

**NFHR BOARD OF DIRECTORS MEETING
OCTOBER 28, 2009
MINUTES**

The meeting was called to order at 8:15 pm (Eastern)

PRESENT: Roger Cabic, Howard Fiedler, Mike May, Jeff Pedersen, Curt Pierce, Ruth Sorum, and Dan Watanabe. Bill Coli joined the meeting at 9:38.

EXCUSED: Phil Prichard

PRESIDENT'S OPENING REMARKS:

Dan opened the meeting. Our thoughts and prayers go out to those members fighting cancer. The review of the finances for the year so far shows that the income is still less than the expenses, but slightly better than last year. The good news is that we had 5 successful evaluations and the first joint NFHR/CFHA evaluation was held in Canada.

APPROVAL OF PREVIOUS MEETING MINUTES

All previous minutes have been approved and published.

REGISTRAR'S REPORT:

Mike emailed the quarterly report to the Board of Directors (BOD) members prior to meeting. There are fewer registrations this year mostly because of the really low numbers of registrations in the first quarter of the year.

TREASURER'S REPORT: As of Oct 28, 2009:

BANK ACCOUNTS	
CD Bank of America	\$ 15,223.22
CD Fairport Savings Bank	\$ 16,443.73
Checking-Bank of America	<u>\$ 19,105.22</u>
TOTAL	<u>\$50,772.17</u>

Dan highlighted the significant areas of the Profit and Loss (P&L) statement. We are still operating at a loss for the year so far. Part of the 2009 loss is because the membership forum income was recorded in Dec 08 and the expenses were recorded in Jan 09. Overall, the pace of the loss is slower than last year, but still not good.

It was announced that new promotional items for the web marketplace were ordered and are arriving at the distribution center. These new items are being quickly added to the website, and some orders for the new items have already been processed.

There was a discussion about offering rewards for early membership renewal and Fjord Herald ad renewals. This will be discussed further under new business.

MOTIONS APPROVED BY EMAIL

1. On Aug 13, Ruth motioned to order NFHR branded products with the new logo from 4Imprint. Curt seconded. The motion was approved.
2. On Aug 19, Ruth motioned to approve the BOD meeting minutes for April 22, June 10, and July 29, with minor corrections. Dan seconded. The motion was approved.
3. On Sep 29, Curt motioned to approve the proposed registration fee changes proposed at the April BOD meeting and set the effective date as November 1, 2009. Dan seconded. The motion was approved. (*A later motion approved changing the effective date for the new rates to Jan 1, 2010.*)
4. On Sep 29, Curt motioned to approve the proposed addition to the rules of registration proposed at the June BOD meeting, and set the effective date as November 1, 2009. Dan seconded. The motion was approved. (*The new rule states: The NFHR will not allow registration of any horse produced by cloning, gene splicing or other artificial enhancement or manipulation of the equine genome.*)
5. On Oct 4, Jeff motioned to move the Distribution Center to Nancy Newport in Colorado, who has volunteered to take over the duties. Ruth seconded. The motion was approved.

COMMITTEE REPORTS:

- **WHEAP**

- **Fjord Herald Committee**

The fall issue #92 has been mailed and received by most members. The winter issue #93 is in progress with ads due November 1st. We are working on attracting more advertisers. Any help would be appreciated. (Please refer possible advertisers to Howard Fiedler.)

- **Education Committee**

The project of providing information about the Norwegian Fjord Horse to the United States Equestrian Federation (USEF) for use on their website has been completed. Susan Cargill gathered and sent a wonderful variety of pictures and Ruth Sorum wrote the informational articles. The USEF is in the process of getting it up on their website. This is another opportunity to spread the word about our amazing breed!

Ruth contacted Anne Appleby about Wez's retirement. Anne wrote an article and it has been sent to USEF and posted to our website. The article will also be sent to the Fjord Herald.

- **Promotions Committee**

No report at this time.

- **Website**

The marketplace is now up and running. The current web stats are below. There have been 65 orders processed through the marketplace. There was a discussion about the shipping costs and logistics.

Some vendors have asked to add their items to the marketplace. We need to develop an agreement for consignments. There was a discussion about the various options.

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Oct-09	18075	14314	8884	868	5207	3.69 GB	22584	230986	372170	469973
Sep-09	14506	10642	5171	517	5841	4.03 GB	15514	155148	319263	435193
Aug-09	14346	10144	3937	365	5988	4.73 GB	11334	122059	314486	444752
Jul-09	12246	8294	2283	269	5872	4.33 GB	8369	70778	257132	379634
Jun-09	5321	2643	724	203	5302	1.31 GB	6094	21737	79295	159659
May-09	1670	270	875	137	4637	63.77 MB	4253	27155	8388	51794
Apr-09	843	210	167	54	1498	16.59 MB	1244	3841	4840	19400
Totals						18.16 GB	69392	631704	1355574	1960405

- **Elections Committee**

The election and bylaws change ballots have been mailed. The Galena State Bank has already received a few ballots from members.

- **Evaluation Committee**

The committee will be meeting on Nov 3 to plan for next year. The five evaluations held this year were successful both with the numbers of Fjords participating and the finances. The first Canadian Fjord Horse Association (CFHA) evaluation was held in Ontario in October. This joint NFHR/CFHA evaluation was very successful and a good start for future joint evaluations. The joint NFHR/CFHA evaluation committee will probably meet in late December or early January.

- **FHI Committee**

No report at this time.

- **Finance and Budget**

No additional items to report.

- **Membership Committee**

No report at this time.

- **Recognition and Awards Committee**

There have been three Register of Excellence and two Versatility awards recently completed and processed. Linda Syverson-Kerr is currently processing the points submitted for the other awards.

- **Show Committee**

No report at this time.

- **30th Anniversary Committee**

No report at this time.

- **Strategic Planning Committee**

No report at this time.

OLD BUSINESS

- **2010 Annual Meeting and MEF**

Vendor and participant packages have been sent for adding to the website. A constant contact email will be sent as soon as the information is posted. Howard will bring some items for the silent auction at the forum. Please contact Margaret Bogie with additional items for the auction. Items and materials for the meeting can be sent to Margaret Bogie or Curt Pierce.

- **Fundraising Auction**

There was a suggestion to have fundraising auctions at the membership forums, 30th Anniversary, and on the website. These could be silent or web auctions. It was decided to assign the responsibilities for organizing auctions for fund raising to a committee at the January meeting.

- **Transferring internal promotion to membership committee**

Tabled until the January meeting.

- **Media Resource Package**

Dan will send the package to some businesses. Any suggestions for businesses to contact should be sent to Dan.

NEW BUSINESS

- **Filling BOD Vacancies**

There are two positions vacant, 1 two-year position and 1 one-year position. Curt motioned to assign the 4th highest vote getting candidate to the two-year term and the 5th highest voting getting candidate to the one-year term. Dan seconded. The motion was approved.

- **Request for Assistance with Pony Genetic Research**

Send email to Fjord lists to ask for volunteers

- **Annual Committee Reports**

After a short discussion it was decided to set a Dec 1 deadline to send committee reports to Curt for compiling into the annual report.

- **Membership Renewal Package Content & Fees for Ads, Etc**

Ruth motioned to allow members to renew at the 2009 rates until Dec 31. Howard seconded. The motion was approved.

There was a discussion about the Farm directory and website link. It was decided to leave the fees and directory the same for 2010.

There was a discussion about the Breeder's Directory. The effectiveness of the Breeder's Directory is unclear. Curt motioned to not publish a Breeders directory in 2010. Jeff seconded. The motion was approved by a simple majority.

- **CFHA Membership Meeting**

The CFHA held a membership meeting in Ontario after the evaluation. Dan was invited and attended the meeting. One of the issues discussed was a concern about ownership transfers between US and Canada for dual registered horses. The CFHA would like the NFHR to record transfers in Canada of Fjords registered in our database and to notify them of transfers we received for Fjords registered in Canada. One problem is payment of the processing fees. The issue is tabled, but members are welcomed to submit their comments to Mike May or any BOD member.

NEXT MEETING: Dec 2

FUTURE MEETINGS:

Jan 15 – 17, 2010

The meeting concluded at 10:52pm (Eastern)

Respectfully submitted,
Curt Pierce
NFHR Secretary