



# USIHC Board Conference Call Meeting

November 19, 2019

8:00PM (Eastern)

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**BOARD MEMBERS PRESENT:** Kristina Behringer, Leslie Chambers, Will Covert, Lori Cretney, Sherry Hoover, Janet Mulder, Kari Pietsch-Wangard. and Emily Potts. Absent Linda Templeton.

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**Will Covert called the meeting to order at 8:05 pm EST.**

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## **SECRETARY'S REPORT (Sherry Hoover)**

As of November 15, 2019 the USIHC has 788 Members in 576 Households.

## **TREASURER'S REPORT (Kari Pietsch-Wangard)**

The monthly financial statements now include a detailed breakdown of the cash owned by the Congress. The key figures from the breakdown are:

Combined bank account balances as of 10/31/19: \$116,916.28  
Unrestricted membership funds as of 10/31/19: \$104,926.63  
Net Increase from 9/30/19: \$5,082.97  
Net Increase from 12/31/18: \$4,301.33

## **Committee Reports:**

Affiliated Club - Leslie Chambers. See attached report.

Breeding Committee - Sherry Hoover. See attached report.

Education Committee - Will Covert and Kari Pietsch-Wangard

Leisure Committee - Janet Mulder. See attached report. In addition to the report Janet has received the patches for the S2SS current ride finishers. Currently there are about 40 active riders. The 2020 ride is in development.

Promotion Committee - Emily Potts. NEIHC in partnership with Horses of Iceland was very successful at the Massachusetts Equine Affaire. Horses of Iceland held a raffle for Equine Affaire attendees. Emily will receive the final count on the numbers of email entries entered in the raffle. Horses of Iceland provided promotional materials and the remaining promotional materials are available by request through Emily and the promotion committee.

Quarterly Committee - Nancy Marie Brown. See attached report. The current number of *The Quarterly* mailed to members and advertisers is 539 of the total 600 copies printed. Therefore there are fewer available issues for promotional events. The question came up regarding how the Foreign Friends and others with a non US address are notified that *The Quarterly* is available online. Emily will look into the notification settings.

Sport Committee - Will Covert. Sport Committee. The final Sanctioned Show of the year was completed at Montaire Farm in Virginia and the 2019 National Ranking is being calculated. There were 19 Sanctioned Shows in 2019.

Youth Committee - Kristina Behringer. The FEIF Youth Cup application form was sent out and to date no applications have been received. The FEIF Youth Cup ad has been submitted to *The Quarterly* and the Spaeri award is being managed by Jessica Haynsworth. The FEIF annual survey was completed. Kristina noted that our trainers in the US encourage, support and promote the FEIF youth activities.

## **Old Business:**

August 12 the Board received the Scootboots Business Partnership Agreement to review.

This item was tabled until November. See attached. The board discussed the Scootboots Business

Partnership Agreement. Leslie Chambers made a motion to accept and move forward with this partnership agreement as written. Will Covert seconded the motion. The motion passed. Emily will notify Scootboots of our decision.

USIHC Affinity. Tabled until November. See attached. No action taken at this time. The board is exploring and researching several options including the Gallagher Company.

USIHC website update including future board communication by email or slack. The website is ready to launch as is. The Sea to Shining Sea and national ranking will be added as we go forward. The board discussed various communication apps and software including Slack, Microsoft Teams and Groups.io. Leslie Chambers made the motion that we use @Groups.io as the form of communication for our committee and board member communications as we transition to our new website. Kari Pietsch-Wangard seconded the motion. The motion passed. Emily also explained how the USIHC emails and archived data is currently being downloaded and exported. Eternity is working on the best way to make the information available on the new website. Doug Smith is downloading and exporting the USIHC data that Emily will review and upload to the new website. Kari Pietsch-Wangard made the motion to approve the invoice for \$70.83, from Doug Smith for the work he completed in October to facilitate transferring the archived email and membership data to the new website. The motion was seconded by Will Covert. The motion passed. Emily informed the board that the @Groups.io account will be set up for the board and training provided. A letter will go to all members with information and FYI's concerning the website. After these steps are completed the new website will officially be launched.

### **New Business:**

Sport Discussion: Policy 30a.

Sanctioned shows are granted funding based on the date the Sanctioned Show Application is approved and once the funds run out the following applicants don't receive funding. This year 2 new shows were held, these plans were not known while the 2019 Budget was being approved. Should we consider additional funding for these new shows? Will Covert noted that 19 events were held in 2019 including 2 new shows and 1 of the 2 new shows was in a new region. The 2 new shows came up after the budget was completed in February. The point of the sanction show funding is to encourage new shows. After much discussion of the budget and for the greater good of the organization Leslie Chambers made the motion to increase the budget for policy 30a by \$1,500 for 2019. Kari Pietsch-Wangard seconded the motion. The motion passed.

Riding Badge Program badges proposal: See attached proposal. The board discussed the USIHC Riding Badge Program, the education opportunities available for our members and the promotion of the USIHC through the Riding Badge Program. Janet Mulder commented that previous riding badge recipients are interested in purchasing the new badges with the new USIHC logo. That will be possible as Kari has a list of all riding badge recipients. A motion was made by Janet Mulder to purchase 100 badges, 50 each of 3 different "Level" patches (Basic Level 1, Basic Level 2 and Competition Level 1). Leslie Chambers seconded the motion. The motion passed.

The next USIHC Board meeting will be Tuesday, December 10, 2019 at 8pm eastern

The meeting adjourned at 9:52pm.

Respectfully submitted  
Sherry Hoover

11/11/19

**United States Icelandic Horse Congress Inc.**  
**Balance Sheet Standard**  
 As of October 31, 2019

	Oct 31, '19
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Associated Checking acct.	10,913.73
Associated Money Market Acct.	96,002.55
<b>Total Checking/Savings</b>	<b>106,916.28</b>
<b>Other Current Assets</b>	
CD ownd by USIHC mature 10/7/22	2,000.00
CD ownd by USIHC mature 10/7/20	2,000.00
<b>CDs for Judge Scholarship Fund</b>	
CD-matures 4/13/20	3,000.00
CD-matures 10/11/21	3,000.00
<b>Total CDs for Judge Scholarship ...</b>	<b>6,000.00</b>
<b>Total Other Current Assets</b>	<b>10,000.00</b>
<b>Total Current Assets</b>	<b>116,916.28</b>
<b>Other Assets</b>	
Blood Profile Funding Refund	-5,000.00
<b>Total Other Assets</b>	<b>-5,000.00</b>
<b>TOTAL ASSETS</b>	<b>111,916.28</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Unexpended Judge Schlshp. Fund	4,000.00
Unexpended World Champshp F...	4,261.81
Unexpended Youth Funds	3,727.84
<b>Total Other Current Liabilities</b>	<b>11,989.65</b>
<b>Total Current Liabilities</b>	<b>11,989.65</b>
<b>Total Liabilities</b>	<b>11,989.65</b>
<b>Equity</b>	
Opening Bal Equity	96,926.56
Retained Earnings	-1,301.26
Net Income	4,301.33
<b>Total Equity</b>	<b>99,926.63</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>111,916.28</b>

## USIHC General Membership Funds

<u>9/30/19</u>		<u>10/31/19</u>
\$ 5,837.28	Checking	\$ 10,913.73
\$ 95,996.03	Money Market	\$ 96,002.55
\$ 10,000.00	CDs	\$ 10,000.00
<hr/>		<hr/>
\$ 111,833.31	subtotal	\$ 116,916.28
\$ (3,727.84)	Youth Fund	\$ (3,727.84)
\$ (4,000.00)	Judge Scholarship Fund	\$ (4,000.00)
\$ (4,261.81)	World Champ. Team Fund	\$ (4,261.81)
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\$ 99,843.66	<b>USIHC Unrestricted Membership Funds</b>	\$ 104,926.63

Net Increase from 9/30/19

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**\$5,082.97**

12/31/18 Balance

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\$ 100,625.30

Net Increase from 12/31/18

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**\$4,301.33**

**United States Icelandic Horse Congress Inc.  
Income & Expense Report  
October 2019**

Income		Expense	
<b>Breeding Committee Income</b>		<b>Funding Programs</b>	
Evaluation-FEIF fees	275.00	Flagship Funding exp.	
		Flagship Event - Evaluation	500.00
<b>Competition Inc.</b>		<b>Leisure Committee Expense</b>	
Ice Test fee income	489.60	S2SS 2018/19 program expenses	205.60
FEIF World Rankng Comp Fee Inc.	285.00		
Sanction Competition fee	450.00		
<b>Total Competition Inc.</b>	1,224.60		
<b>Interest Income</b>	22.34		
<b>Membership Related Income</b>		<b>Membership Related Expenses</b>	
<b>Membership Dues</b>			
Family Memberships	504.67	Service fees	
Foreign Friend mbshp	133.24	Bank Fees	-25.00
Individual Memberships	1,434.79		
Youth membership	136.04	Toll Free line	15.05
<b>Total Membership Dues</b>	2,208.74		
		Website	16.95
<b>Quarterly Inc.</b>		<b>Total Membership Related Expenses</b>	7.00
Quarterly Adv. Inc.	973.03		
<b>Total Membership Related Income</b>	3,181.77	Regional Club Clinic exp	250.00
<b>Registry Income</b>		<b>Registry Expenses</b>	
Duplicate Registration fees	150.00	Clerical for registry	237.00
Registration fees	547.94	Registry Postage	123.90
Transfer fees	354.82	<b>Total Registry Expenses</b>	360.90
<b>Total Registry Income</b>	1,052.76		
USIHC Non-Member fees	650.00	<b>Total Expense</b>	1,323.50
<b>Total Income</b>	6,406.47		

**Net Income : 5,082.97**

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through October 2019**  
**Page 1**

<u>Income</u>		<u>Expense</u>	
<b>Breeding Committee Income</b>		<b>Breeding Committee Exp.</b>	
Evaluation-FEIF fees	275.00	Breeding Comm. Equipment Exp.	113.33
		Cantella YH Evaluation Award	34.80
		Elwell Breeding Award	34.80
<b>Competition Inc.</b>		FEIF Evaluation fees	159.30
Ice Test fee income	1,058.40	<b>Total Breeding Committee Exp.</b>	342.23
FEIF World Rankng Comp Fee Inc.	285.00		
Sanction Competition fee	1,275.00	<b>Competition Comm. Expense</b>	
WC Team Tryout Inc.		FEIF World Ranking Comp. fee	273.08
WC 2019 Tryout Inc.	525.90	National Ranking Award Expense	605.05
<b>Total Competition Inc.</b>	3,144.30	<b>Total Competition Comm. Expense</b>	878.13
<b>Education-Riding Badge</b>		<b>Education Seminar exp.</b>	
Riding Badge Inc.	120.00	Judging Seminar exp.	
		2019 Sport Judge Seminar	237.00
<b>Interest Income</b>	160.52	<b>FEIF Conference exp.</b>	
		FEIF 2019 Conf. exp.	380.11
		FEIF Conf. Airfare exp.	1,200.00
		<b>Total FEIF Conference exp.</b>	1,580.11
		<b>Funding Programs</b>	
		Flagship Funding exp.	
		Flagship Event - Evaluation	500.00
		<b>Leisure Committee Expense</b>	
		S2SS 2018/19 program expenses	451.80
<b>Membership Related Income</b>		<b>Membership Related Expenses</b>	
Farm Listing	2,362.28	<b>Administration</b>	
<b>Membership Dues</b>		Mbshp. Postage	186.93
Family Memberships	6,499.12	Office/Supplies Exp.	68.83
Foreign Friend mbshp	333.10	Tax. Prep. Services	402.50
Individual Memberships	15,456.97	<b>Total Administration</b>	658.26
Youth membership	472.84		
<b>Total Membership Dues</b>	22,762.03	<b>Annual Meeting Exp.</b>	
		2019 Boston Annual Meeting exp.	1,690.62
		<b>FEIF related expenses</b>	
		FEIF Mbshp fees	2,542.12
		<b>Insurance</b>	715.00

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through October 2019**  
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Income		Expense	
Quarterly Inc.		Graphics	3,000.00
Quarterly Adv. Inc.	5,987.07	Postage for Quarterly	1,320.62
<b>Total Membership Related Income</b>	<b>31,111.38</b>	Quarterly Printing	7,774.47
		<b>Total Quarterly Expenses</b>	<b>12,095.09</b>
		Toll Free line	150.50
		Website	10,043.10
		<b>Total Membership Related Expenses</b>	<b>27,894.69</b>
		Promotional Exp.	
		Promotion Material Printing exp	314.58
		Promotional Advertising	1,245.15
		Promotional postage expenses	116.86
		RC Co-op promo exp.	1,025.00
		<b>Total Promotional Exp.</b>	<b>2,701.59</b>
		Regional Club Clinic exp	1,175.00
		Registry Expenses	
Registry Income		Clerical for registry	2,379.00
Duplicate Registration fees	247.10	Printing & reproduction-Regist.	252.54
Late Stallion Report fees	587.50	Registry Office supplies	123.51
Registration fees	3,766.99	Registry Postage	190.90
Transfer fees	2,251.54	<b>Total Registry Expenses</b>	<b>2,945.95</b>
<b>Total Registry Income</b>	<b>6,853.13</b>	Youth Committee Exp.	
		Spaeri Award	50.00
<b>USIHC Non-Member fees</b>	<b>1,393.50</b>	<b>Total Expense</b>	<b>38,756.50</b>
<b>Total Income</b>	<b>43,057.83</b>		

**Net Income : 4,301.33**

Affiliated Club Committee Report for November 19, 2019

Chair: Leslie Chambers

Members: N=26

**Upcoming BOD meeting is scheduled for Tuesday, November 19 at 8:00 EST**

**Policy 31 funding for 2019:**

Ten regional clubs had events eligible for funding under Policy 31 for 2019, to date nine clubs have received their funds. The Flugnir club has not yet submitted the request form for funding. They have been sent several emails, but no response to date. If anyone on the committee has contact with Flugnir, please urge them to be in touch so they can receive their funds.

**Regional Club Clinics/Schooling Shows - Policy #31, 2019  
(updated 11/12/19)**

Regional Club	Region	Contact-ACC	Clinic/ Schooling Show	RCC Chair/ Calendar
Alaska IHA	Alaska	Jane Wehrheim	5/31-6/2 TIH Wasilla, AK ? 7/12-14 Steinar ?	Yes/yes funded
California IA	Mid-South CA	Asta Covert		
Cascade IHC	Pacific NW Portland OR/Vancouver WA	Susan Wellington		
Flugnir IHC	WI and MN	Eve Loftness	Aug 23/24, 2019 Carrie Brandt Pelican Rapids, MN	Yes/Yes ???
Frida IRC	Mid-Atlantic	Curtis Pierce	Oct 34/24, 2019 Laura Benson Middleburg, VA	Yes/yes funded
Glitfaxes	Northeastern counties of the greater San Francisco Bay area	Gabriele Meyer	May 19 Tolt Clinic Laura Benson Navato, CA	Yes/yes funded
Hestafolk	NW Washington NW/Canadian Border	Lisa MeKeen		
Klettafjalla IHC	Rocky Mountains	Angie Calve	Tamangur Event Sept 19-22 Larkspur, CO	Yes/yes funded
Kraftur	Northern CA	Carol Tolbert		
NEIHC	NE	Leslie Chambers	June 19-21 Show Prep Carrie Brandt and Terral Hill	Yes/yes funded
NWIHC	NW Ellensburg WA/ eastern slope of the Cascades	Linda Templeton	May 25-26 Schooling Show Trout Lake, WA	Yes/Yes funded
Saint Skutla IHC	Central and Western NY	Andrea Barber	June 29/30 Shifting Gears... Carrie Brandt	Yes/yes funded
Sirius Ohio Kentucky IHC	Ohio and Kentucky	Jyl Snyder	Sept 28/29 Brandt and Hill Prospect, KY	Yes/Yes funded
Toppur IHC	Iowa	Liz Appel	May 18/19 Caeli Cavanagh Truro, IA	Yes/yes Funded



## **Policy #31: Regional Club Clinic or Schooling Show Support (2019)**

Policy #31 has been budgeted \$3500 for 2019 by the USIHC to support clinics or schooling shows held by USIHC regional clubs (\$250 per club). Funds will be distributed up to \$250/club, for the calendar year 2019 subject to the eligibility requirements below.

### Eligibility:

1. The event details must be submitted to both the Affiliated Club Committee Chair (affiliated\_clubs@icelandics.org) and the USIHC Secretary (calendar@icelandics.org) for inclusion in the USIHC Calendar of Events no later than 1 month (30 days) before the event. (The club hosting the event must be in good standing with the USIHC at the time of event submission for inclusion on Event calendar.)
2. Each regional club will be eligible for not more than one \$250 grant in 2019.
3. Funds will be based on the number of USIHC member participants (in good standing at the time of the event), for each USIHC member participating, the club will receive \$25.00, for up to 10 USIHC members. Total not to exceed \$250.
4. The regional club hosting the event must be in good standing with the USIHC at the time of the event.
5. New regional clubs formed after January 1, 2019, will be eligible for funding only if the budget allows and therefore are not guaranteed funding.
6. Upon completion of the event, the regional club will submit a list of all USIHC participants in good standing (names) and the total number of participants (USIHC and non USIHC) to the Affiliated Club Committee Chair.
7. Once the event has been approved as successfully completed, payment will be issued to the Regional Club by the USIHC Treasurer.

Suggested (but not required): Affiliated Club include a write up of the event in the Quarterly.

**Flugnir, Please submit the following:**  
**Policy #31 (2019) Funds Request Form**

Name of Regional Club requesting funds: \_\_\_\_\_

Name of Individual requesting funds on for the club: \_\_\_\_\_

Name and address of Club Treasurer (to whom funds should be sent):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Event (Clinic or Schooling Show): \_\_\_\_\_

Clinician or Judge Name(s): \_\_\_\_\_

Date of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Was Event on USIHC calendar 30 days prior? \_\_\_\_\_

Was ACC Chair notified 30 days prior? \_\_\_\_\_

Please list USIHC Members participating, with their USIHC renewal date:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Total number of USIHC members participating: \_\_\_\_\_

Total number of non members participating: \_\_\_\_\_

Funding Based on # of USIHC members participating (\$25/member for up to 10 members):

Funds Requested: \_\_\_\_\_

Date Request Sent: \_\_\_\_\_

Date Request Received: \_\_\_\_\_

Date Request Forwarded to USIHC Treasurer: \_\_\_\_\_

**The Affiliated Club Committee will submit the following request for consideration in the 2020 Budget meeting:**

**Policy #31: Regional Club Clinic or Schooling Show Support (2020) - Request**

The Affiliated Club committee is requesting a budget of at least \$3500 for 2020 from the USIHC to support clinics or schooling shows held by USIHC regional clubs (\$250 per club). Funds to be distributed up to \$250/club, for the calendar year 2020 subject to the eligibility requirements below.

Eligibility:

1. The event details must be submitted to both the Affiliated Club Committee Chair (affiliated\_clubs@icelandics.org) and the USIHC Secretary (calendar@icelandics.org) for inclusion in the USIHC Calendar of Events no later than 1 month (30 days) before the event.(The club hosting the event must be in good standing with the USIHC at the time of event submission for inclusion on Event calendar.)
2. Each regional club will be eligible for not more than one \$250 grant in 2020.
3. Funds will be based on the number of USIHC member participants (in good standing at the time of the event), for each USIHC member participating, the club will receive \$25.00, for up to 10 USIHC members. Total not to exceed \$250.
4. The regional club hosting the event must be in good standing with the USIHC at the time of the event.
5. New regional clubs formed after January 1, 2020, will be eligible for funding only if the budget allows and therefore are not guaranteed funding.
6. Upon completion of the event, the regional club will submit a list of all USIHC participants in good standing (names) and the total number of participants (USIHC and non USIHC) to the Affiliated Club Committee Chair.
7. Once the event has been approved as successfully completed, payment will be issued to the Regional Club by the USIHC Treasurer.

Suggested (but not required): Affiliated Club include a write up of the event in the Quarterly.

Please let me know of any changes before 11/16/19

Thank you  
Leslie

## **2020 Breeding Evaluation Show Report sent to FEIF.**

Lettleiki Icelandics will be hosting a breeding evaluation show and young horse linear assessment on September 28 and 29, 2020. At this time 10 horses are expected to be evaluated. We have requested judges that are English speaking, able to judge a young horse linear assessment, perform ringmaster duties and conduct a breeding clinic or seminar.

Information has also been sent to FEIF about a breeding evaluation in California. Heidi Benson is working on completing the details. Tentative plans are April 12 and 13 or May 9 and 10 at Victory Rose Thoroughbreds, 5144 Allendale Rd., Vacaville, California. 95688. The California breeding evaluation show is expecting 12 horses to be evaluated.

The 2020 FEIF Breeding Evaluation Show time line is as follows. The FEIF breeding committee sends out a proposal to all breeding leaders prior to December 15<sup>th</sup>. Breeding leaders are free to make comments on the list (of judges) but changes should be done in cooperation with the FEIF breeding committee.

The final (judges) list is sent out by the FEIF director of breeding to all breeding leaders and active judges on January 5<sup>th</sup> at the latest.

## Leisure Committee Report

### Current Individual Standings 10/29/19

	<b>Rider Name</b>	<b>Total Distance</b>	
1	Nancy (Raven) Flores	3256	
2	Anne Owen	3024	
3	Payton Black	2072.68	Rocky Mountain High Tolters
4	Iris Heidberg	2019	Rocky Mountain High Tolters
5	Virginia Lauridsen	1956	Toppur Icelandic Horse Club
7	Cynthia Niebuhr	1874.52	Toppur Icelandic Horse Club
8	Jeffrey Rose	1710	Rocky Mountain High Tolters
8	Samantha Harrigan	1484	
9	Kimberly Freeman	1324	Toltsetters
10	Colleen Schumacher	1298	Toltsetters
11	RJ West	1204.8	Hestafolk
12	Lisa McKeen	1032	Hestafolk
13	Kristen Humble	1031.36	
14	Claudia Sihler	923	AIHA
15	Alys Culhane	828	Hestafolk
16	Chris Feldner	772	
17	Rachel Miller	726	
18	David Ferguson	706	Toppur Icelandic Horse Club
19	Janet Mulder	693	AIHA
19	Lisa Blumhagen	683.08	Toppur Icelandic Horse Club
18	Zoe Johnson	622	Rocky Mountain High Tolters
19	Lin M Campbell	581.32	
20	Jeannene Heinrich	563.8	SoCalTolters
21	Jeny Feldner	524	Rocky Mountain High Tolters
22	Frank Sihler	477	AIHA
23	Sandie Weaver	454	SoCalTolters
24	Angie Calve	440	Rocky Mountain High Tolters
25	Ellen Parker	346.68	Heaven's Icies

## Current Individual Standings 10/29/19

	Rider Name	Total Distance	
26	Cathy Hinds	328	Hestafolk
27	Lisa Hart	328	Hestafolk
28	Constance Wilmoth	292	Sirius Trail Tolters
29	Diana Thrift	290	Toppur Icelandic Horse Club
30	Deborah Cook	255.2	Heaven's Icies
31	Kerstin Lundgren	234	
32	Linda Eddy	226	
33	Brigit Huwyler	178	
34	Ron Hoover	140	Sirius Trail Tolters
35	Terri Ingram	116	Heaven's Icies
36	Sherry Hoover	92	Sirius Trail Tolters
38	Isabella Sharpensteen	88	
39	Frances Rospotynski	80	Sirius Trail Tolters
40	Nancy Trupiano	56	
41	Rebecca Hanson	56	SoCalTolters
42	Steve Cook	48	Heaven's Icies
43	Trent Hanson	26	SoCalTolters
44	Judy Skogen	20	Hestafolk
45	Liz Appel	18	Toppur Icelandic Horse Club
46	Patricia Fay	4	

Current Team Standings 10/29/19		
1	Rocky Mountain Tolters	7387.68
2	Toppur Icelandic Horse Club	5527.6
3	Hestafolk	3740.8
4	Toltsetters	2622
5	AIHA	2093
6	SoCal Tolters	1099.8
7	Heaven's Icies	765.88
8	Sirius Trail Tolters	604

## **Quarterly Committee report**

November 15, 2019

submitted by Nancy Brown

The Quarterly Committee will be releasing the eQuarterly of the December 2019 issue this week. Issue Four 2019 features articles on volunteering at Landsmot, the NY and Iowa Breeding Shows, keeping Icelandics in a mixed herd, Moon Blindness in Icelandics, mounted archery, and more.

We will be printing 600 copies of this issue, and printed copies will be mailed on December 1. We have a question in to the Board, via Leslie, confirming that we will not be sending printed copies to international addresses (in spite of the fact that an international mailing list was sent to the committee from the USIHC server), and asking how those members will receive the eQuarterly.

We should also point out that, with a members mailing list of 539 copies, plus the need to send extra copies to our contributors and advertisers, there will be very few magazines available for promotional purposes. Anyone wanting copies for an event or expo should contact us ASAP at [quarterly@icelandics.org](mailto:quarterly@icelandics.org).

Deadline for the March 2020 issue is January 1. Board members and committee chairs, please let us know if you want us to save space for any text, photos, or advertisements for that issue. Remember that ads for USIHC-sanctioned events are free.

Nancy Marie Brown  
USIHC Quarterly co-editor  
[gaeska513@gmail.com](mailto:gaeska513@gmail.com)  
[quarterly@icelandics.org](mailto:quarterly@icelandics.org)



## **Business Partnership Agreement**

### **BETWEEN:**

Scoot Boot Pty Ltd ("Scoot Boot"), of 4/205 Kennedy Drive, Cambridge 7170, Tasmania, Australia

AND

United States Icelandic Horse Congress ("USIHC") of C/o Kari Pietsch-Wangard, 300 South Sawyer Road, Oconomowoc, Wisconsin 53066, United States.

Scoot Boot and USIHC have recognised that each can offer the other Product and/or Services for mutual benefit, and have agreed to do so under the following terms and conditions.

### **1. DEFINITIONS**

For the purpose of this Business Partnership Agreement (the Agreement):

- 1.1. "Business Partner" means an individual, company or organisation whose products and/or services are compatible with Scoot Boot's objectives;
- 1.2. "Product" means Scoot Boots and accessories;
- 1.3. "Services" means actions taken by Scoot Boot and USIHC as listed in clause 2 of this Agreement.

### **2. PROVISION OF PRODUCTS AND/OR SERVICES**

- 2.1. Scoot Boot agrees to:
  - 2.1.1. Provide Product to USIHC at the discounted rate of 10% off the retail price;
  - 2.1.2. Provide the opportunity for clubs and members associated with USIHC to receive direct distribution of Product when ordered by those clubs and members under this Agreement;
  - 2.1.3. Refrain from providing personal details of clubs and members associated with USIHC to any other company or organisation or any marketing list;





- 2.1.4. List USIHC as a Partner on Scoot Boot's website with a link to the USIHC website.
- 2.2. USIHC agrees to:
  - 2.2.1. List Scoot Boot as a partner on the USIHC membership page;
  - 2.2.2. Feature Scoot Boot on the USIHC partner's page;
  - 2.2.3. Feature Scoot Boot as a partner in blog posts in the recent news section;
  - 2.2.4. Feature Scoot Boot as a partner in USIHC email newsletters;
  - 2.2.5. Feature Scoot Boot's logo on a partner's ad in the USIHC quarterly magazine.
- 2.3. Scoot Boot and USIHC acknowledge and agree that the Product and Services each party shall provide under this Agreement are of equal value.
- 2.4. Scoot Boot and USIHC acknowledge and agree that no payment is required for the benefit received from any Product and/or Services provided under this Agreement, apart from the purchase price of Product provided by Scoot Boot under this Agreement.
- 2.5. Product and Services provided by Scoot Boot under this Agreement shall be available to all USIHC members in the United States.

### **3. PERIOD OF AGREEMENT**

- 3.1. This Agreement shall take effect from the date both parties have signed the Agreement and will cease having effect once either party invoke clause 5.

### **4. CONFIDENTIALITY**

- 4.1. The parties agree to keep this Agreement and its terms and conditions confidential.

### **5. TERMINATION OF AGREEMENT**

- 5.1. Either party may terminate this Agreement in the following circumstances:
  - 5.1.1. Winding up of USIHC;
  - 5.1.2. Deficiency by a party to provide the Product and/or Services under this Agreement, in which case written notification of the intention to terminate the Agreement must be delivered to



the relevant address appearing above, giving one (1) month's notice to remedy the deficiency, failing which the Agreement will be terminated;

5.1.3. Either party may choose to terminate this Agreement after supplying written notification of such termination. The termination will take effect following acknowledgment of the communication by the receiving party.

**SIGNED BY:**

.....  
Signature

.....  
Signature

ELENA DAVEY  
Marketing coordinator

on behalf of

**Scoot Boot Pty Ltd  
Congress**

Date: ....25 July 2019..

.....  
Print name of Authorised Representative

on behalf of

**United States Icelandic Horse**

Date: .....

**Definition:**

*Affinity marketing is a concept that consists of a partnership between a company (supplier) and an organization that gathers persons sharing the same interests to bring a greater consumer base to their service, product or opinion. This partnership is known as an affinity group. (Wikipedia)*

**Considerations:**

For any marketing program to be effective, or even have perceived value, the customer (member) should have expressed an interest in the product. We have an opportunity to promote ourselves by a full member survey, touting that we are trying to bring them additional benefit through their membership and testing if they know of or would be interested in a Scoot Boot (or any other product) discount. This would provide a secondary opportunity to solicit other product or affinity idea.

For any organization to promote a single product through the USIHC, several members of the BOD should have the product 'in hand' and have actually tried it out prior to going forward. If we don't do this, and members buy and don't like the product, we not only have dissatisfied members, we risk damaging our brand, the USIHC, as having inferred an endorsement of a product without doing due diligence. As long as legal counsel absolves us of an 'endorsement' situation.

An Affinity Partner Program should require the completion of a "Prospective Partner Application". Upon completion, the application should be reviewed to ensure it doesn't compete with another product or service. All prospective applications should be reviewed by the USIHC BOD, and approved by standard BOD voting procedures.

If it is determined that there is a clear and proven need or member benefit for a product or a relationship, the BOD can engage in contract negotiations to go forward.

**Discussion points:**

An affinity partnership = an endorsement = liability. Even if we post a disclaimer, we need legal advice, in writing, on file.

How does the discount get applied (promo code, member ID number), how is the discount reflected on the invoice (USIHC Member Discount?). USIHC benefits by requesting these sales reported tracked and reported back to the USIHC?

Does the value of this relationship equal the numerous placements (free marketing) that they are getting? What happens to placement and clutter as we grow our affinity partners? High quality journals provide education and minimal advertisement. Affinities should be limited to a small ¼ page list that can include and savings benefits and disclaimer. Traditional advertisements should remain.

**Sample Form:**

Suggested information fields for a Prospective Partner Application form:

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Company Name  
Website Address

**PRIMARY CONTACT**

Title  
Email \*  
First Name  
Phone Number  
Last Name  
Mailing Address \*include City, State, Zip

**TYPE OF PRODUCT OR SERVICE (choose one that best applies)**

Choose one that best applies

Member Discount

USIHC Revenue Potential

Member Benefit

Other - please specify

**INFORMATION**

Describe your company's Primary business activities.

What products or services do you offer?

Have you targeted the US Icelandic Horse community in the past for customers?

What types of promotions have you used and where did you acquire your lists?

What number of customers do you have that are from the US Icelandic Horse community?

Do you currently offer discounts or promotions to the US Icelandic Horse community?

Same above questions for International Icelandic Horse communities.

List your major competitors.

What distinct value does your product or service bring to USIHC members?

Do you currently or have you ever offered this program through a regional association or other industry organizations?

Yes

No

\*If Yes, please provide details below.

How long has your company been in business?

What is the value-added proposition of the opportunity you wish to bring to USIHC members through the USIHC Affinity Partner Program?

List three references. Include contact name, company name, address, phone and email.

**TRACKING AND REPORTING**

Please advise how you will track USIHC member activity and what detail and the frequency of your reporting.

**ADDITIONAL INFORMATION**

Please provide additional information you think is appropriate for consideration.

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## **USIHC Riding Badge Program patch proposal from the Education Committee Chairs**

Quote from the Studio (they make the S2SS badges), cost includes shipping.

“Red Horse” USIHC Riding Badge Program (given to all 1<sup>st</sup> time participants)

50 patches 3” x 4” for \$143.60 (\$2.87 each)

100 patches 3” x 4” for \$167.20 (\$1.67 each)

“Level” patch/badge 3” x 1” (Each level’s patch is a separate order)

50 patches for \$104.00 (\$2.08 each) ironically, 40 patches was more expensive than 50.

We currently have 5 individuals who completed a level this summer  
(2 Basic Level 1, 1 Basic Level and 2 Competition Level 1)

Needed minimum: 50 “Red Horse” badges @ \$143.60  
50 Basic Level 1 badges @ \$104.00  
50 Basic Level 2 badges @ \$104.00  
50 Competition Level 1 badges @ \$104.00

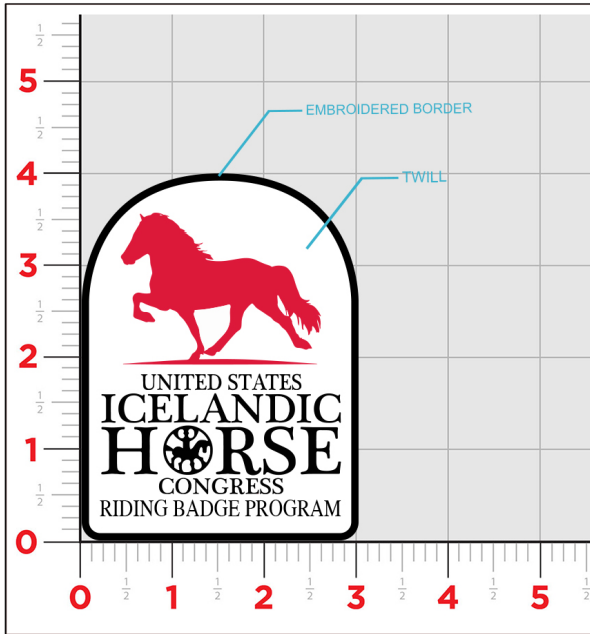
Total: \$455.60 (or \$479.20 if we get 100 “Red Horse” badges, an additional \$23.60)

Note: There is a \$20 fee for each Riding Badge Level certification.

MOCKUPS REVIEW



Customer's Notes



PANTONE COLORS		
	BLACK	2170
	WHITE	2169
	199 C	T2290

FACTORY CAN ONLY USE RGB PANTONE + SOLID COATED/UNCOATED TO MATCHED THE COLORS

**ORDER NUMBER**  
Q01-EMBPAT1097363

**TWILL COLOR**  
 WHITE  WHITE

**BORDER COLOR**  
 BLACK (EMBROIDERED)  2170



THE MOCKUP ABOVE IS A CLOSE REPRESENTATION OF THE DESIGN AND IS NOT 100% ACCURATE. PICTURE MAY VARY FROM ACTUAL PRODUCT.

DESIGN FROM CUSTOMER	NOTES FROM DESIGNER
	<p>TEXT AND DETAILS WERE ADJUSTED TO FIT IN PRODUCT STANDARD SIZE. WE NEED AT LEAST 4MM FOR THE SMALLEST TEXT AND 0.8MM FOR THE THINNEST DETAILS TO BE SATIN STITCHED OTHERWISE IT WILL BE CONVERTED TO RUNNING STITCH.</p>

Mockup by: YC      Date: 04/23/2019      Latest Edit by: YC      Version: 1

