

USIHC BOARD OF DIRECTORS MEETING MINUTES of FEBRUARY 26, 2008

Members present - Andrea Barber, Laura Benson, Asta Covert, Anne Elwell, Ed Hilgaertner, Kari Pietsch-Wangard, Katrin Sheehan, Sandie Weaver, Bernie Willis

Regional Club Observers - Annette Coulon - Kraftur, Alys Culhane - Alaska Icelandic Horse Association, Dawn Shaw - Cascade Icelandic Horse Club

President Bernie Willis brought the meeting to order at 8:05 P.M. CST. By consensus, the Board decided to hold the closed session portion of the meeting at 9:45 P.M. CST. All of the Regional Club observers understood that at that time they must leave the meeting.

Secretary's Report – Secretary Kari Pietsch-Wangard reported that there is a correction to the Competition Committee report from last month. When listing the committee members who have taken the judges seminar, Sverrir Bjartmarz was listed as not having taken the seminar. He in fact did take the course held at Winterhorse Park in 2006.

Kari is also trying to locate a complete copy of the minutes from the 2007 Annual Meeting. The draft Kari received from past Secretary Barb Riva was incomplete. It appears the complete document Barb sent to the Board last year never received final Board approval. Kari will contact Mary Montgomery, who transcribed the minutes, in hopes that she still has the document on her computer. Andrea will contact Amy Goddard who prepared the PowerPoint presentation for copies of the committee report slides. Once a copy has been located, Kari will send them to the Board for final approval and posting on the website.

Treasurer's Report - Ed Hilgaertner reported a January 1st beginning balance of \$18,011.39. The month ended with \$23,088.41. The total income for January was \$8,648.38. The expenses were \$3,571.36, consisting of \$300.00 M. Montgomery (2007 Annual Meeting minutes transcription), \$552.36 D. Smith (election mailings and Stallion Book refund) and \$2,719.00 FEIF (dues 2007). Ed also reported that he has since received an invoice (\$3,000) for the graphics work on the 3rd & 4th 2007 Quarterly issues as well as the 1st 2008 Quarterly issue.

The 2007 Year End Treasurer's reports will be discussed under the Financial Review section of Old Business later in the meeting.

Registrar's Report – Asta Covert reported an opening balance on January 1, 2008 of \$67,791.38 and a closing balance January 31, 2008 of \$69,611.08.

COMMITTEE REPORTS

Breeding Committee – Katrin Sheehan presented the following report:

1. The committee proposes to adopt FIZO. It is the international book of breeding evaluation guidelines, used in the US since several years. It is part of the newly developed "breeding evaluation checklist" Yes: Barb, Martina, Asta, David,

Anne, Dawn, Andrea, Anne-Marie, Bernie, Bonnie, Katrin, Debbie, Stephenie

The Board gave unanimous approval to this proposal.

2. The committee proposes to adopt the newly developed “breeding evaluation checklist for organizers”. It has been created in conjunction with the FEIF checklist and the Congress typical procedures. It was reviewed by the committee and found to be an excellent help for FEIF evaluation organizers. Currently we are working on the evaluation forms, used to submit attendance of horses. They should be finished shortly to be submitted to the board for approval.

Katrin said the checklist was not 100% complete but that she wanted to give the Board a look at it in case there were any questions. Bernie did have a question regarding the Judges fee structure in section 5. Katrin will double check to be sure it is current with FEIF and will present the final checklist at next month’s meeting.

3. The committee proposes the following new rules for our online stallion book:

- a. All stallions have to be registered with the USIHC.
- b. Fully evaluated stallions have to have a score over 7.5 overall.
- c. Stallions 5 years or younger with a BLUP of 110 or higher are allowed to listed. They have to be fully evaluated by the end of the year in which they turn 5 years of age and score higher than 7.5 overall or will be eliminated from the stallion book .
- d. Stallions 5 years or younger with conformation scores only are allowed to be listed. They have to be fully evaluated by the end of the year in which they turn 5 years of age and score higher than 7.5 overall or will be eliminated from the stallion book.
- e. Prices: Owners with farm listings can list their stallions for free, members without farm listing can list their stallions for \$50.00, non-members can list their stallions for \$100.00

4. The committee proposes the following: for the naming of American bred Icelandic horses:

All American bred horses will be entered into WF with the correct Icelandic spelling of their (first) names.

Horse owners/breeders have the choice of registering their horses with the USIHC registry in either Icelandic or English spelling. In both cases the correct Icelandic spelling of the name will be the first to appear on the registry papers, the English spelling of the name will appear on the same line in brackets. (....)...

This way we fulfill our educational responsibility, respect all owners/breeders wishes and do not hurt the heritage of our horses.

Yes: Martina, Bonnie, Sali, Dawn, Katrin, Asta No: David, Barb, Stephenie

The Board wanted to hear all of the reasons for and against proposals #3 & #4 since there were some votes against it. Katrin will bring this to the next meeting.

Competition Committee – No report submitted.

Constitution Review Committee – Kari Pietsch-Wangard: Kari is the new Committee Chair replacing Steve Barber who will remain on the committee. She reported that the committee unanimously approved 6 Constitution amendments to be presented at the Annual Meeting. The amendments will be included with the Annual Notice Meeting and Agenda and will be available on the website as well.

Education Committee Report – Submitted by Alexandra Pregitzer
EDUCATION COMMITTEE REPORT FEBRUARY 2008

A) Sports Judges Education Program

1. After some members reported issues finding the intern judges on the web site, changes to the web site were made:

- a. intern judge list on edu. committee page was made more visible
- b. intern judge list was added to competition page (many people look there)
- c. intern judge list got a very visible addition with email address of president and committee chairman as well as information that individual interns can be requested at any time

2. The board decided in the last meeting to not use surplus from last seminar to pay some reimbursement to Gudmar but there was no answer as to our questions where the money will go and if there is a way to credit it to the committee for use in future seminars.

The Board felt this would have to be treated the same as all other Congress sponsored events where the profit (if any) goes into the general fund.

3. We will have a USIHC judging seminar in Aug. in Vermont in combination with Sigrun's show. The date is up on the Congress and Toltnews web site, judge confirmed. The clinician will be Marlise Grimm.

4. We are trying to organize at least one, possibly two more judging seminars. Probably a more basic seminar that is geared towards competition riders and another one that is more specifically geared towards intern judges to further educate themselves. We are working with Asta on having one of them in CA/west coast.

Asta described the seminar she will hold as a 2-day seminar geared for the competitor to learn the FIPO rules and understand what a judge looks for. There will be no testing involved. The person who tested the International Judges will teach the seminar.

On the Sport/Competition Committee email list, Heidi Kline posted that it would be fine with her to have this seminar fulfill the requirement for the committee, however, a committee vote was never taken. The Board felt it was necessary for Heidi to get the vote from the committee in case there are other opinions.

B) FEIF International Trainer Seminar

The seminar is confirmed and in preparation. Katrin said she has a good participation.

C) Animal welfare

Seminar Animal welfare and general awareness

FEIF would like to see us take action to support the welfare of the horse and has requested that the committee chairmen should talk about their actions in the upcoming FEIF conference. The timing in which we received this request was rather interesting as Bernie and I had just a few weeks earlier discussed that we would like to offer a seminar on horse welfare and ethics in training and competitions.

A first idea that came up was to offer a seminar in the fall of 2008 or may be even a series of back-to-back seminars in different parts of the countries. We are hoping to be able to invite 2 specialists in their field to come to the US for this and to talk about the welfare of the horse in training and competitions. The topic will evolve about the horses wellbeing as a priority over anything else, healthy training and riding, realistic goals, correct use of aids and equipment, education of riders, trainers and judges etc.

It seemed to host such an event, the annual meeting would be perfect but the remaining time is probably too short to get a speaker and to organize it. So the idea was to go with a later date this fall and possibly the next annual meeting again.

We will brain storm more details and also request speakers and check out costs, locations etc., and come up with a detailed proposal to the board.

In the mean time, I would like to request if there will be time at the annual meeting this March to talk about the topic. Even though we would not have a professional guest speaker, it would be a good opportunity to bring up the topic to raise more awareness. The education committee would like to prepare a brief speech if that is ok.

The Board encourages Alex to bring up this topic during her Education Committee Report during the Annual Meeting.

Bernie volunteered to give a report on our plans at the FEIF conference and I am sure we will learn what action other countries are planning and may also get some interesting ideas that we can implement in our plans.

Feb 18th, 2008

Alexandra Pregitzer
Chairman Education Committee
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Pleasure Riding Committee Report - Andrea Barber: Many members did return their logs for 2007 and I am currently in the midst of calculating our annual winners as well as sending out rewards for those that have reached Freedom Ride milestones. All the winners will be announced at the annual meeting by David Kline. 2008 renewals are now rolling in on a regular basis. Please remind everyone you know to sign up for this program!

Policy and Procedures Committee Report – Anne Elwell said she is working on adding both Financial Procedures and Meeting Procedures to this list.

Promotion Committee Report – Laura Benson has sent a PDF copy of the new USIHC brochure she is working on. She would like to have it done in time for Equine Affair in April. The brochure's purpose is to inform people about USIHC, the registry and our programs. While some information about the Icelandic horse should be included, it was suggested that she eliminate most of the text on the horse breed. The email address and website will be printed on the brochure. The Congress physical address and phone number will not be included as this information is all available on the website and the physical address and phone number can change at any time. More pictures were encouraged in place of the eliminated text. There will also be some blank space for the addition of various information stickers. A reprint of the membership form will also be included.

Bernie Willis said that he was in Iceland at the FEIF delegate's conference, he given the entire Icelandic Farmer's Assoc. brochure on a CD disc and we may now have it reproduced at any time. Andrea offered to get quotes for printing and add our logo onto the back of this brochure.

Quarterly Committee Report - Anne Elwell reported that Doug Smith's proposal regarding the electronic version of the Quarterly is currently being discussed in committee.

Regional club Committee Report - Andrea Barber reports: Most of all the renewal information is in, however, due to my own computer problems that cropped up recently there are just a few loose ends to tie up. All the clubs have chosen to renew for 2008. In the works is a possible reformation of a club in the Great Lakes area and the Maine club is also considering becoming an official USIHC regional club.

Website Committee Report – Katrin Sheehan: The following was voted on unanimously by the Website Committee for presentation to the Board.

1. The committee would like to forward Doug's proposal to the board for approval:
 - Free links on the site should be limited to:
 - o FEIF, our parent organization
 - o Regional clubs, our child organizations
 - o Internal links to our own pages
 - o Established business partners providing online services to USIHC members (e.g. World Fengur)

The Board accepted this unanimously.

- Paid links on the site are a logical means for the Congress to generate revenue.

There are two generally accepted models for selling advertising on the Internet.

The most widely used is the "banner ad" (http://en.wikipedia.org/wiki/Banner_ad) advertising model. In this model ads are placed on agreed pages and the advertiser pays for the placement based on the number of "impressions" (times the ad is shown) and "click throughs" (the number of times an ad is followed to the advertiser's web site). The amount of traffic to the USIHC web site doesn't currently justify offering "banner ads". Further, the reporting necessary to collect

payment for banner ads places an undue burden on Congress volunteers.

The Board felt this type of ad was too complicated.

The second common form of Internet advertising is sponsorship. In this model, an advertiser places ad creative similar to that of a banner ad on a specific page (or pages) for a specific period of time. There is no additional reporting requirement of impressions or click throughs.

Sponsorships are a very viable option and would be good source of revenue for the Congress.

Katrin explained the word "Sponsorships" here is the same as paid advertising. She said the Committee is presenting this to the Board as an idea to pursue if we feel it has merit. In general the Board liked the idea. Anne did have some concern as to how to police the content of the ads.

- The Board should adopt an advertising policy which applies to both the Quarterly and sponsorship ads placed on the web site. There is essentially no difference between the two advertising media. In some ways, the Internet is a more favorable medium as "offensive" ads can be quickly removed from the web site. Once the magazine is printed the ad is there forever.

A sample set of advertising guidelines is attached to this email. These guidelines come from a popular Internet site (which may soon be a division of Microsoft) and have been in force, largely unchanged, for over 10 years. Certainly a bigger fish than the USIHC.

- The Board should endorse advertising packages which includes placement in both the Quarterly and on the web site.

Youth Committee Report - Sandie Weaver submitted the following report at the FEIF Conference:

United States Icelandic Horse Congress Youth Program
2008

Every December I send an annual letter to all Youth in the USIHC encouraging them to enter our three programs: the Spaejari Essay Writing Contest, the FEIF Youth Cup or Camp, and our Pleasure Rider Program.

The Spaejari Essay Writing Contest is sponsored by John and Marilyn Parke. John has ridden his Icelandic, Spaejari (commonly known as Remington) more than 10,000 miles in Endurance Rides. They sponsor the contest for three USIHC Youth to win \$50 each and a plaque. Horses written about must be registered in the USIHC Registry and the Youth must write about the activities they have done together that have exhibited the horse's loyalty, courage and devotion to the rider.

We sent one rider to the Swedish FEIF Youth Camp and she came back with a glowing report.

Try-outs are now being held for the FEIF Youth Cup in Switzerland. It appears that seven or more youth will try-out for the Cup. Since our country is so large and it is impossible for the Youth Director to personally know all the Youth, reference letters are required to be written, along with a list of show scores and experiences with Icelandic horses, and a DVD to be judged

by a FEIF judge. The DVD must have a tolt program and a four/five gait program.

Our Pleasure Rider Program is divided into three regions of the United States. The youth sign up in advance and pay \$12 to receive the paperwork to keep track of the hours ridden. At the end of the year they add up their hours, as well as any clinics, demonstrations, etc. they have been in, and send in their points. It is all done on the honor system. Medals are awarded for each region and a riding vest or jacket is given to the first place winner. The horses ridden must be registered with the USIHC, and the youth must be members of our organization.

We received the coloring book and it was delegated to two people who are trying to have it published on- line so anyone who wants to order one can go through the on-line publisher. A certain percentage of the cost will be given to our organization for our youth.

We have had a distribution list of Youth Directors for our Regional Clubs (we have about thirteen) for the last three years. This past year the members wanted a Youth Committee Forum (on-line) to discuss projects and proposals that would benefit our youth. That is getting organized at this time.

We have a committee starting to work on the FEIF Youth Camp 2009. We are trying to get insurance at this time.

Respectfully submitted,
Sandie Weaver
USIHC Youth Director

The Board discussed the difficulty finding insurance that will cover the Youth Camp participants. It was suggested that Sandie check with other camps to see which insurance company covers their participants.

Sandie also announced the winners of the Spaejari Awards. They are Megan Milloy from Vermont, Emily Pfoutz from Massachusetts and Jennifer Wright from Maine. The winners will be posted on the USIHC Bulletin Board. Their essays will appear in the next issue of the USIHC Quarterly.

Bernie asked Sandie for an update on the coloring book project. Sandie reported that Martina Gates and Steve Barber are currently working on it. Sandie's understanding is that the coloring book can be printed and used for any promotional use but that any profit (if sold) must go back to the youth of that country. Anne asked whether there were any copywrite issues. Both Bernie and Sandie did not think so as long as the coloring book was used as intended. To be on the safe side, Sandie was asked to get a letter from FEIF that clarifies this understanding.

OLD BUSINESS

1) Annual Meeting – Katrin has the Annual Meeting Agenda, the Annual Meeting Events and the list of hotels stamped, sealed and ready for mailing. She described the response portion she added to the back of the events page. The cost of the dinner and transportation will be \$50 but this information is not on the form. Katrin will update this information before it is put on the website with all of the other Annual Meeting documents.

The Board discussed how to present committee reports this year. It was decided that each committee chair write up their summary report and send it to Katrin no later than March 9th. She will then forward the reports to Doug for posting on the website no later than 1 week before the Annual Meeting (March 22nd). This way the membership will have time to look over the reports in advance and bring their questions to the meeting. A printed version of the reports will also be available at the meeting.

2) Financial Overview - Kari Pietsch-Wangard had emailed a number of reports to the Board earlier in the week. It was agreed that we would only discuss the format of the 2007 Annual Report for both the Registry and Membership accounts and a sample of a possible combined Income/Expense report that Kari will prepare from data given to her by Asta and Ed. The Board wanted more time to digest the actual financial numbers presented at a later date.

Kari made the following suggestions for future policy:

1) There should be two signers on each checking account. In the case of an emergency, it is very important to have another person approved to sign checks. It is my understanding that this is being done now.

2) Currently there is over \$90,000 in non-interest bearing checking accounts. I suggest that \$50,000 be invested in some type of money market account or bank insured CD. Ed had once reported that the 501(c)4 status allowed us to have the income from these types of investments tax free.

Anne brought up that the Board had discussed this in the past and had wanted to get a formal letter from a CPA or tax attorney confirming our ability to have tax-free income from investments but had been unable to do so. Kari will contact some accountants to see if she can get some type of letter to this effect. Ed referenced IRS publication 598 that gives more information about our type of non-profit organization.

3) An audit of the two accounts should be done on a regular basis. This can be done either internally (within the Board) or from outside sources.

Kari asked when the last time an audit had been done. Ed responded that there never has been an audit of either account. The Board felt it was important to get this done. Kari was asked to get a bid on what an audit would cost and what would be involved.

In discussing the format of future monthly financial reports, Kari explained that by using Quickbooks, she is able to present a combined Income/Expense report showing year to date financials for both accounts on one report. The report sample presented was for the month of January. Next month will show January and February together. The Board is interested in seeing this report format over the next few months before deciding if they want it to become a permanent part of the treasurer's report.

The sample is attached at the end of these minutes.

The Board also decided that the format of the 2007 Annual Financial reports would be up to Asta, Ed and Kari.

3) FEIF Conference – There was no official voting in the end. Sandie will be writing up her report of the FEIF Youth Committee. Bernie reported that the consensus regarding the welfare of the Icelandic Horse was to “educate not regulate”.

At the end of Old Business, the time was 9:47 P.M. and the Board adjourned to a Closed Session. The Closed Session ended at 10:20 P.M. and as the overall 2-hour limit for the Board Meeting was up, the meeting adjourned. The New Business items will be discussed during the March meeting.

The next Board meeting is scheduled for March 18, 2008.

New Business Items delayed until March meeting:

NEW BUSINESS

- 1) Review e-mail decisions by the Board from January 15 to February 26, 2008
 - A) Change in the Online Proposal Process
 - B) Change Team Leader age requirement
 - C) Accept as Policy that Web Committee will not post documents from members-at-large on the USIHC website.
 - D) Approval of Heidi Kline’s positions at the FEIF Conference Sport Committee
 - E) Encourage the Website Committee to put together a proposal based on Doug Smith’s Proposal.
- 2) Appoint PRP and Regional Club liaisons – Andrea Barber
- 3) Board e-mail list – Andrea Barber
- 4) Request for the resignation of the Board President – Ed Hilgaertner
- 5) Website posting protocall – Anne Elwell
- 6) WorldFengur subscription - Andrea Barber
- 7) Offer from Doug Kane to host all of the USIHC applications – Katrin Sheehan

Attachement:

USIHC Membership & Registry Accounts Profit and Loss Standard January 2008

	<u>Jan '08</u>
Ordinary Income/Expense	
Income	
Mbshp. Acct. Inc.	
Farm List	
08 Farm list	1,798.13
Total Farm List	<u>1,798.13</u>
Membership Dues	
08 Family memberships	2,393.28
08 Individual Memberships	3,494.98
Total Membership Dues	<u>5,888.26</u>
Pleasure Rider Program Inc.	219.00
Quarterly Inc.	
Quarterly Adv. Inc.	742.99
Total Quarterly Inc.	<u>742.99</u>
Stallion Book Inc.	<u>-100.00</u>
Total Mbshp. Acct. Inc.	8,548.38
Registry Acct. Inc.	
Duplicate Registration fees	50.00
Late Stallion Report fees	300.00
Non Member fees	450.00
Registration fees	880.00
Transfer fees	225.00
Total Registry Acct. Inc.	<u>1,905.00</u>
Total Income	10,453.38
Expense	
Election exp.	452.36
Mbshp. Acct. Exp.	
Annual Meeting Exp.	300.00
FEIF related expenses	
FEIF Mbshp fees	2,677.00
Wire fees for FEIF pmts.	42.00
Total FEIF related expenses	<u>2,719.00</u>
Total Mbshp. Acct. Exp.	3,019.00
Postage & Delivery	85.30
Total Expense	<u>3,556.66</u>
Net Ordinary Income	<u>6,896.72</u>
Net Income	<u>6,896.72</u>