

**USIHC BOARD MEETING MINUTES**  
**AUGUST 21<sup>st</sup>, 2007**

Members present: Andrea Barber, Laura Benson, Caryn Cantella, Anne Elwell, Ed Hilgaertner, Barb Riva, Katrin Sheehan and Sandie Weaver.

With the absence of Bernie Willis, Sandie Weaver conducted the meeting. There were a few in attendance that had to leave the meeting early so the Board approved Sandi's request to complete the items that needed a vote first and then follow up with the reports.

**Secretary's Report (Barb Riva):** Barb Riva stated that she does not have the minutes completed from the July meeting. Andrea asked how the Annual Meeting minutes are coming along. Barb said that they are still in tape form. Andrea asked if there was a time line set of when they would be transcribed. Anne felt this was a huge task. Barb said that the summer season is not a good time for her to tackle that project and hoped to get to it sometime in October. Caryn informed us that the Constitution requires our minutes to be completed 21 days after each meeting. Caryn e-mailed Bernie to see if he might be able to take on this project. Barb said that the manner of which she is doing minutes now, it will take months to complete. Anne asked if we could find someone to transcribe the Annual Meeting minutes for a fee. Barb felt that would be a great idea and Laura agreed. Anne felt that at \$20 per hour it would be well worth the expense to get the project completed. Ed asked if Barb could find someone to do that project. She appreciated the input and will get some quotes as to the cost.

**Treasurer's Report (Ed Hilgaertner):**

June 30 closing balance \$14790.62

Income: \$3757.20

Expense: \$11596.91

July 31 closing balance \$6950.71

**Registrar's Report (Caryn Cantella):** The balance in the registry account as of 7-31-07 is \$65,496.73.

Caryn reports there are a total of 16 domestic horses left in the USIHC data base to enter in WF. One imported horse from Denmark that has 10 offspring. I am working on getting this horse entered. Once he is in, all 10 offspring will be ready to enter. There are 5 offspring of 3 German imported horses and 1 Canadian offspring.

Asta reports at the WC in Holland, World Fengur had a booth with a few Icelandic companies. As a WF registrar we were encouraged to come and meet Jon, Hallveig, Kristin and other people involved with WF.

When I finally made it over to the booth Jon was there along with Hallveig and Kristin. We talked about the new version of WF and if they are ready for the US to import DNA data and stallion reports into WF. Jon and their main programmer thought that it could be done as soon as we are ready to send it over.

Jon also talked about the new way for the US to have our members get their WF subscription themselves when they have to renew their membership. They have tried it

with some of the Scandinavian countries and are happy with the results. What we need to figure out before it is time, how to get our members to remember their owner/WF number.

Hallveig showed me how to enter DNA and verified parentage.

Kristin and I had a long talk about some of our German imported foundation horses and how to go about finding more about them to prove that they are pure bred. We both agreed it is very important that the owners of such horses try to help dig out their horse's history and pedigree.

We talked about the upcoming WF registrar meeting and seminar in London this November and there seems to be a high level of interest for it.

Mike Edwards has put it all together and FEIF is paying for all the cost.

Overall it was very informative and it is always nice to meet people in person that you have been in e-mail contact with.

Caryn's registry report was accepted. Anne asked about Asta's comment as follows "Kristin and I had a long talk about some of our German imported foundation horses and how to go about finding more about them to prove that they are pure bred.." To Anne's knowledge all German imported horses can be traced back to Iceland. Caryn said there were three German imported horses that are not in our registry. The problem with these three is that the pedigrees do not go back far enough. If they are from Iceland, they do not have an Iceland number on them. Caryn said that these three horses were sold by der Weisenhof and she asked if Anne could take a copy of these papers to Bruno on her next trip and ask him for more information. Anne agreed. Anne added some history on this issue: Years ago the registration committee was told by FEIF to accept the pedigree of any horses registered in FEIF membership countries. Later she found out that some countries registration papers are not recognized by other countries because some countries had not been careful enough about making sure the horses traced all the way back to Iceland. In fact there was always great skepticism vis-à-vis German papers because in Germany there is no central registration body for Icelandic Horses. Every single German state registers its own Icelandic Horses. Some of these states are good and some are careless. However, any horses that were registered with "IPZV Association" for sport activities were horses that traced all the way back to Iceland and therefore could be trusted to be purebred. Fortunately almost all of the German bred horses imported to the U.S. were of that group. For example, there are a number of non-IPZV horses imported into Canada and those horses would be suspicious in FEIF. Caryn said that in looking forward we may want to review our rules as to whether or not we want to register a horse with a FEIF registration number if it does not trace back to Iceland. Caryn feels that the particular dam does trace back to Iceland but feels it's important to get the Icelandic number for our registry. At this point Caryn said she has only four horses left to register. One is Danish and the other three are Germany imports Caryn said that if we end up having a problem finding information needed on these horses, we have the option to submit them to FEIF for a final decision.

**Breeding Committee Report (Katrin Sheehan):** None to report. Anne asked Katrin what the status was of the Breeding Horse hand book in the breeding committee. She

said at this time work has stopped on it, however, this is an important topic and is not forgotten. She hopes to work on it as soon as Martina Gates is available to work on it again after the New York Evaluations scheduled for September 2007. Katrin was not aware that this project had a top priority. Andrea said that it needed to get done because it's been an open item for quite awhile. Katrin hopes it will be completed this winter.

**Competition Committee Report (Katrin Sheehan):** Requests for sanctioning have come in for shows: 1) Dillsburg, PA 2) Santa Ynez, CA 3) Burbank, CA

Katrin reports that although there were some initial problems going into the WC, most everything went smoothly. All six riders rode well and Anne Marie Martin had the best results in T2 with 12<sup>th</sup> place. The next World Championship is scheduled for 2009 in Switzerland.

National Ranking is underway. Most of the scores have been entered and it will be ready for publication by the end of the month.

The sport committee will be going back to the issue of the Board's request for a revised plan for show reimbursement.

**Constitution Review Committee Report (Andrea Barber):** None to report.

**Education Committee Report (Bernie Willis):** None to report.

**Pleasure Riding Committee Report (Andrea Barber):** None to report.

**Policy and Procedure Committee Report (Anne Elwell):** None to report.

**Promotion Committee Report (Laura Benson):** Laura Benson discussed the Congress brochure project. Anne asked who was working on the text. Laura felt that we were waiting for the Icelandic Information first. Bernie was checking to see if we could get photo printing authorization from Iceland on their brochures. Katrin said that after talking with Hulda Gersdottir at the World Championship, she found that she had not yet contacted the photographers of the photos in the Icelandic brochure. Anne will try to pursue this information. Andrea felt it was a very nice brochure and it would help to get the file from them to be able to print it here in the U.S. Laura asked if the file is not released should she go back to Martina Gates for text information. Andrea said that Martina has no problem doing the graphics but she needs the text. There was some work on text prior to Laura taking over the promotion committee. Barb forwarded that information to Laura; however, she and Laura have been experiencing some difficulty with their e-mail transmission. Barb will try to forward that information again. Barb said that the text she got from Andrea looked as though it was worked over. Andrea said that it was basically done but just needed to be polished off. Laura said she would like to get it in case the files were not released for the brochure from Iceland. Caryn felt that the brochure from Iceland does not cover any information regarding Congress and it's difficult to promote membership with that particular brochure. Laura said she will pursue a specific Congress brochure. All agreed. Katrin asked if we really wanted to have two brochures. She felt it would be less complicated if we only had one from the U.S. Laura felt the Congress Brochure would be more specific to the organization and the other (from

Iceland) offers more breed information. Andrea felt that would be the best way to go. Katrin felt it would make more sense to have one brochure with everything in it. Individuals can then read the parts that interest them and leave out the rest. Caryn asked that if we get the rights to print the brochure from Iceland, will we be printing them ourselves. She felt it might be too expensive to do so. Andrea didn't think so. Caryn felt that we could always add the text that Anne and Laura are working on to the brochure so the project will be worth while doing. Andrea said that cannot be done because the file is already set up and nothing could be added to it. However, Andrea stated that printing nowadays is very cheap. Anne said that one way or another, the Congress information is needed in the text. She felt that they should continue with the congress brochure project and if at the end it looks as though the information would be better combined, it wouldn't be a big problem to do so. Laura agreed and asked Barb to forward the text information that she has.

**Regional Club Committee Report (Andrea Barber):** None to report.

**Quarterly Committee Report (Anne Elwell):** None to report.

**Web Site Committee Report (Katrin Sheehan):** The bulk of the recent website accomplishments belong to Doug Smith, who may report separately. He is very close to a stable, final website on the new web host. He has integrated log-in for members into the site, and it enables members to register, renew their memberships, and manage their member info online. He is gathering committee member lists and applying that information into the members' online profiles. I have agreed to replace Asta in hands-on maintenance of the site's content, including new posts, edits, and revisions. Doug has provided me with an access account, and when the new site goes live and the content "freeze" ends, I will begin posting.

The short-term agenda:

- Some minor housekeeping, cleaning up typos and a few odd links.
- Review all documents on the website that are acrobat PDF files, to see which ones might be appropriate to convert to regular web pages for easier viewing.
- Clean up the Bulletin Board again.
- Consult with Doug on a plan for a website content management system.

The long-term agenda:

- Finalize a plan for the website navigation.
- Prepare and submit a proposal for a content management system. Such a system would use a database on the web host to store and organize the site's content. The benefits include a control panel that would allow the website manager to add, remove, and edit pages easily. It would facilitate posting submissions from committee chairs and Board members. Each page could have an expiration date, so that obsolete pages would be removed automatically.

Andrea said that she was pleased with all the plans and is excited to see that work being done. Mark Peal had agreed to take over the hands-on changes that need to be done on the web site.

Caryn asked that once Bernie gets back that the issue of Paypal on the web site is addressed. Barb thought she had read that Paypal is already set up on the site. Caryn said that was correct but we have to decide as a Board as to how the extra cost of this service was going to be absorbed. Barb agreed to put that on the next agenda for

discussion. Ed said that Paypal is all set up at this time. Katrin asked where the information could be found. Caryn said the data base is not on line yet. Katrin said that if it is truly set up then anyone can now log into Paypal and make a payment and it doesn't have to go through our server. Andrea felt that it isn't quite ready for prime time at this time.

**Youth Committee Report (Sandie Weaver):** Alexandra Venable returned from the FEIF Youth Camp in Sweden with very favorable comments. She has written an article for the Quarterly, and it has been forwarded to Judy Strehler and Nancy Marie Brown to be printed.

FEIF Youth Camp 2009: I had two phone conversations with Mickey with Best Insurance. She has an insurance company named T.H.E. Insurance Company in Treasure Island, Florida that is interested in insuring us. It would be a Special Event insurance policy. Shannon Nies sent questionnaires to all U.S. Youth who have attended FEIF Youth Camps to assess what they liked and didn't like about their experiences. Their ideas will be used to make the FEIF Youth Camp in the U.S. memorable.

Sandie Weaver talked with THE Insurance Company and they would be interested in doing a special event insurance policy for the Youth Camp in 2009. She will need to send a report of what the activities will be. They will then be able to give us a "ball-park" quote for the coverage. The agent was concerned that we would hold her to that price in 2009. Sandi assured her that we are aware that the price may go up by then but we need to start with a budget amount at this time

FEIF Coloring Book: The coloring book was sent via Fed-X to Andrea Barber so she could show it to the lulu.com representative. Everything including type of paper looks good. Both companies—lulu.com and Amazon are still being considered.

Youth Committee: Two more members have joined and we now have nineteen Youth Committee members.

Barb asked about the status of the coloring book. Andrea said that she had met with individuals at the university who handle the publishing of scholarships and they do a lot of projects through the university. Andrea met with them to ask if the paper would be suitable for coloring and it was. At this time the coloring book needs some formatting work and sized properly. She was hoping to ask Martina's help with that portion of the project. Andrea will get a sample and we can complete the project from there. Anne asked if this was something that people would be able to order as Christmas presents. Andrea said yes.

### **Old Business:**

Asta Covert had completed her probationary period as registrar. Sandie asked if there were any questions or comments on this issue. Ed Hilgaertner made a motion that we accept Asta Covert as our full time Registrar. Barb Riva seconded. There were no objections.

**Vote:** Unanimous

Katrin is continuing to work on the Annual Meeting plans. She is working on a new location in Georgia. If that does not work out, we still have the option to have another Annual Meeting in Dallas, Texas. She will have everything finalized by the 1<sup>st</sup> of December.

### **New Business:**

**Proposal:** Youth Fundraiser Program proposal submitted by Maike Liekweg-Johnson.

I made arrangements with a well-known fabric manufacturer to offer an equine item for sale to Icelandic horse owners at below cost - the item is specifically manufactured for Icelandic horses and will be an exclusive item for this fund raiser program. It will be sold at a half of the current suggested retail price of \$295 - we can offer it at \$150. 100% of the proceeds - \$50 - will be donated to a youth fundraiser program.

### **Who will be sponsored:**

We are hoping to sponsor or support one youth rider to attend the Youth Cup or the World Championship in 2009. The program will run for 2 years and - if successful - will run again.

Eligibility for the sponsorship will be the same as the requirements for the Youth Cup or WC riders.

### **How to apply:**

The applicant will be asked to write a 1 to 2 page essay about his or her riding career covering three main areas:

Horsemanship - This includes showmanship, accomplishments in the show ring and the care and knowledge of the horse

Community Service - This includes participation in breed groups, equine related charities or any other type of community services

Sportsmanship - The applicant should be a supportive and encouraging person.

The application also needs to include at least one reference letter from an adult person - other than their parent - in support of the applicant.

### **Selection:**

We are planning on a selection committee of probably 6 people - a mix of well-known Icelandic horse people, business people as well as on or two representatives from the USIHC. Each committee member will grade the applicants independently.

### **Sponsorship Amount:**

We are hoping to raise between \$3,000 and \$5,000 for this program. The money will be donated to the USIHC specifically for the Youth Program and be used to pay (or partially pay) bills submitted by the sponsored rider totaling the donated amount. Bills qualifying for payment must be directly related to the Youth Cup or the participation in the WC - such as plane ticket, hotel cost, horse transportation, horse lease for participation.

**Promotion:**

We are planning our own promotion of the program and are designing a web page through which the item can be purchased. We'd like to ask the USIHC to run the initial press release in their magazine as well as place 1/4 page or larger advertorial in each issue. We'd also like to ask the USIHC to encourage their regional clubs to also include the press info and appropriate advertorials in their magazine. All copy, pictures, etc. will be provided.

**Management:**

The entire program will be managed and administered by Intertex Consulting at no fee.

The Board discussed the proposal submitted by Maike Liekweg-Johnson asking USIHC to sponsor a fund raising program to benefit USIHC youth programs with a free advertising in the Quarterly magazine to benefit USIHC youth programs. Anne Elwell felt that we should consider an extremely strong and non-negotiable position in that Congress not support in any form, any program that does not benefit all youth team members equally. She did not feel it was a good idea to single out one youth team member only for sponsorship. This opinion was supported by the Board unanimously. Anne felt that in the future if sponsorships were again offered Congress should only consider supporting them if they would benefit the entire team. However, she felt that if a regional club would decide to support one individual team member that would be perfectly appropriate. Andrea felt that if the Regional Club would then include that information in their Regional news section of the Quarterly that would also be o.k. Caryn added that this program could still be advertised in the Quarterly; however, felt it would not be good for Congress to sponsor it with free advertising if it did not benefit the entire youth team. Ed Hilgaertner felt that we need to set a consistent policy for these issues in the future. The Board agreed unanimously. The Board did, however, agree that when there is a corporate sponsor that benefits our entire team, we then support them by recognizing their contribution in a manner that is appropriate. Andrea felt that the company or person, who is doing the sponsoring to benefit the entire team, should then be recognized after the sponsorship had been done. Katrin asked what the Board felt about this sponsorship news being added to reports and articles within the Quarterly. For example, the information could be included in a report regarding youth activities. A mention would include the availability of a private sponsorship to a team member who might be interested in applying. This mention would not be in "Ad" form but more in a narrative form included in the body of a report or article. Ed felt that the only problem that may arise is when it is perceivable that Congress is endorsing any product or company. Caryn said that sponsorships are a good business endeavor and companies usually want something in return for that sponsorship. The Board agreed with this but the problem with the particular sponsorship is that it singles out only one team member. The general consensus with the Board was that in taking any sponsorship into consideration, it should always benefit the entire USIHC team equally whether it be the adult or youth team. Anne felt that while we appreciate this great sponsorship, we cannot consider it unless it would benefit all youth team members. Sandie felt this was really a good offer and wondered why the company didn't just pay for the ad and proceed, taking us out of it completely. Anne asked about the other sponsorships our U.S. team receives. Katrin explained that this is not advertised by Congress. Caryn said that they do advertise their sponsorship in their own ads with regard to the U.S. team sponsorship; however, they do not ask us to advertise for them. Anne explained that in the past Congress had given free

ads in exchange for items given to all the team members. Andrea said that Astund was announced on the web site as a sponsor of the U.S. team. Anne said that recognition of corporate sponsorships shouldn't be a problem as long as it's for the entire team. The problem arises when it benefits only one team member. Andrea suggested that we recognize sponsorships that benefit the team on the web site and Quarterly. For example, Congress recognized the artist who donated the gifts to members who stepped down, at the annual meeting. Anne said that we should recognize those who contribute to our U.S. Teams in a manner that is appropriate. Andrea felt it was important to have a policy in place that states Congress will support people who support Congress. She felt that the product or support must be contributed first and then followed up by recognition by Congress. Barb stated that the proposal that was submitted has Congress more involved than just offering a free ad. It states that the money allotted from the sale of the product will be donated to Congress specifically for the Youth program and then the individual team member who qualified for the sponsorship will submit bills to Congress where they would at that time distribute the funds to the team member to pay those bills. Also, she would provide all Ad copy and photos for the free ad she is asking for. Katrin explained that if these funds are donated to Congress, it becomes a tax write-off for the company. Andrea felt that was not a problem as long as it would benefit the entire team. Andrea felt it was important for Congress to encourage sponsorship; however, our policy on this has to be very clear that it benefits all U.S. team members. If there are donations to our entire teams, that we would acknowledge those donations once they were made. Anne said that we need to formulate a policy stating that any fund raising the Congress supports or endorses in anyway, benefits the entire team. Anne said that the policy must be clear that if we are going to participate or endorse any fund raising endeavor, it must benefit the entire team. Sandi asked if there were any objections to this policy. There were none.