



# USIHC Board Conference Call Minutes

June 9, 2020

8:00PM (Eastern)

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Present: Will Covert, Lori Cretney, Kari Pietsch-Wangard, Lucy Nold, Emily Potts, Leslie Chambers, Janet Mulder, Virginia Lauridsen, Martin Nielsen.

Auditing: None.

Will Covert called the meeting to order at 8:04 EST.

## 1. SECRETARY'S REPORT (MARTIN NIELSEN)

As of June 6, 2020 the USIHC has 742 Members in 563 Households.

## 2. TREASURER'S REPORT (KARI PIETSCH-WANGARD)

Reports are attached. 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 5/31/20: \$114,646.75

Unrestricted membership funds as of 5/31/20: \$101,192.49

Net Change from 4/30/20: -\$3,923.14

Net Change from 12/31/19: -\$1,843.81

The 2019 tax reporting has been filed.

## 3. AFFILIATED CLUB COMMITTEE REPORT (LESLIE CHAMBERS)

See attached report.

## 4. BREEDING COMMITTEE REPORT (VIRGINIA LAURIDSEN)

The first draft of the breeding manual has been completed and sent to contributors. I plan to send it to the entire committee after I have received edits from the contributors.

All breeding assessments for the year have been cancelled. Although the Cantella award was not officially awarded last year, it should go to Lori Cretney and Baldursbrá from Winterhorse Park as the highest assessed domestic mare. Will Covert has ordered Iceberg awards for Lori Cretney (Cantella) and Martina Gates (Elwell).

## 5. EDUCATION COMMITTEE REPORT (WILL COVERT AND KARI PIETSCH-WANGARD)

The trainer certification committee met for the first time on Monday evening (June 8). Virginia Lauridsen reported that the committee had a productive first meeting and agreed on a working plan. Subject areas have been divided between committee members and next meeting will be on June 24.

## 6. LEISURE COMMITTEE REPORT (JANET MULDER)

Dates for checkpoints that riders have achieved during the S2SS 2020 ride are included in the appendices.

## **7. PROMOTIONS AND WEBSITE REPORT (EMILY POTTS)**

See attached report. Emily Potts will respond to Cavello and ask them to specify their expectations regarding social media exposure.

Following last meeting the board discussed the Horse Illustrated advertisement via email. Virginia Lauridsen made the motion to spend \$225 on a boxed ad with color in the August issue of the magazine, where the Icelandic horse is featured. The motion was seconded by Martin Nielsen, and approved with eight votes in favor and one abstained. The advertisement can be seen in the appendices.

Board members will reach out to additional companies and invite them to partner with us in a fashion similar to Scootboots. Virginia Lauridsen (Lifland), Will Covert (Werkman), Emily Potts (Flying C tack), and Martin Nielsen (Smartpak).

## **8. QUARTERLY COMMITTEE REPORT (NANCY BROWN)**

See attached report.

## **9. SPORT COMMITTEE REPORT (WILL COVERT)**

The virtual show is up and running and many entries are expected right up to the deadline. The board discussed the possibility for organizing two additional virtual shows covering the rest of the show season. The sport committee will discuss and work out a plan.

Several members have made oval tracks available to the membership for shooting videos and the sport committee will look into the possibility for compiling a list of available tracks.

## **10. YOUTH COMMITTEE REPORT (LUCY NOLD)**

Nothing to report.

## **11. Old Business**

### **12. New Business**

#### **a. Discussion of process for online member entries.**

Emily Potts will make some changes to the online registration process to ensure that youth members are entered with the appropriate birth year and monitored as they age out of the youth category by using the advanced member search in Wild Apricot.

#### **b. Establishing a formalized pathway for analyzing DNA from unregistered Icelandic horses.**

Lucy Nold has sent an email to UC Davis but has not received a response yet. She will reach out to her UC Davis genetics professor if she doesn't hear back. Lucy will oversee working out a document outlining the pathway to registration of a presumed unregistered Icelandic horse. The document will describe the possible outcomes of a genetic analysis against the breeding registry data base, and which steps should be taken to register the horses, in case the analysis confirms that both parents are in the data base.

### **13. Miscellaneous.**

#### **a. The Canadian Icelandic Horse Federation query about the Quarterly**

Dale Clark from the Canadian Icelandic Horse Federation had reached out and asked about the possibility for giving their membership access to the Quarterly Magazine. Several options were discussed and Leslie Chambers will reach out to the editors of the Quarterly as well as Dale Clark and discuss these further.

#### **b. Statement about anti-discrimination**

In light of recent national events, a member had reached out to the board and asked whether the board was planning to issue any sort of statement. The board was supportive of this suggestion and initiated a discussion of how to best approach a statement and connect it to the mission of the association. Virginia Lauridsen will contact the member and discuss this further and the board will subsequently decide how to proceed.

#### **c. Next meeting.**

Next meeting will be July 14<sup>th</sup>.

Meeting adjourned at 10:22pm EST.

*Martin K Nielsen, secretary*

06/02/20

**United States Icelandic Horse Congress Inc.**  
**Balance Sheet Standard**  
As of May 31, 2020

	May 31, '20
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Associated Checking acct.	8,613.42
Associated Money Market Acct.	96,033.33
<b>Total Checking/Savings</b>	104,646.75
<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
CDs for Judge Scholarship Fund	
CD-matures 4/14/21	3,000.00
CD-matures 10/11/21	3,000.00
<b>Total CDs for Judge Scholarship ...</b>	6,000.00
<b>Total Other Current Assets</b>	10,000.00
<b>Total Current Assets</b>	114,646.75
<b>Other Assets</b>	
Blood Profile Funding Refund	-5,000.00
<b>Total Other Assets</b>	-5,000.00
<b>TOTAL ASSETS</b>	<b>109,646.75</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...	4,874.70
Unexpended Youth Funds	4,579.56
<b>Total Other Current Liabilities</b>	13,454.26
<b>Total Current Liabilities</b>	13,454.26
<b>Total Liabilities</b>	13,454.26
<b>Equity</b>	
Opening Bal Equity	96,926.56
Retained Earnings	1,109.74
Net Income	-1,843.81
<b>Total Equity</b>	96,192.49
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>109,646.75</b>

## USIHC General Membership Funds

4/30/20		5/31/20
\$ 12,472.98	Checking	\$ 8,613.42
\$ 96,032.52	Money Market	\$ 96,033.33
\$ 10,000.00	CDs	\$ 10,000.00
\$ 118,505.50	subtotal	\$ 114,646.75
\$ (4,563.72)	Youth Fund	\$ (4,579.56)
\$ (4,000.00)	Judge Scholarship Fund	\$ (4,000.00)
\$ (4,826.15)	World Champ. Team Fund	\$ (4,874.70)
\$ 105,115.63	<b>USIHC Unrestricted Membership Funds</b>	\$ 101,192.49

Net Change from 4/30/2020

**-\$3,923.14**

12/31/19 Balance

\$ 103,036.30

Net Change from 12/31/19

**-\$1,843.81**

**United States Icelandic Horse Congress Inc.  
Income & Expense Report  
May 2020**

Income		Expense	
Competition/Sport Inc.		Competition/Sport Expense	
Virtual Competition entry fee	86.79	2020 Virtual Sport Show exp.	450.44
Education-Riding Badge			
Riding Badge Inc.	180.00		
Interest Income	0.81	Membership Related Expenses	
Membership Related Income		Administration	
Farm Listing	213.62	Tax. Prep. Services	408.00
Membership Dues		Quarterly Expenses	
Family Memberships	314.05	Graphics	1,000.00
Individual Memberships	1,523.48	Postage for Quarterly	509.74
Youth membership	67.36	Quarterly Printing	2,692.87
Total Membership Dues	1,904.89	Total Quarterly Expenses	4,202.61
Quarterly Inc.		Toll Free line	15.05
Quarterly Adv. Inc.	188.54	Website	216.95
Total Membership Related Income	2,307.05	WorldFengur Exp.	1,522.98 (for 2 years)
		Total Membership Related Expenses	6,365.59
Registry Income		Promotional Exp.	
Duplicate Registration fees	50.00	Promotion Material Printing exp	117.08
Registration fees	561.82	Promotional Advertising	225.00
Transfer fees	177.04	Promotional postage expenses	25.34
Total Registry Income	788.86	Total Promotional Exp.	367.42
		Registry Expenses	
USIHC Non-Member fees	97.12	Reg. WorldFengur Sbscrptn exp.	200.32 (for 2 years)
<b>Total Income</b>	<b>3,460.63</b>	<b>Total Expense</b>	<b>7,383.77</b>

**Net Income (Loss) : -3,923.14**

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through May 2020**  
**Page 1**

Income		Expense	
		Breeding Committee Exp.	
		Breeding Comm. Equipment Exp.	828.23
<b>Competition/Sport Inc.</b>		<b>Competition/Sport Expense</b>	
Ice Test fee income	-32.40	2020 Virtual Sport Show exp.	450.44
Sanction Competition fee	672.52	IceTest annual fee	1,029.68
Virtual Competition entry fee	86.79	National Ranking Award Expense	556.80
<b>Total Competition/Sport Inc.</b>	<b>726.91</b>	<b>Total Competition/Sport Expense</b>	<b>2,036.92</b>
<b>Education-Riding Badge</b>		<b>Education Comm. Exp.</b>	
Riding Badge Inc.	480.00	Riding Badge Exp.	72.40
		<b>FEIF Conference exp.</b>	
		FEIF 2020 Conf. Exp.	419.88
		FEIF Conf. Airfare exp.	1,120.39
		<b>Total FEIF Conference exp.</b>	<b>1,540.27</b>
<b>Interest Income</b>	49.33	<b>Leisure Committee Expense</b>	
		S2SS 2020 Program exp.	276.83
<b>Membership Related Income</b>		<b>Membership Related Expenses</b>	
Farm Listing	1,602.15	<b>Administration</b>	
		Office/Supplies Exp.	15.46
		Tax. Prep. Services	408.00
		<b>Total Administration</b>	<b>423.46</b>
<b>Membership Dues</b>		<b>Annual Meeting Exp.</b>	
Family Memberships	3,055.90	2020 Annual Meeting Portland Ex	1,891.50
Foreign Friend mbshp	266.48		
Individual Memberships	8,741.73	<b>FEIF related expenses</b>	
Youth membership	168.40	FEIF Mbshp fees	2,139.35
<b>Total Membership Dues</b>	<b>12,232.51</b>		
		<b>Quarterly Expenses</b>	
		Graphics	2,000.00
		Postage for Quarterly	1,022.70
		Quarterly Printing	5,180.22
<b>Quarterly Inc.</b>		<b>Total Quarterly Expenses</b>	<b>8,202.92</b>
Quarterly Adv. Inc.	2,969.03		
<b>Total Membership Related Income</b>	<b>16,803.69</b>	Toll Free line	75.25
		Website	451.42
		WorldFengur Exp.	1,522.98
		<b>Total Membership Related Expenses</b>	<b>14,706.88</b>

**United States Icelandic Horse Congress Inc.  
Income & Expense Report  
January through May 2020  
Page 2**

Income		Expense	
		<b>Promotional Exp.</b>	
		Promotional Banners (Club)	135.33
		Promotion Material Printing exp	914.09
		Promotional Advertising	867.00
		Promotional postage expenses	141.33
		RC Co-op promo exp.	150.00
		<b>Total Promotional Exp.</b>	<b>2,207.75</b>
<b>Registry Income</b>		<b>Registry Expenses</b>	
Duplicate Registration fees	341.86	Clerical for registry	1,371.00
Late Stallion Report fees	493.90	Printing & reproduction-Regist.	330.65
Registration fees	1,686.69	Reg. WorldFengur Sbscrptn exp.	200.32
Transfer fees	997.37	Registry Office supplies	92.06
<b>Total Registry Income</b>	<b>3,519.82</b>	Registry Postage	121.65
		<b>Total Registry Expenses</b>	<b>2,115.68</b>
<b>USIHC Non-Member fees</b>	171.40	<b>Youth Committee Exp.</b>	
		Spaeri Award	50.00
<b>Youth Committee Inc.</b>		<b>Total Expense</b>	<b>23,834.96</b>
Youth Cup Tryout Fees	240.00		
<b>Total Income</b>	<b>21,991.15</b>		

**Net Income (Loss) : -1,843.81**



Affiliated Club Committee Report for June 9, 2020

Chair: Leslie Chambers

Members: N=23

**Upcoming BOD meeting is scheduled for Tuesday, June 9 at 8:00 EST**

**Regional Clubs:**

The Sirius club has revised their By-Laws to align their elected officer's terms with the calendar year and moved their nominating/elections dates to accommodate that move. New By-Laws have been submitted to Committee Chair.

**Promotion: Regional Clubs banner Update:**

**Banners Received:**

1. Sirius

**Banners Requested:**

2. Hestafolk
3. Cascade
4. Klettafjalla
5. CIA

*Although there is little demand for banners at this time since most expos have been cancelled or postponed, Clubs are encouraged to take advantage of the USIHC funding for these banners.*

**Promotion: Regional Club Banner Request Link:**

Regional Clubs, here is the link to start the process of creating your joint banner with the USIHC. Em Potts will be assisting you, via this link. All Regional Clubs are eligible for banners, attending an expo is not a requirement.

The link to request banner:

<https://forms.gle/xftGYzruoDMWAmkB6>

**Quarterly Promotional Copy Requests:**

*No new requests, all past requests have been sent out. (Thank you Nicki).*

### **USIHC Virtual Show:**

*The first ever USIHC virtual show was launched on May 1, see the website for details [www.icelandics.org](http://www.icelandics.org). Participants must register and submit their videos by June 30.*

*Clubs should note that the USIHC will not accept any National Ranking results other than the USIHC virtual show, until further notice. Organizers of 2020 Sanctioned Shows have been informed.*

*It should also be noted that FEIF has suspended World Ranking until further notice.*

### **Regional Club Clinics/Schooling Shows - Policy #31, 2020:**

*Saint Skutla clinic, July 18/19 clinic with Carrie Brandt, has been cancelled.  
Toppur clinic, Sept 4-6 with Eyjolfur Isolfsson at Harmony Icelandics, Des Moines, IA has been cancelled*

*Still Planned:*

*Sirius clinic, August 29-30, Dressage Clinic at Lettleikei (Shelbyville, KY)  
Klettafjalla clinic, Oct 24-25 with Caeli Cavanaugh at Gyetorp II, WY.*

**6/4/2020 LKC**

Name	Chugach Mountain State Park, AK - 250	Yosemite National Park, CA - 500	Rocky Mountain National Park, CO - 750	Yellowstone National Park, WY - 1000	Grand Canyon National Park, AZ - 1250
<b>Ice Trekkers</b>	1/29/20	2/5/20	2/19/20	3/4/20	3/18/20
<b>Northcountry Tolters</b>	1/29/20	2/19/20	3/4/20	4/2/20	4/22/20
<b>Gyetorp II</b>	1/29/20	3/4/20	4/2/20	4/22/20	5/28/20
<b>Wyoming Toltsetters</b>	2/19/20	4/2/20	5/28/20		
<b>AIHA</b>	2/19/20	4/2/20	4/20/20	5/9/20	5/28/20
<b>Hestafolk</b>	3/4/20	4/2/20	4/20/20	5/9/20	5/28/20
<b>Merrimack Valley Icelandics</b>	2/19/20	4/2/20	4/22/20		
<b>Sirius Trail Tölters</b>	4/20/20	5/28/20			
<b>Heaven's Icies</b>	6/9/20				

Name	Cuyahoga Valley National Park, OH - 1500	Green River Lake State Park, KY - 1750	Shore to Shore Riding Trail, MI - 2000	Zumbro Bottoms Horseback Riding, MN - 2250	Wildcat Mountain State Park, WI - 2500 HALFWAY
Ice Trekkers	4/2/20	4/20/20	4/20/20	4/20/20	5/9/20
Northcountry Tolters	5/9/20	5/28/20	5/28/20		
Gyetorp II	6/9/20				
Wyoming Toltsetters					
AIHA	5/28/20	6/9/20			
Hestafolk					
Merrimack Valley Icelandics					
Sirius Trail Tölters					
Heaven's Icies					

Name	Shenendoah National Park, VA - 2750	Great Smokey Mountains National Park, TN - 3000	Bussy Point Recreation Area, GA - 3250	Big Bend Ranch State Park, TX - 3500	Princess Place Preserve, FL - 3750 3/4 complete
Ice Trekkers	5/9/20	5/28/20	5/28/20	5/28/20	5/28/20
Northcountry Tolters					
Gyetorp II					
Wyoming Toltsetters					
AIHA					
Hestafolk					
Merrimack Valley Icelandics					
Sirius Trail Tölters					
Heaven's Icies					

Name	Mount Toby, MA - 4000	Sprague Land Preserve, CT - 4250	Marsh-Billings-Rockefeller National Historic Park, VT - 4500	Otter Creek Horse Trails, NY - 4750	Acadia National Park, ME - 5000 Finish Line
Ice Trekkers	6/9/20	6/9/20			
Northcountry Tolters					
Gyetorp II					
Wyoming Toltsetters					
AIHA					
Hestafolk					
Merrimack Valley Icelandics					
Sirius Trail Tölter					
Heaven's Icies					

<b>Individual Riders</b>				
Carrie Matson				
Chris Feldner				
Deborah Kenny				
Donna Smith				
Frances Rospotynski				
Jane Coleman			5/9/20	
Jill Carroll			5/9/20	
Josette Brault				
Kim Taylor				
Lisa Blumhagen				
Lin Campbell				
Rachel Miller			4/2/20	5/28/20

## **Promotions report, Emily Potts**

Hestafolk banner was completed and is being ordered. Sherry Hoover and Lisa McKeen designed the banner (attached).

Horse Illustrated ad is also attached. This will be displayed after the Icelandic horse feature in the July Issue of Horse Illustrated. The ad rep will also be sending us the link to our digital ad that will be up for the month of July.

A member newsletter went out on June 4 highlighting the virtual opportunities and Scoot Boot Partnership. The Scoot Boot promo code went out to all members on May 14 and is also included in the membership activation emails for new members.

Now that the sticker manufacturer has reopened, Promotions is coordinating with Nancy Marie Brown on including USIHC decals in Issue Three 2020 of the Icelandic Horse Quarterly. \$350 was approved for the 2020 budget to go towards stickers. There is a \$45 fee for the printer company to include the stickers in the mailers. The cost for 600 4"x4" Glossy stickers (which is what is included in the Welcome Packets) is \$217.60

Hestafolk reached out with a connection to Cavello boots. They are interested in a partnership with USIHC similar to the Scoot Boot partnership. I have included the below:

Our program for associations adds value to all existing members and potentially is an incentive to attract new members. We offer ongoing 20% discount which can be offered in full to all current paid up members and we always include some FREE 'swag' with every order - this can vary depending on what we have from time to time. In addition we are pleased to offer product for prizes and or raffles etc at your major events - this is open for discussion as to how many events and the amount of product we may offer. And we also twice a year can offer special promotions to all members that can be extra discounts and / or a special 'swag bag' of FREE items. We do seek some social media exposure in return and our Jenny Mundell manages all of this for Cavallo and I have copied her here so as Jenny is aware of our communications. Happy to continue communication with you on this matter.





We Are an Active Group  
Playing with Our Icelandics  
in the PNW and Beyond



TOGETHER WE ENJOY  
Learning, Riding,  
and Training  
Our Horses

CONTACT US  
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## **Quarterly Committee report**

June 4, 2020

submitted by Nancy Brown

The June e-Quarterly (Issue Two 2020) is posted on the USIHC website, and printed copies have been mailed and should have been received by all members. A few extra copies are available for promotional purposes; contact [quarterly@icelandics.org](mailto:quarterly@icelandics.org).

Issue Two 2020 features articles on the USIHC Virtual Show and other virtual learning opportunities, the history of the Icelandic horse, collection and clear beat in tölt, and other stories, as well as sharing news from the USIHC Annual Meeting, the Affiliated Clubs, the Board of Directors, and our parent organization, FEIF.

We printed 600 copies of this issue and mailed 540 to members and contributors in individual envelopes; 25 copies went to Em Potts for promotion, with the remainder to Nicki Esdorn for replacement copies, Welcome Packets for new members, and promotion.

We are now gathering content for the September 2020 issue. The deadline is July 1. Board members and committee chairs, please let us know ASAP if you want us to save space for any text, photos, or advertisements for that issue. Remember that ads for USIHC-sanctioned events and programs are free.

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