

**NFHR BOARD OF DIRECTORS MEETING
APRIL 20, 2010
MINUTES**

The meeting was called to order at 8:05pm (Eastern)

PRESENT: Roger Cabic, Bill Coli, Howard Fiedler, Beth German, Beth Gerst, Teresa Kandianis, Mike May, Nancy Newport, Ardeth Obenauf, Jeff Pedersen, and Curt Pierce

PRESIDENT'S OPENING REMARKS:

Howard opened the meeting. He mentioned that spring is here and horse activities are getting busy. Howard received the membership stickers and letter yesterday. He stated that this is something we need to do this every year.

APPROVAL OF PREVIOUS MEETING MINUTES

The March minutes will be sent to the BOD soon.

REGISTRAR'S REPORT:

Mike sent the quarterly report via email today. He answered the questions about the report to clarify the columns.

TREASURER'S REPORT: As of April 20, 2009:

| | |
|--------------------------|--------------------|
| BANK ACCOUNTS | |
| CD Bank of America | \$ 15,362.79 |
| CD Fairport Savings Bank | \$ 16,606.60 |
| Checking-Bank of America | \$ 19,606.10 |
| TOTAL | <u>\$51,575.49</u> |

There was a discussion about the account amounts reported in the minutes. It was decided to use the QuickBooks amounts. There was a discussion about the profit/loss for the Education Forum. Nancy will use the QuickBooks entries to put a report together.

MOTIONS APPROVED BY EMAIL

1. On Mar 9, Nancy moved that we do not print any more yearly lists or rosters, and that we offer to send out a hard copy (printed from the website) to anyone who doesn't have access to the internet. We will determine this by a letter sent to members with this year's stickers. It will also be made clear in appropriate places on the website. Teresa seconded. The motion was approved.
2. On Mar 11, Curt moved to approve having the forum at the Tennessee Livestock Center in Murfreesboro, TN, on Jan 28-30, 2011. Beth German seconded. This motion was approved.
3. On Mar 25, Curt moved to approve the changes to the Evaluation Handbook recommended by the Evaluation Committee. Ardeth seconded. This motion was approved.
4. On Apr 7, Curt moved to approve Dan Watanabe as the NFHR representative at the Fjord Horse International (FHI) General Assembly Meeting in Nordfjordeid, Norway, on May 5. Beth Gerst seconded. This motion was approved.

5. On Apr 8, Curt moved to pay the annual FHI dues of 3,000NOK. Beth Gerst seconded. This motion was approved.

Nancy moved to ratify the 5 motions approved by email vote. Teresa seconded. The motion was approved.

COMMITTEE REPORTS:

- **WHEAP**

- **Fjord Herald Committee**

The spring edition was mailed last week. Our display ad revenue is up significantly over the same period last year. Friends of the Herald revenue is almost \$2500 as of 4/19 Profit and Loss statement. The spring edition included articles from the PNFPG, Northeast Club, and the RMFC. We're missing pages for the Mid West, and California clubs. The Media Package is a work in progress and will not be submitted for approval by the Board until we have demographic information. The plan is still to use Constant Contact to produce a short survey that will ask questions about member demographics, Fjord Herald readership, and membership questions.

- **Education Committee**

Completed

1. Article for ADS publication "The Whip" on driving Fjords.
2. Article for the Herald on my experiences with Lena and my other Fjords.
3. Material submitted to USDF re Fjords and driven dressage for future Breed of the Month feature on Fjords

In Process

1. Article on Maggie Sullivan for the Herald
2. Video on body clipping—footage shot, waiting for editor to get new computer
3. Preparing for Educational Forum—venue selected, hotel(s) bids solicited, contacted some speakers
4. ADS Breed steward

There was a discussion about photos, and other items for the archives.

- **Promotions**

Bill sent along the letter he received at the end of February from Samantha Poirier regarding her interest in starting a Facebook page for young Fjord enthusiasts and in possibly creating a youth membership category within the NFR dues system. They had a nice phone conversation a while back and ask about a small group of young folks to take on creating a YouTube channel. Sami seemed open to the idea. On Sunday, I sent an email to the 4 people that were suggested as possible organizers of the youth activity; Sam Poirier, Julia Horton, Grace Newport, Christi Kipple and Victoria Arling, suggesting that they get together and discuss next steps. To date, I have only heard back from Samantha and Beth German. Samantha seems to have reconsidered her openness to the You Tube channel apparently because she believes it will only benefit the NFHR but not the youth.

There was a discussion about allowing an NFHR Youth Facebook page. A BOD member would need to be an administrator in order to insure that posts are suitable. Nancy moved to allow Samantha to create a NFHR Youth Facebook page and that Curt and Jeff will be administrators. Bill seconded. The motion was approved.

- **Website**

We continue to see an increase in visits to almost 1200 per day on average. In the last quarter we brought online the online membership and the friends of the herald pages. We also have added 3 club pages to the website, but we still need the Northeast club. This last week we started a new feature on the website called Lisa's Musings it will be monthly or bimonthly for right now.

Market place

The sales continue to be slow but we have seen an increase in warm weather clothing sales in the last week

- **Elections Committee**

Nominations will be open for BOD positions on July 15, 2010. We all should be thinking of new potential BOD members from different regions of our country. Please contact Howard Fiedler with ideas or candidates names.

- **Evaluation Committee**

The committee met on Mar 10:

- Family Fjord Program: The committee finalized and approved the Family Fjord Tests. There was a discussion about number and type of tests, it was agreed that there will be 4 tests: Foundation, Ground Driving, Riding, and Driving. The riding and driving tests will be developed later this year and offered in 2011. Two year olds will be allowed to do the foundation and ground driving tests.
- The committee discussed and recommended approval of changing ribbon colors to premiums for the test score ranges starting with evaluations held this year.
- Evaluation Technical Delegate (TD) duties and Script for on-site meetings: The committee has been tracking several problems mostly involving interpretation of the rules and miscommunications that have occurred at some of the evaluations. The committee has revised the TD duties and Host Guidelines.
- Evaluation Paperwork processing (before, during, and after): Dan Watanabe will do the processing before and after the evaluation. The entry applications will be sent to Dan. Dan will maintain the spreadsheet and send to Mike. For the horses' previous records, we will use the pony web. The host committee will find a volunteer to be the Evaluation Secretary to handle the paperwork during the evaluation.
- The committee had a discussion about consensus between evaluators. The committee approved the current practice of the evaluators independently evaluating each test, but added that they will confer prior to submitting the score sheets to insure fair scoring of each test.
- Better defining Breed Type and Standards: Dan Watanabe is working on a photo montage for breed type ideal. Dan is also working on an amendment to the breed standard to clarify Fjord type. Dan is working with the Norwegians, Beth Beymer, Karen Maas, and Pat Wolfe.

- Evaluations Planned:

- July 23 – 24: Tomora Training Center, Greeley, Colorado
- Aug 6 – 7: Calgary, Alberta, Canada
- Aug 21: Frying Pan Farm Park, Herndon, Virginia (*Later, this evaluation was cancelled.*)

- Evaluator Assignments:

- July 23 – 24, Tomora Training Center, Greeley, Colorado: Karen Maas and Brian Jensen
- Aug 6 – 7, Calgary, Alberta, Canada: Karen Cabic and Pat Wolfe
- Aug 21, Frying Pan Farm Park, Herndon, Virginia: Karen Cabic and Beth Beymer

Since the meeting, the committee has been coordinating with the CFHA Evaluation Committee concerning the handbook changes and the Calgary Evaluation.

- **FHI Committee**

Mike received a request for information concerning the NFHR database in relation to creating an international pedigree database. Mike provided the information they requested.

- **Finance and Budget**

No additional items to report.

- **Membership and Outreach Committee**

Beth Gerst reported:

As of today the total memberships are in the area of 820.

The membership committee put together a letter to send out through constant contact, which had a very positive response from previous members. The addition of being able to join NFHR from the website as well as the ability to use pay pal has had a very positive effect on the membership numbers. The membership committee also developed a “welcome” letter that was sent out to all new members and a similar welcome letter that was sent to renewing members this year. I am also working on a letter to be sent to individuals requesting information from us or inquiring about the breed or registry itself. This is still in the working stages and I am not sure this should not be part of the educational committee? The membership committee is working on a general letter to be disbursed to the regional clubs to include in their respective newsletters. I am working on this and still need to make contact with the clubs themselves. I am working on again adapting the “welcome” letter so that it will work for the regional clubs also. The committee did receive the non-renewing membership list and I did give some members in the northeast an actual phone call to get a feel for why they didn’t rejoin. This has been an interesting project. I have only had the ability to call a handful of non-members at this time due to my time constraints and due to Fjord people love to talk about their Fjords!!! I am also using it to draw criteria of demographics and to see the trend in membership renewals from one year to the next. Once this data has been examined we then must research ways to increase membership for the registry. I had also sent out an earlier email with some other ideas for boosting membership for 2011. I really like Bill’s idea and it was one of the suggestions on my list also. This could be a very smart decision for the NFHR and the regional clubs. I think the addition of the Equine Journal would be a definite plus! This is a monthly magazine put out which would fill in for the Herald. From the handful of members I have spoken with I think raising the membership fee anymore is only going to be detrimental to the registry at this point and I do not support any kind of increase

in the near future. I have not had any other members join the membership committee at this time. I am looking for willing participants. Bill again proposed offering combined membership campaigns. There was concern that there will have to be a complete exchange of membership lists. It was also proposed to promote regional clubs to NFHR members when they join or renew.

- **Recognition and Awards Committee**

Howard had a meeting with Linda Syverson and she has incorporated the new logo into the award certificate and will be sending them out shortly. The new Chairperson, Anne Karns-Crandall, will be receiving the data from Linda shortly. We have contracted Else Bigton to carve the new Versatility Award which will be a Fjord Horse on a stand with attached plaque.

- **Show Committee**

Nothing to report at this time

- **30th Anniversary Committee**

Nothing to report at this time

- **Youth Committee**

Covered in the Promotion Committee report

OLD BUSINESS

- **2011 Annual Meeting and MEF**

Ardeth reported that the Educational Forum will be held at the Tennessee Livestock Center, Sales arena, which is heated. She has negotiated a rate with Embassy Suites at \$106 per night, but is looking at other cheaper hotels in order to have options. There was a discussion about anniversary events, stallion row, demos, using SE Fjords

- **Fjord/NFHR YouTube Channel**

The project will be looked at after we see how the Facebook page works.

- **BOD Meeting Schedule**

Schedule one meeting at a time

- **Committee Email Groups Updating**

There has been no one added or removed from the email groups. Let Mike know who you want on the committee groups.

- **Cart Raffle**

Curt will develop raffle tickets and advertise the raffle, including "Except where prohibited by law" on tickets and advertising. A Jan. motion approved \$50 per ticket with a maximum of 100 tickets to be sold. The winner will be picked when 100 are sold or no later than the annual meeting. The announcement will be made at annual meeting. *(Currently, the raffle project is delayed.)*

NEW BUSINESS

- **Registrar Transition Proposal**

A proposal was sent to BOD members last week. Howard talked about the proposal. Mike explained his rationale. There were some questions and answers about interfacing with Heavy Horses. Mike would like to buy a drive to do a mirror backup of the hard drive before the transfer to the new registrar. The NFHR laptop has major memory malfunction and needs new memory. Beth German moved to approve Mike's transition proposal. Ardeth seconded. The motion was approved. Mike will have items ready to ship within a week. Jeff had moved via email to nominate Jeanne for the position of registrar. Teressa seconded. Motion approved. Beth German moved to approve Dan Watanabe as the Evaluation Coordinator. Nancy seconded. The motion was approved. Mike and Howard will write articles about the changes for the next newsletter.

- **Teleconference Services**

There was a proposal to use another service. It was decided that there would not be much cost savings over the current service.

- **Email Voting and Email Policies**

Decided to put title of motion in the email and keep original thread. Other topics will be put in separate emails.

- **Allowing Two year olds to do the first 2 family Fjord tests.**

Nancy moved that 2 year olds can participate in the ground work family fjord tests. Jeff seconded. The motion was approved.

NEXT MEETING: June 1

FUTURE MEETINGS:

TBD

The meeting concluded at 10:18pm (Eastern)

Respectfully submitted,
Curt Pierce
NFHR Secretary