

**NFHR BOARD OF DIRECTORS
FACE to FACE MEETING MINUTES
February 16-17, 2015
Norco, California**

The meeting was called to order at 1:54 PM, February 16, 2015 by President, Teresa Kandianis.

Introductions – Teresa

Roll Call: Introduction of Board Members: Present were Board Members Teresa Kandianis, Andrea Eppley, Bob Long, Margie Diaz, Beth German, Ardeth Obenauf and new members, Cynthia Madden and Eric Watness. Kay Konove was excused. Staff members Nancy Newport and Jeanne Poirier were also present.

President's Opening Remarks: The Welcome was presented by President Teresa Kandianis.

Orientation for New BOD members - Nancy

Orientation for Communication - Jeanne

Orientation for new Board members: discussion was had about communication and email processes including the NFHR website and Yahoo accounts.

2014 Year End: : Teresa led the discussion starting with a short mention about the Norwegian Fjord Horse entry of the 2014 Tournament of Roses Parade and Equestfest in Pasadena CA, January 1, 2014. The impact of the Disney movie Frozen on the Fjord horse was discussed. The Board also discussed the Lacrosse, WI evaluation.

Approval of Prior Minutes: The BoD meeting minutes of October 13, 2014 were discussed but not approved inasmuch as they were not complete and not distributed to the BoD in advance. Approval was deferred.

Executive Director's Report - Nancy Newport presented her written report which is incorporated herein by this reference.

Registrar's Report - Jeanne Poirier presented her Registrar's report which is incorporated herein by this reference.

Treasurer's Report – Cynthia Madden presented her report including the draft budget. It was noted that Norco expenses and memberships still need to be accounted for an update report although those expenses will show on the 2015 budget.

2015 Committee Structures, Objectives and Membership:

Education and Promotions Committee

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

BOD Liaison: Ardeth Obenauf

Members:

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: Teresa Kandianis

Members:

Evaluation Committee

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

BOD Liaison: Bob Long

Current Members: Bob Long, Sophie Fiedler, Phil Odden, Jeanne Poirier, Dan Watanabe, Margaret Bogie, Andrea Eppley, Eric Watness. During BoD discussion it was noted that several committee members have asked to be removed from the evaluation committee, one member was removed for lack of NFHR membership and it was decided that Senior Evaluator, Beth Beymer, would remain as the evaluator liaison to the standing committee.

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

Current 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: Teresa Kandianis, Ardeth Obenauf, Eric Watness, Cynthia Madden

Finance Committee

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

BOD Liaison: Cynthia Madden

Members: Nancy Newport

Fjord Herald Committee

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

BOD Liaison: Andrea Eppley

Members:

Recognition and Awards Committee

Objective: Recognize achievements of NFHR Members and their horses.

BOD Liaison:

Members: Anne Crandall

Youth Committee

Objective: Provide NFHR youth members the ability 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: Kay Konove

Members: Gretchen Payne

Old Business:

- Technical Delegates Training-Bob
- Evaluator Training-Bob
- Fjord Herald-Teresa

Evaluation Committee:

Training: Bob Long led a discussion about the Evaluator training program:

Beth German made a Motion to update the evaluation handbook with Teresa Kandianis appointing someone to be responsible and by the next BoD meeting sending the existing handbook in Word format to all the board members to review, comment and suggest recommended changes. Margie Diaz seconded the motion. Discussion occurred.

Motion passed unanimously 8-0

Bob Long made a Motion to work with NFHR Evaluator Karen Maas to assemble current training materials and create new training materials. Eric Watness seconded the motion. Discussion occurred.

Motion carried unanimously 8-0

Eric Watness moved to collate and transmit to the Evaluation Committee his notes of the evaluator discussion held on February 12, 2015 at Norco, CA. Bob Long seconded the motion. Discussion occurred.

Motion carried 8-0

Technical Delegate training: Bob Long moved that the Board facilitate training for the Technical Delegate. Andrea Eppley seconded the motion. Discussion occurred. Jeanne Poirier mentioned that her training consisted of studying rules and knowledge about the registry and took a webinar together with the “school of hard-knocks,” created a database for scoring and shadowed a TD as her training with one person.

Motion carried unanimously 8-0

2014 Face to Face Minutes January 20-121, 2014 Blue Heron Farm, Charlemont, MA
Distributed and reviewed. Tabled overnight to be reviewed after members read them.

October 13, 2014 NFHR Board meeting minutes were reviewed and read by Beth German. Ardeth Obenauf moved for approval of the minutes and Bob Long seconded the motion. Motion carried unanimously 8-0.

New Business:

- 2016 Calendar for sale
- DNA test for breed purity – Jeanne and Teresa
- How to disseminate info on crossbreeding-Andrea
- Policy for entering white markings in the database and pony web when discovered in an evaluation
- Evaluation Scoring – mathematical accuracy
- NFHR Website Upgrade long term planning and Social Media - Andrea
- 2015 Budget - Cynthia
- 2015 Goals and Objectives - Teresa
- Long Range (2015-2019) GOALS - Teresa

2016 Calendars – A motion was made by Beth German to authorize Gretchen Payne to create the 2016 calendar. It was seconded by Andrea Eppley. Not a lot of 2015 calendars have been sold since the end of year. The number to print in 2016 needs to be reviewed.

Motion carried unanimously 8-0

DNA test for breed purity – Discussion was led by Jeanne Poirier and Teresa Kandianis. UC Davis has a Veterinary Genetics Lab. Recently a professor stated that a breed purity test is available although it would not verify the parentage of a tested horse. It may be quite expensive. Discussion was had on the advisability of offering an “appendix’ registry. And perhaps after three documented generations a horse could be registered. Concerns about registration procedures, education of the public about this and the expense were discussed. No decision on such a registry was made at this time.

Andrea Eppley moved that the NFHR offer a new test for breed purity available through the Registry for a price of \$200. Cynthia Madden seconded the motion.

Motion carried unanimously 8-0.

The meeting recessed at 5:17 to resume at 8:30 AM 2/17/15.

2/17/15 The BoD meeting resumed at 8:32 AM. Beth German was excused. A quorum was retained.

Fjord Herald: The discussion led by Andrea Eppley. Content of the Herald was good this past year but improvements were discussed including the need to diligently seek submissions. The Fjord horse must play a primary role on the cover. "Basecamp" is being used to assemble content and facilitate coordination of each issue. It was suggested that more support be given to the editor. Ideas for cost control were also discussed such as reducing unnecessary pages and offering digital subscriptions. Ideas were mentioned including retaining digital copies for future reference and as a means to preserve the work and/or to sell online. The Danes release their issues after 2 years. Ideas for streamlining the handling of ads were discussed including having the same person who obtains ads also handle payment. Advertising accounts receivables were mentioned: one large ad and several digital ads have not been paid for. Ads should be contract based and timing needs to be watched although it is getting better. The range for current issues has been 30-72 pages with the Rose Parade issue being very large and expensive. 48 pages is a goal. The NFHR does not charge to layout ads but our editor does charge for her services. Potential conflict of interest issues were discussed. And the need for a written contract with the editor was discussed.

Bob Long moved and Cynthia Madden seconded a motion to set a 48 page goal for each issue of the Herald as a cost control measure. Sizing of the issue occurs in 8 page increments including covers. Discussion was had.

Motion carried unanimously 7-0.

Eric Watness moved and Margie Diaz seconded a motion to establish a written contract with the editor including terms for board supervision of content, specifying compensation including in-kind remuneration and setting forth terms to avoid any conflict of interests.

Motion carried unanimously 7-0. (Eric will assist President Teresa Kandianis in drafting the contract although it is noted that he is not providing any legal advice to the Board or any individual).

Crossbreeding discussion: Previously a stallion was revoked based on a Craigslist ad. Anecdotal information alone about a potentially crossbred horse cannot trigger an action by the Board. Nor do we respond to policy issues in social media. A notation will continue to be made of this prohibition on cover letters that accompany registrations. No Board action was taken on this issue. No action taken.

Cynthia Madden moved and Ardeth Obenauf seconded a motion that recognition of white markings will be entered in the pony web data base when discovered during an NFHR

evaluation or as revealed by the owner in a registration submission and the evaluation committee will be asked to discuss the white markings in general.

Motion carried unanimously, 7-0.

Discussion was had concerning NFHR evaluation scoring particularly with reference to mathematical accuracy. At present, we round each score .5 and above unless it changes a ribbon color. Lori Albrough has stated that a .5 increment is acceptable however averaging together all elements of the conformation tests results in invalid results. Marg Kerr's letter of January 8, 2015 to the Board and Officers was reviewed.

Eric Watness moved and Ardeth Obenauf seconded that the review of our evaluation system be referred to the Evaluation Committee for study and recommendations to the Board for any changes. Changes could include adding movement at liberty in conformation testing, expanding comments on elements of the tests, posting score sheets on pony web, among others. Seconded by Andrea Eppley. Eric Watness moved and Ardeth Obenauf seconded a motion to table this motion. Agreed by the Board in consensus.

Cynthia Madden made a motion and Ardeth Obenauf seconded a motion that the Board would like the Evaluation Committee to review scoring and ribbon pinning practices in NFHR conformation evaluations focusing specifically on: 1. The use of averages of the individual values for conformation elements, 2. The awarding of ribbons and, 3. The requirement to have evaluators reconcile their scoring when they differ by more than two points.

The reason for this is that the use of a single number to express the horse's conformation is misleading. The awarding of ribbons is not appropriate in a conformation evaluation and is misleading as a horse scoring a 79 and thus currently receiving a red ribbon and a horse scoring an 80 and thus receiving a blue ribbon are mathematically speaking due to margin of error, actually receiving the same score but the ribbons differ and will give the wrong impression. Carried unanimously. 7-0.

Eric moved to present the previously tabled motion: recalled and amended. (See text above). The motion carried unanimously. 7-0.

NFHR Website Upgrade long term planning and social media: Discussion was led by Andrea Eppley. The NFHR needs to update our currently limited website (developed in 2008) and to improve its rank on the web. The cost is significant. For example one proposal is for about \$14,000 and includes 150 hours of technical work at \$75 per hour plus provisions for an annual maintenance fee. The number of pages on the website determines the cost to a large degree. The Marketplace section added pages and we could use a separate online store (template) to reduce the size. The website upgrade would not include Ponyweb. There are 200+ pages on our current site. The website should have multiple administrators and be administered within the BoD. We can connect Constant Contact as well. This proposal needs funding such as a grant request..

Andrea moved and Bob Long seconded the motion to solicit additional bids from website vendors to update the NFHR Website and find funds to appropriate towards the cost.
Motion carried unanimously, 7-0.

2015 Budget: Discussion was led by Cynthia Madden. She presented a budget which factored in a 2% increase in costs and income. Publication is major expense but costs can be controlled with control of publishing expenses. Costs for this meeting were discussed which combined an evaluation with the Membership Meeting and Forum as well as the BoD F2F meeting. At this time not all 2015 memberships have been recorded but the number is likely to be similar to 2014. See Budget submitted.

Motion to approve the budget was made by Bob Long and Ardeth Obenauf seconded.
Motion carried unanimously 7-0.

2015 Goals and Objectives: A motion was made by Cynthia Madden and seconded by Eric Watness to continue to promote Fjord Horses and educate about the Fjord Horse through the Evaluation Program, the Fjord Herald and social media such as Facebook, Twitter, YouTube and others.

Motion carried unanimously 7-0.

Long Range Goals 2015-2019: Eric Watness moved and Andrea Eppley seconded a motion to continue to improve the evaluation program, evaluation handbook and evaluator training; explore updating the website; replace the computer that contains the Heavy Horse database and update the data base itself.

Motion carried unanimously 7-0

Eric Watness moved and Andrea Eppley seconded a motion to hold the 2016 BOD F2F and Membership meeting in Colorado or Wisconsin on a date to be determined in January or early 2016 and strive to use internet participation (such as "go to meeting" format) to allow membership participation.

Motion carried unanimously 7-0.

Forum: Ardeth Obenauf moved and Bob Long seconded a motion to hold the membership Forum every other year. This is due to the cost. The Board should research timing and location and maybe include a clinic to prepare for an evaluation. A meeting in the Pacific NW in the Spring of 2017 was discussed.

Motion carried unanimously. 7-0

Fjord Horse International: Eric Watness moved and Bob Long seconded a motion to authorize President Teresa Kandianis to investigate rejoining FHI and bring the issue to the BOD at a future meeting.

Motion carried unanimously 7-0.

BOD Future Meeting Schedule-date and location of 2016 Face2Face Meeting and Forum to be decided at a later date.

Executive Session – Teresa, Ardeth, Eric, Cynthia

Resumed general session:

Eric Watness moved and Ardeth Obenauf seconded a motion to direct the President to issue a letter to the 5 evaluators and our evaluator student referencing an unfortunate confrontation between evaluators and raising concerns based on our NFHR Evaluation Ethics for Evaluators. Motion carried unanimously 7-0.

Ardeth Obenauf moved and Bob Long seconded a motion to adjourn. Adjourned 2:51 PM