herald to have more educational articles. Perhaps reprinting some outstanding articles. We need someone to take video and pictures in Norway for educational purposes if approved by the Norwegians.

### **Elections Committee**

**Objective:** Solicit and accept nominees for the Board of Directors. Act as point of contact for the company receiving, counting, and certifying the election.

**BOD Liaison:** Bob Long, Eric Watness

**Members:**

**2016 Report:** Nominations for new BoD members is open from July 15 to Sept. 1. A geographic spread is desired. Bob and Eric can get background info and make a personal contact with potential applicants. We need a general broadcast invitation and hold an election with candidates.

### **Evaluation Committee**

**Objective:** Ongoing development and oversight of the NFHR Evaluation Program.

**BOD Liaison:** Bob Long

**Members:** Jeanne Poirier, Eric Watness, Wendy Bauwens, are BoD representatives. Other nonBoD members will be invited as set forth below in Evaluation committee discussion below.

### **Evaluation Committee Review Board**

**Objective:** Responsible for making recommendations to the BOD regarding the approval of evaluators following the training period, and to resolve disputes referred by the evaluation committee or the BOD.

**BOD Liaison:** Bob Long

**Members:** To be assigned as necessary.

### **Executive Committee**

**Objective:** Assist and make recommendations to the Board of Directors in the management of the NFHR.

**Members:** Bob Long, Eric Watness, Cynthia Madden, Gretchen Payne

### **Finance Committee**

**Objective:** Provide yearly projected budget in a timely manner. Develop and implement proper accounting methods.

**BOD Liaison:** Cynthia Madden

**Members:** Nancy Newport

**2016 Report:** Eric moved and Bob seconded a motion to have the Executive director investigate and report back/recommend obtaining a one-time audit rather than a compilation of our financials. Passed by five members with no objections.

### **Fjord Herald Committee**

**Objective:** Assist the Fjord Herald Editor to obtain, solicit, and generate content for the Fjord Herald issues to include advertising, articles and pictures.

**BOD Liaison:** Gretchen Payne with staff assistance from Nancy Newport and Jeanne Poirier.

**Members:** Wendy Bauwens, Andrea Eppley and others will be invited. Cynthia will represent the Education committee.

### **Marketing and Promotion Committee**

**Objective:** Serve the membership by developing a marketing and promotional plan for the Fjord Horse and the NFHR.

**BOD Liaison:** Nancy Grette

**Members:** Gretchen Payne, Kelly Munro, Cynthia Madden, invite Andrea Eppley and Rachael Whitney.

**2016 Report:** Set goals, objectives and timeline. Review online marketing techniques including gift subscriptions to libraries and therapy farms, hold a photo contest, distribute “Finding Your Norwegian Fjord Horse” brochure. Eric moved and Bob seconded to put the brochure on the website for downloading by members or the public. Motion passed. Jeanne can do the constant contact and website. Cynthia suggested naming the Constant Contact electronic newsletter and also suggested the name "Hoof Print" which was approved.

### **Membership Committee**

**Objective:** Recruit and retain the NFHR membership.

**BOD Liaison:** Cynthia Madden

**Members:** Nancy Newport

**2016 Report:** Develop a plan for growing the membership to include incentives and processes for seeking members. Coordinate with local clubs; incentivize membership beyond the Herald. Membership recruitment and retention effort. To work closely with Marketing.

### **Recognition and Awards Committee**

**Objective:** Recognize achievements of NFHR Members and their horses including publicizing the award online and through the Herald.

**BOD Liaison:** Nancy Grette

**Members:** Anne Crandall

**2016 Report:** Special medallions for honoring other FHI members will be ordered by Nancy Newport. A thank you will be provided to Anne.

### **Youth Committee**

**Objective:** Provide NFHR youth members an opportunity to give input and direction to the BOD and NFHR committees, and develop NFHR youth related programs. This committee will be composed of youth and young adults who own, ride, or drive Fjord horses.

**BOD Liaison:** Gretchen Payne

**Members:** Marki Palmer will be invited.

Eric moved and Bob seconded a motion that Kay's request for an approved leave of absence be approved until the BoD finds a suitable replacement or the end of her term whichever comes first. Approved.

Committee appointments were made, see above.

Fund Raising discussed including:

Gift library subscriptions to the Herald

Eric asked that the the NFHR create a primer for seeking donations that can be used by regional committees and other on behalf of the NFHR.

Bob asked Wendy to discuss what worked and what didn't regarding fundraising for the Bozeman Evaluation.

Upgrading the Heavy Horse database was discussed. We need long range planning. Discussion centered on the need to create new membership records and research systems that are affordable. Bob moved and Cynthia seconded that Jeanne research and present a plan for transitioning our membership and registration records to an updated system. The NFHR will provide travel expenses for Jeanne to visit some other breed registries. Approved.

**Meeting Adjourned after 4 PM.**

**Reconvened by Bob at 11:39 AM on Saturday, April 2, 2016**

Eric moved and Kelly seconded a motion to appoint Gretchen Payne as VP. She accepted. Motion approved.

Revisited committees including Youth and Membership and completed staffing or suggested staffing.

2015 foal report discussed in Registrar report and noted that the decline is alarming.

Jeanne discussed the fact that there is no need to keep a record of denials of registration.

Ownership of frozen semen and certificate of service signatories was discussed. Registrar will accept a letter and bill of sale of semen and treat the purchaser/transferee as the owner and signatory on the stallion certificate when AI occurs and amend the Rules of Registrations and Transfers accordingly. Eric Watness moved and Bob Seconded. Passed unanimously.

Dan Watanabe submitted a proposal to delete the Semen Transport Permit and amend any forms to eliminate the number. Eric Moved and Kelly seconded a motion to eliminate the requirement for the semen transportation permit and eliminate any documents or rules pertaining except for the Receipt for Transported Semen and update it to delete the number from the form and the Rules of Registration. Cynthia Moved and Kelly seconded a motion to Table the motion to a future meeting where we can have Dan participate in the meeting to give background. We can review similar rules for other breeds. AQHA and Morgan Association rules will be reviewed.

Fjord Herald topics, articles, standard columns and more content was discussed and Herald Committee members were assigned; see committee list above. A goal is to have the Herald self-supporting by boosting advertising and donations.

Executive session was requested by the executive committee and approved by the BoD. After the executive session the committee reported that the Herald should be self-supporting and issued in a timely manner and suggested finding an editor with marketing experience. (*Secretary's note: The Fjord Herald editor has resigned her position.*)

**Meeting adjourned at 3.52 PM Saturday**

**Sunday session was called to order at 9:07 AM:**

Lynette Partridge-Schneider, Belleville, Il, a show judge has requested that she be considered as an NFHR evaluator trainee. The BoD consensus was to invite her to Bozeman to shadow our evaluation at her expense.

Bob Long moved and Cynthia Madden seconded a motion to establish a process for reviewing the current evaluation program to include soliciting input from breeders, users and evaluators. Eric Watness will serve as BoD convener and Jeanne as staff to the committee. The new or reconstituted evaluation plan shall be completed and submitted to the BoD by Sept 1 2016 and rolled out at the Member Forum in January 2017. The BoD is responsible for the evaluation program and will create the program if the committee does not timely complete its work. Passed unanimously.

Eric and Bob will invite each Evaluation Committee nominee with a committee charge/mission and request for member commitment to this project and a letter to recent Evaluation committee members notifying them that the Evaluation committee is being reconstituted, giving thanks for their work and indicating they will be contacted for subcommittee work towards reconstituting the Evaluation program and stating that it is the BoD's desire to accomplish an evaluation product in an efficient manner.

A complaint re BoD member was discussed. A letter will go out over Bob's signature to the complainant stating that this is not within BoD responsibility and no action will be taken.

The trip of ten US folks going to the 2016 Stallion Show in Norway was discussed. Bob is directed to be our official representative to the FHI. Nancy will have some special medallions made for presentation. Bob will ask permission from the Norwegians to film the presentations.

Contracts for NFHR independent contractors was discussed. Nancy will research competent lawyers for advice on state and federal laws and report back to the BoD.

Cynthia would like to have each committee formulate a budget for their expenditures for 2016.

Cynthia would like see the BoD start a discussion on means and methods to expand the position of the Executive Director to carry out more responsibilities that are currently handled by Board members who cannot fulfill all the tasks necessary to maintain NFHR growth. This discussion will continue at subsequent meetings of the Board.

Marketplace and Zazzle was discussed and the consensus is we should replenish embroidered items that can't be done on Zazzle. Nancy will select some items to replenish. Discussed implementing an additional emblem for more variety.

2017 Face to Face with PNFPG update: January 28-29, 2017 will be looked at for the 2017 Member Forum.

Wendy proposed a 2018 Evaluation and Face2Face in Arizona, she will confirm an opening. It would be the end of February through end of March 2018.

The resource guide needs to be updated and reprinted. The Herald archives also need to be updated. Reinstating the NFHR calendar was also proposed.

**Gretchen moved and Kelly seconded that the BoD meeting be adjourned. Adjourned at 1:19 PM.**