

USIHC - BOD 11/25/08 MEETING MINUTES

Board Members:

Present: Anne, Kathy, Karen, Bernie, Doug, Laura, Kari

Excused: Ásta

Regional Club Observers:

Dawn Shaw (Cascade) , Kathy Lockerbie (Can/Am), Annette Coulon (Kraftur)

Meeting Called To Order at 9:05PM Eastern

Secretary's Report (Doug Smith)

The Plaza Suites Hotel reports 2 reservations have been made for the meeting.

A reminder notice for the annual meeting including the text of the two proposed constitutional amendments was mailed to 393 households (376 via US Mail and 47 via eMail) at a cost of \$283.37.

A copy of the NCOA (National Change of Address database) processing file was completed and sent to Nancy Brown and The Printers (the company that prints and mails the *Quarterly*) to allow the printer to pre-process our mailing lists through NCOA to preserve our bulk mailing rate for the magazine.

A fresh mailing list was provided to The Printers for the December issue of the *Quarterly*. The December issue is on the web site and electronic notification has been sent.

<i>Membership Summary (as of 11/22/08)</i>	Households	Members
Individual (Adult)	311 (+9)	311 (+9)
Family	127 (+2)	230 (Adult) (+5) 72 (Junior) (+1)
Junior	6	6
Total	444 (+11)	619 (+15)

Current state of renewals for 2009 (by household): Individual 30, Family 15, Junior 0.

Treasurer's Report (Kari Pietsch-Wangard)

General Account Balance (as of 10/31/08):	\$13,529.89
Registry Account Balance (as of 10/31/08):	\$75,203.63

Since October 31st, a Money Market account has been opened up using the two \$1,000 donations (from Kathy Love and Gayle & Doug Smith). I will have an "Unexpended Youth Fund" account on the balance sheet which will show the current balance of Youth Fund designated deposits as the Money Market account will also include cash reserves not kept in the checking account.

I have also received the bulk of the Registry account's cash, which has been deposited into this Money Market account.

I will have an "Unexpended Youth Fund" line item on the balance sheet, which will show the current balance of Youth Fund designated deposits. The actual cash donations will be deposited in the Money Market account along with other cash reserves not kept in the checking account.

See attached financial statements.

Registrar's Report (Ásta Covert)

No report received.

Standing Committee Reports

Breeding (Katrin Sheehan, Anne Elwell liaison)

In April of 2009, there will be a breeding judge seminar and test for international breeding judges organized by FEIF. The breeding leaders of all nations have to turn in applications for potential participants by next month. Katrin has spoken to Bernie Willis, the only person in the US, who has taken multiple seminars on this topic, has achieved a national breeding judge certificate in Canada, and has scribed at all the breeding events in the US in the past years. He would like to participate and try to become an international breeding judge.

Breeding seeks board approval to send Bernie Willis as the only candidate from the US to Hólar next spring, where the clinic and testing will be held.

Competition (Will Covert, Ásta Covert liaison)

No report received.

Education (Alexandra Pregitzer, Bernie Willis liaison)

Kari reported the final income figures from the Kentucky seminars as \$820 (health seminar) and \$146 (saddle fitting).

Pleasure Riding (Karen Olson-Fields)

Trail Blazer Festival: ICELANDICS are now on the TRAIL MAP

The Trail expo went on as planned, despite the fires near Santa Barbara. We had two booths, running all three days of the festival, thanks to a couple dedicated volunteers!

A special thanks to Judy and Ronelle, for helping out Friday...and Annette, Ed and my husband Eric for all three long booth days!

The Icelandic team tied for third, despite no spurs or crop, against some well versed reining/cutting horses. People took notice.

We received A LOT of feedback from the public and from the clinician/celebrity judges.

I think there will be many who will remember the calm, well-mannered, Icelandic stallion, who cruised right through the obstacle course.



Trail Blazer Booth designed and built by Annette Coulon at her expense.

Promotion (Kathy Love)

The Congress booth was used at the Massachusetts Equine Affaire. Laura observed that it is starting to show its age and some consideration should be given to upgrading or replacing it for next year.

The number of Icelandic Breeder's Association brochures (aka the green book) was less than expected given the state of the economy in Iceland. A tri-fold version is available. Bernie will look into whether we can get permission to reprint the single-page version in the States. Doug's research has identified a printer who can produce the flyer at \$0.06/copy (5,000 copies).

Laura reported record breaking attendance at the Equine Affaire Saturday night show.

Regional Clubs (Karen Olson-Fields)

Annette Coulon has expressed interest in assuming the vacant committee chair. Annette is a regional club founder and very active currently in her club. She attends Board meetings as a Regional Club observer and has for quite along time.

Juli Cole had also expressed interest but is not sure she has the time for another committee.

With Annette's long-term involvement with regional clubs, I think she is a logical choice.

Quarterly (Anne Elwell)

The editorial board asks that submission deadlines be added to the Congress calendar on the web. Doug will coordinate with Nancy to make it so.

The editors also asked if the Board has any feedback about the future content and direction of the magazine. Laura expressed concern that the comics are being too closely clustered. Doug suggested that the magazine feature more of the FEIF news items as part of our stated mission is communication between FEIF and our membership.

Karen asked about the photo submission and selection process. In response, Anne gave a brief summary of the editorial process with regard to photos and articles.

- Most photos come from a small group of regular contributors – although, anyone is free to submit photos for consideration.
- Most article authors submit photos to support their articles.
- Articles and photos are submitted to Nancy Brown.
- Nancy prepares an issue for the Quarterly Committee's consideration.
- After committee review, which often includes very constructive feedback, the issue is sent to the graphic designer for lay up.
- The final version is reviewed again before being sent to the printer.

Currently there is a backlog of new articles for upcoming issues.

Bernie and Anne, as members of the Quarterly Committee, expressed appreciation for how well the committee runs and the caliber of debate before magazines are approved to be sent to the designer.

Doug passed along a request from Nancy Brown that we keep her apprised of changes to "page 4". (Board officers, official addresses, and committee chairs)

Web (Doug Smith)

The pilot web advertising program appears to be very successful. The web site now completely pays for itself and will start to chip away at the PayPal fees thanks to our advertisers! As soon as

payment and art is received Guðmar's front page ad will be replaced with three ads (Guðmar, Ásta, and Laura). The same ads will also run on the right-hand side of the bulletin board and calendar pages. An offer was made to Barb Riva for inclusion. No response was received. Katrin Sheehan has also expressed an interest in a placement if/when one becomes available.

Pleasure Rider Membership email list is up and running. The PRP chair can now email all current/future members with a single email. The list is regenerated from the membership database nightly so all new PRP members are automatically added.

Submissions of new photos for the web site have trickled in. Many of the images are more "snapshots" than the caliber we need to really enhance the appearance of the web site. It appears an error was not made when the criteria was announced to include the fact that images should feature the horse, be in focus, and show the horse in action. The vast majority of the images submitted show the horse standing still. Action shots are needed to reach the portion of the web audience that does not know the Icelandic Horse; otherwise, we risk leaving the wrong impression.

Several semi-professional photographers have offered to allow us to use their work if in exchange for some form of compensation. Generally, the sought compensation is free advertising in both the *Quarterly* and on the web site. This is likely to become a very touchy point for the web committee. If we agree to offer free advertising, we need to have very clear standards for the number and quality of images we receive in exchange. We risk having everyone who has submitted images ask for free advertising. Clearly, that is not appropriate.

The web committee has discussed the idea of a "contributors" page where we would list all the photographers who have contributed to the site. This page would list photographers in a specific, stated order (alphabetical or based on contributed volume) and include one link per photographer to a web site or gallery.

Youth (Laura Benson)

The Youth Committee held a meeting at the Kentucky show. Laura was unable to attend but will forward minutes of the meeting to the Board Yahoo Group. Bernie and Kari expressed opinions that the meeting was very productive and progress was made toward finalizing the Youth Camp arrangements.

Laura reviewed the state of the proposed Youth Camp agenda and a draft application for US participants. Questions were raised about the current anticipated pricing of the Youth Camp. Laura will work with Barb to present a complete, detailed package at the December meeting. The December presentation will include a description of how the cost of the camp was determined. The Board expects to set the final price for the Camp at the December meeting.

Laura confirmed a sub-committee of the Youth Committee would review applications from the US to select the six participants who will represent the US at the Camp.

Laura met with Lisi Ohm, Canadian Youth Leader, to discuss the possibility of increased cooperation between the US and Canada with regard to youth activities. Laura will forward a detailed report of the meeting to the Board Yahoo Group.

Special Committee Reports

Constitutional Review (Kari Pietsch-Wangard)

No report received.

Election (Debbie Cook)

No report received.

Policies & Procedures (Anne Elwell)

Bernie asked about the status of the seminar policy, which has never been accepted by the Board. Doug read the proposed language from the Board Yahoo Group archives. Anne wanted an opportunity to reword the policy. Further discussion was deferred until December.

Old Business

▪ Email Votes

- Approval of second notice of annual meeting including dinner reservation form and text of two proposed constitutional amendments.

For: Doug, Bernie, Ásta, Kathy, Karen, Anne (after mailing was sent)

Against: None

▪ Web site message on trainer qualifications (Bernie)

- This item has been continued to the December meeting. Sara Lyter and Alex Pregitzer are still working on the text.

▪ Downloadable promotion materials (Kathy)

- Kathy to review the materials Karen pulled together for use at the Trail Blazer Festival. She will forward a proposed PDF to the Board Yahoo Group for approval. Once the Board approves the PDF file will be made available on the web site for any member to download and print as an event hand-out.

▪ Annual Meeting Agenda / “Attractions” (Bernie/Doug)

- Doug reviewed the following options:
 - Vets from Monterey, Santa Ynez, UC Davis – not looking promising.
 - Possibility of a panel discussion. Waiting for confirmation from Guðmar and Steinar of willingness to participate.
 - Dawn Shaw has offered to present a lecture on color genetics.
 - Karen is looking into inviting John Park to come speak.

▪ Youth Camp Agenda, Dates & Promotion (Laura)

- Discussed during the Youth Committee Report. Drafts of the agenda and US application forwarded to Board Yahoo Group. Revisions to be presented at the December meeting.
- In recognition of the fact that the US will host the FEIF Youth Camp, the first FEIF event ever held in the US, the Board unanimously resolves 2009 is the Year of the Youth.

▪ Regional Clubs Committee Chair (Karen)

- Approval of Annette Coulon as chair of the Regional Clubs Committee. Motion: Kathy. Second: Laura. Approved unanimously.

▪ Sanctioned show reimbursement procedure (Ásta)

- Discussion deferred to the December meeting as Ásta was not on the call and there are no shows in the near future that would make this a pressing issue.

New Business

- **Approval of Bernie's nomination to attend the 2009 International Breeding Judge's seminar. (Katrin)**
 - Approved unanimously. Bernie abstained from the vote.
- **Approval of reimbursement of Trail Blazer entry fees. (Kari/Karen)**
 - The Board unanimously voted to approve reimbursing the \$350 Trail Blazer entry fee paid by Karen Olson-Fields.
- **Web Photos – Compensation / Recognition of Photographers (Doug)**
 - The Board unanimously approved the concept of a contributor's page as described in the Web Committee report. Doug is to follow up with the potential leading contributors to ascertain whether this will be seen as sufficient recognition in exchange for license to use images on the web site. Doug will report back in December.
- **Approval of Second Trainer Level I Seminar at Creekside Farm in Spring 2009 (Bernie)**
 - The Board unanimously approved this seminar on the condition that Walter Feldman is the instructor.
- **Selection of FEIF 2009 Conference Delegates (Bernie)**
 - Doug was named the USIHC's Delegate to the FEIF Conference by a unanimous vote with Doug's abstention.
- **What can FEIF do for the USIHC? (Bernie)**
 - Provide educational materials in English, the official language of FEIF. Interest was expressed for both trainer educational material and rider materials. (Something similar to the program designed at Hólar for use in Iceland.)
- **Youth Fund policy (Kari)**
 - Kari received clarification that restricted Youth Fund donations do not violate the USIHC policy regarding fundraising.
 - There is a material difference between the USIHC soliciting funds for an event such as the Youth Cup and restricted donations. In cases where the USIHC *solicits* donations for an event, the funds must be used to benefit all participants equally per the current policy.
 - In the case of unsolicited, restricted donations, it is acceptable to use selection criteria to determine who will receive benefit of the donation.
 - A committee will be formed consisting of Kari, Laura, Kathy, and a member of the Youth Committee to be named later for the purpose of establishing criteria for spending the funds donated to the Youth Fund. This group will report back to the Board at a future meeting.
- **Congress branded clothing (Bernie)**
 - Bernie has been in discussion with Juli Cole regarding the production of clothing items embroidered with the Congress logo. Juli has experience with an embroidery shop that will fill single piece orders for very reasonable pricing after a one-time \$95.00 setup charge.

- Kari will inquire of the embroidery shop used for the PRP jackets to see if the file they use for the embroidery can be supplied to Juli's contacts to reduce the setup charge.
- The following points were raised for consideration:
 - Juli's contact will produce any quantity desired which means there is no warehousing cost to the Congress.
 - The Congress will not benefit financially from the sale of the clothing items.
 - Because the Congress is not involved in the sale, there is no need for the Congress to obtain a reseller's license or track and file sales tax reports.
 - The Congress benefits from the advertising of having our logo out there, even if we don't benefit from the production of the clothing itself.
- Final decision deferred until Kari can determine whether our prior setup charge investment can be leveraged in this situation.
- **Kentucky show judging issue (Kathy)**
 - Three individuals judged the recent Kentucky show. Two are Internationally Licensed FEIF judges. The third is an Icelandic National Judge.
 - Kathy reports that Will Covert, in his role as Sport Leader, has expressed concern that the current USIHC Sanctioned Show Rules do not allow for any judge who is not an International FEIF judge. If that is the case, the results from the Icelandic National Judge will need to be removed from IceTest before the results can be posted or include in the national ranking.
 - Since neither the Sport Leader (Will) nor the Sport Committee liaison (Ásta) was not on the call and the Board did not have an opportunity to review the text of the current rules this issue was deferred until December. The following two items will be placed on the December agenda:
 - Under the current rules, must the Icelandic National judge's marks be removed from the Kentucky show results before the results are published and incorporated into the 2008 national raking?
 - Should the Sanctioned Show Rules be amended to allow for non-Internationally licensed judges at multi-judge shows?

The meeting was adjourned at 11:05PM Eastern.

11/18/08

USIHC
Balance Sheet Standard
 As of October 31, 2008

	Oct 31, '08
ASSETS	
Current Assets	
Checking/Savings	
Associated Checking acct.	13,529.89
Registry Account	75,203.63
Total Checking/Savings	88,733.52
Other Current Assets	
CDs for Judge Scholarship Fund	
CD-#2201262884	1,000.00
CD-#2201262991	2,000.00
CD-#2201263072	7,000.00
Total CDs for Judge Scholarship Fund	10,000.00
Total Other Current Assets	10,000.00
Total Current Assets	98,733.52
TOTAL ASSETS	98,733.52
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Unexpended Judge Schlshp. Fund	10,000.00
Total Other Current Liabilities	10,000.00
Total Current Liabilities	10,000.00
Total Liabilities	10,000.00
Equity	
Opening Bal Equity	96,926.56
Retained Earnings	-11,123.79
Net Income	2,930.75
Total Equity	88,733.52
TOTAL LIABILITIES & EQUITY	98,733.52

USIHC
Profit and Loss Standard
 January through October 2008

	Jan - Oct '08
Ordinary Income/Expense	
Income	
Mbshp. Acct. Inc.	
Evaluation-FEIF fees	510.00
Farm List	
08 Farm list	2,574.46
09 Farm Listing	106.81
Total Farm List	2,681.27
FEIF Conf. Reimbsmt.	1,596.70
Membership Dues	
08 Family memberships	4,772.67
08 Individual Memberships	6,877.08
08 Youth Membership Dues	137.36
09 Family Memberships	314.05
09 Individual Memberships	392.12
Total Membership Dues	12,493.28
Pleasure Rider Program Inc.	
09 PRP Mbshp. Inc.	44.14
Pleasure Rider Program Inc. - Other	825.00
Total Pleasure Rider Program Inc.	869.14
Quarterly Inc.	
Quarterly Adv. Inc.	2,769.18
Quarterly back issue sales	45.00
Total Quarterly Inc.	2,814.18
Spaeri Award Inc	300.00
Stallion Book Inc.	-200.00
Youth Cup Tryout Fees	350.00
Mbshp. Acct. Inc. - Other	0.00
Total Mbshp. Acct. Inc.	21,414.57
Registry Acct. Inc.	
Duplicate Registration fees	150.00
Late Stallion Report fees	2,300.00
Non Member fees	815.00
Non-registration fees	325.00
Registration fees	7,340.00
Transfer fees	2,085.00
Total Registry Acct. Inc.	13,015.00
Seminar Inc.	
08 KY Health Seminar Inc.	1,595.00
08 KY Saddle fitting Seminar In	675.00
Judging Seminar Inc.	
08 VT Judging Seminar	4,445.00
Total Judging Seminar Inc.	4,445.00
Sport Judging Seminar Inc.	
08 WI Sport Judging Smnr. Inc.	3,850.00

USIHC
Profit and Loss Standard
 January through October 2008

	Jan - Oct '08
Total Sport Judging Seminar Inc.	3,850.00
Total Seminar Inc.	10,565.00
Total Income	44,994.57
Expense	
09 FEIF Youth Camp Exp.	1,175.00
Mbshp. Acct. Exp.	
Administration	
Conference Calls	1,417.43
Government fee	25.00
Mbshp. Postage	226.55
Office Exp.	14.58
Printing for Membership	84.35
Tax. Prep. Services	435.00
Total Administration	2,202.91
Annual Meeting Exp.	300.00
Election exp.	710.59
FEIF related expenses	
FEIF Mbshp fees	2,677.00
Wire fees for FEIF pmts.	42.00
Total FEIF related expenses	2,719.00
Insurance	1,324.00
Pleasure Rider Pgm. Exp.	1,484.17
Quarterly Expenses	
Graphics	4,000.00
postage for Quarterly	544.69
Quarterly Printing	8,303.21
Quarterly Expenses - Other	51.86
Total Quarterly Expenses	12,899.76
Spaeri Award	257.70
Website	107.40
WorldFengur Exp.	1,724.20
Total Mbshp. Acct. Exp.	23,729.73
Promotional	
Display booth shipping	56.16
Equine Affair Exp.	651.72
Promotional Advertising	335.00
Total Promotional	1,042.88
Registry Acct. Expense	
Clerical for registry	4,283.00
Competition Judge Fees	1,000.00
Computer Program exp.	65.00
Printing & reproduction-Regist.	212.27
Reg. Office supplies	576.37
Registry Postage	389.95

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USIHC
Profit and Loss Standard
 January through October 2008

	Jan - Oct '08
WorldFengur Subscription exp.	228.28
Total Registry Acct. Expense	6,754.87
Seminar exp.	
08 KY Health Seminar	775.32
08 KY Saddle Fitting Seminar	476.23
Judging Seminar exp.	
08 VT Judging Seminar Exp.	4,508.14
Total Judging Seminar exp.	4,508.14
Sport Seminar exp.	
08 WI Sport Judging sem. exp.	3,134.00
Total Sport Seminar exp.	3,134.00
Total Seminar exp.	8,893.69
Service fees	
Bank Fees	
Wire fees	42.00
Bank Fees - Other	58.00
Total Bank Fees	100.00
Total Service fees	100.00
Youth Exp.	
Youth Cup Exp.	350.00
Total Youth Exp.	350.00
Total Expense	42,046.17
Net Ordinary Income	2,948.40
Other Income/Expense	
Other Income	
unknown deposit	0.35
Total Other Income	0.35
Other Expense	
Returned check fees	18.00
Total Other Expense	18.00
Net Other Income	-17.65
Net Income	2,930.75

USIHC
Profit and Loss Standard
 October 2008

	Oct '08
Ordinary Income/Expense	
Income	
Mbshp. Acct. Inc.	
Farm List	
09 Farm Listing	106.81
Total Farm List	106.81
Membership Dues	
08 Family memberships	125.62
08 Individual Memberships	216.95
09 Family Memberships	314.05
09 Individual Memberships	392.12
Total Membership Dues	1,048.74
Pleasure Rider Program Inc.	
09 PRP Mbshp. Inc.	44.14
Total Pleasure Rider Program Inc.	44.14
Quarterly Inc.	
Quarterly Adv. Inc.	741.94
Total Quarterly Inc.	741.94
Total Mbshp. Acct. Inc.	1,941.63
Registry Acct. Inc.	
Non Member fees	275.00
Non-registration fees	175.00
Registration fees	110.00
Transfer fees	75.00
Total Registry Acct. Inc.	635.00
Seminar Inc.	
08 KY Health Seminar Inc.	1,595.00
08 KY Saddle fitting Seminar In	675.00
Total Seminar Inc.	2,270.00
Total Income	4,846.63
Expense	
09 FEIF Youth Camp Exp.	1,175.00
Mbshp. Acct. Exp.	
Administration	
Conference Calls	150.68
Total Administration	150.68
Total Mbshp. Acct. Exp.	150.68
Registry Acct. Expense	
Clerical for registry	477.00
Reg. Office supplies	429.49
Total Registry Acct. Expense	906.49

11/18/08

USIHC
Profit and Loss Standard
October 2008

	<u>Oct '08</u>
Seminar exp.	
08 KY Health Seminar	775.32
08 KY Saddle Fitting Seminar	476.23
	<hr/>
Total Seminar exp.	1,251.55
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Total Expense	3,483.72
	<hr/>
Net Ordinary Income	1,362.91
	<hr/>
Net Income	1,362.91
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