

## USIHC – Board Of Directors 04/02/13 MEETING MINUTES

### **Board Members:**

**Present:** Lori Cretney, Kathy Lockerbie, Katrin Sheehan, Sara Lyter, Doug Smith, Anne Elwell, Kari Pietsch-Wangard

**Excused:** Barbara Frische, Ásta Covert

**Observers:** Juli Cole, Laurie Prestine (10:15PM)

**Call to Order 9:06PM (Eastern) [Anne Elwell]**

### **Secretary's Report (Doug Smith)**

Membership status: 396 member 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:

<u>Combined bank account balances as of 02/28/13:</u>	\$165,941.13
<u>Unrestricted funds as of 02/28/13:</u>	\$146,740.75
<u>Net increase (decrease) since 01/31/13:</u>	\$2,910.72

### **Standing Committee Reports**

- Pleasure Riding (Ellen Wilson, Kathy Lockerbie liaison)  
The PRP reports that all prizes for the 2012 winners have been shipped. Nancy is recruiting photos from them and I have written a cover article for the next issue of the Quarterly. For 2013, Q1 logs are due back by April 15.
- Promotion (Juli Cole, Anne Elwell liaison)  
The new USIHC display booth was damaged during return shipping from the FIRC event to the Promotion Committee Chair. Specifically, the corner or the podium table top was cracked & hanging. The booth was properly packed & shipped by FIRC according to the Use Agreement for the booth, to include insuring the booth against any damages during shipping.

The PC Chair immediately notified the BOD liaison of the damage & per instructions from the BOD, filed a claim with UPS to cover the cost of the damage. Communication with UPS regarding the damage & the insurance claim provided the following details:

- 1) When an item is shipped through UPS via a third party vendor, such as a UPS Store, the third party vendor is considered the “shipper” of the item as the item is being shipped under the third party’s UPS account.
- 2) When insurance claims are filed with UPS for damage to an item that was shipped via a third party vendor, the UPS policy is that the third party vendor has the final “say so” in regards to the disposition of the claim and any funds paid to cover the damage.

After lengthy communication with UPS & the UPS Store in MD that was by UPS policy considered to be the “shipper” of the booth, the claim for damage made by USIHC was ultimately denied by the UPS Store in MD.

The manufacturer of the display booth was contacted during the insurance claim process & a replacement piece was found to be available for a total cost of 79.51 (including ground shipping). The FIRC deposit of 500 was refunded less this 79.51 amount, pending the decision of the insurance claim.

After being notified by the UPS Store in MD that they were denying the insurance claim, the following actions were taken:

1) USIHC set up its own UPS account so that USIHC will now be considered the shipper of the booth & thus will have greater control/input over any future damages/insurance claims that may arise.

2) The replacement piece for the booth was ordered. An email from the manufacturer has verified that the piece was shipped via FedEx ground service & should arrive prior to the booth being used at the Ohio Equine Affaire.

- Web (Doug Smith)

After nearly four years the engineering team at World Fengur has created the web search tool we need to offer our members the same horse search functionality as is currently on our website. Now that this hurdle has been cleared Doug is working with World Fengur to confirm their records match ours and to find a mutually acceptable way to produce our ownership certificates. At that point Ásta can stop doing double work for all registry transactions.

- Nothing to report:

- Competition (Will Covert, Ásta Covert liaison)
- Regional Clubs (Martina Gates, Katrin Sheehan liaison)
- Youth (Laurie Prestine, Ásta Covert liaison)

- No report from:

- Breeding (Barbara Frische)
- Education (Katrin Sheehan)
- Quarterly (Judy Strehler, Anne Elwell liaison)

### **Email Voting**

- The Board approves the repair of the “new” booth at a total cost of \$79.51. [Approved with no dissent. No vote received from Barbara Frische.]

### **Old Business**

- New Brochure (Kathy Lockerbie)  
Final draft sent to the board email list. Waiting on a high resolution image for one of the images. Going to list contributors, current “800” phone number and the current Regional Clubs. Kathy asks the Board review the draft at that time. Kathy will provide bids for an initial printing.
- Funding Policy (Sara Lyter)  
Tabled until the next meeting.

- General / Annual Meeting (Anne Elwell)  
Tabled until the next meeting. Anne requests suggestions via the board email list.
- Winterhorse Park Evaluation Budget (Kari Pietsch-Wangard)  
The Board finds too many errors and inconsistencies in the presented budget. The Board instructs Katrin to obtain a final, accurate budget within 7 days. At that time the Board will vote, by email, on the amount of stop-loss funding to provide.
- World Championships Tryout Budget (Kari Pietsch-Wangard)

MOTION [Kari Pietsch-Wangard] Accept Will's budget (\$500 guaranteed / site) with offsetting expenses of \$2252 (actual) and any income in excess of the \$252 loss goes toward stall rentals at the WC. Unanimously approved.

### **New Business**

- Refund of FIRC's booth use deposit. (Juli Cole)  
Juli Cole, Promotion Committee chair, requests a full refund of the deposit even though there was damage. FIRC, through Tony Colicchio, fulfilled all requirements of the Use Agreement by properly packing, shipping & insuring the booth for return to the Promotion Committee Chair. The UPS policy regarding insurance claims for an item shipped via a third party vendor was unknown to FIRC & the USIHC until after the insurance claim was filed.

MOTION: [Anne Elwell] The Board instructs Juli to ask Tony directly if the damage happened on FIRC's watch. If he represents there was no damage we will fully refund FIRC's deposit. Adjust the Booth Use Procedures to require photo be taken prior to return shipping in the future. Unanimously approved.

- Sport Rule Changes (Will Covert)

MOTION [Doug Smith]. Approve as presented by the Sport Committee. Unanimously approved.

1. Replace non-registered horse and non-member fees with a flat National Ranking fee.  
The current fee structure is burdensome for both show organizers and the Sport Leader. Further, there is often a delay in closing shows and posting results while fees are collected. In an effort to simply and streamline the procedures, it is proposed that a \$75.00 ranking fee be collected to support the annual awards costs. This non-refundable fee would be payable before the sanction is granted. The current non-member rider and non-registered horse fees will be deleted.

This change makes the procedures easier for all involved. However, there will be a net loss of income to the USIHC as the collected penalty fees significantly exceed the cost of the awards.

[This proposal was approved by the Sport Committee with 8 Yes and 3 No votes.]

2. Require show premiums to clearly state that riders who start multiple tölt or gait tests will only be ranked (national or world) in the most advanced test.  
By way of background, FIPO makes it illegal for a rider to start in more than one tölt or gait test in the same competition (for example F2 and F1). In the US we have already relaxed this rule to allow multiple starts in support of more feedback to the riders and more income to the shows. To remain in compliance with FIPO, for the purposes of World Ranking we remove all but the most advanced test's results for a given rider. In the five-gait example, we would submit the F1 results for ranking. To remain consistent with FIPO we follow the same procedures for the US National Ranking. (Note: We do not strike the results from the published overview of the score.

They are simply not considered for the US Ranking.)

Some riders have expressed surprise at last season's US National Ranking results. This surprise stems from the application of this procedure. By adding language to the show premium we hope to eliminate this surprise while providing as much support to riders and show organizers and holding to the spirit of FIPO's rules regarding multiple starts.

Proposed required language: *Riders may choose to start in more than one tölt or gait test at this show. Only the scores in the most advanced (lowest number) test in each group will be included in the National and, if appropriate, World Ranking.*

[This proposal was approved by the Sport Committee with 8 Yes and 0 No votes.]

3. Continue to allow F1 and F2 to be shown on 200m oval tracks beyond the 2014 deadline set by FEIF.

There are very few 250m oval tracks or 200m “P” tracks which would be legal under the FIPO restriction to come into force in 2014. There is already very little pace shown in the United States. It should be our focus to encourage increased use of pace. Following this FIPO restriction will limit our efforts.

[This proposal was approved by the Sport Committee with 8 Yes and 0 No votes.]

• Youth Cup Tryout Forms and Procedures (Laurie Prestine)

Changes made from 2012:

- Relocated and highlighted USIHC membership requirement on all forms.
- Changed judges number from 3 to 1.
- Changed test fee from \$100.00 for all tests scored to \$30.00 per test scored.
- Added link to explain tests required for try-out.
- Added parent permission to rider application.
- Removed medical information from rider application.
- Changed name of Rules and Procedures to include riders, CL & TL.
- Added CL and TL section to Rules and Procedures.
- Added information stating TL is an optional position to Rules and Procedures and to TL description on the TL application.

Tabled until next meeting.

• Breeding Horse Qualifications for World Championships (Katrin Sheehan)  
(See attached.)

MOTION [ Katrin Sheehan ] Approved as presented. Unanimously approved.

• FEIF SWOT Analysis Request

FEIF asks that all member associations complete the attached SWOT analysis matrix by September. The Board directs Sara Lyter to drive this process to make sure it is completed with input from the Board, committees, and Regional Clubs.

• Committee Activity

	Board	Breeding	Education	Promotion	Quarterly	Regional Clubs	Sport	Youth
Jan 2012	124	86	9	2	57	2		7
Feb 2012	36	1		72	3			13
Mar 2012	84	3		244	90	3	25	
Apr 2012	13	1		127	130		16	
May 2012	16	2	27	53	91		1	
Jun 2012	90	1	8		14	3		
Jul 2012	112	1	2		228		1	6
Aug 2012	45	3	1	13	46		1	
Sep 2012	53	1	1	12	35	3	1	
Oct 2012	8			2	65		1	
Nov 2012	30	11		66	73		4	
Dec 2012	15	1	5	15	58	3		
Jan 2013	54	44	1	2	85		1	9
Feb 2013	50	29	1	7	21		27	2
Mar 2013	52	4	1	16	13	3	30	5

\*All messages to the Regional Clubs list are the automated Quarterly article reminders.

\*No messages sent on the Pleasure Riding, Website, or Youth Board lists.

### *Email Activity*

	Breeding	Sport	Ed	PRP	Promotion	Quarterly	Regional Club	Web	Youth
Jan 2012			X		X				
Feb 2012	X			X	X	X			
Mar 2012	No reports								
Apr 2012	X		X			X	X		X
May 2012	No Reports								
Jun 2012	X	X	X		X	X	X		X
Jul 2012	X	X	X	X		X	X	X	
Aug 2012	X	X	X		X	X	X	X	
Sep 2012	X	X	X	X	X	X		X	
Oct 2012	No Reports								
Nov 2012	X	X	X	X	X	X	X	X	X
Dec 2012	No Meeting								
Jan 2013	X	X	X			X	X	X	X
Feb 2013	No Meeting								
Mar 2013	No reports								

*No Report*      11%      33%      11%      56%      33%      11%      33%      44%      56%

### *Reports to the Board*

The board had a lengthy discussion about the relative inactivity in the association as a whole. Anne asks all the Board members to consider this situation and suggests we consider the discussions on the Quarterly committee list as potential model for other areas of our work.

Sara observes this is a key issue for the SWOT analysis.

**Meeting adjourned at 10:45PM (Eastern)**

**Next meeting May 7<sup>th</sup> 9PM (Eastern)**

### Actual Cash Owned by USIHC

<u>1/31/13</u>		<u>2/28/13</u>
\$ 21,381.28	Checking	\$ 24,462.96
\$ 131,446.33	Money Market	\$ 131,461.46
\$ 10,016.71	CDs	\$ 10,016.71
\$ 162,844.32	subtotal	\$ 165,941.13
\$ (4,966.25)	Youth Fund	\$ (5,043.94)
\$ (10,000.00)	Int. Judges Fund	\$ (10,000.00)
\$ (4,048.04)	World Champ. Team Fund	\$ (4,156.44)
\$ 143,830.03	USIHC Owned Funds	\$ 146,740.75

Net Increase (Decrease) from previous report  
**\$2,910.72**

**United States Icelandic Horse Congress I...**  
**Balance Sheet Standard**  
 As of February 28, 2013

	Feb 28, '13
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Associated Checking acct.	24,462.96
Associated Money Market Acct.	131,461.46
<b>Total Checking/Savings</b>	155,924.42
<b>Other Current Assets</b>	
<b>CDs for Judge Scholarship Fund</b>	
CD-matures 10/5/17	3,008.67
CD-matures 10/5/15	3,004.53
CD-matures 10/5/13	3,000.00
CD-matures 9/29/16	1,003.51
<b>Total CDs for Judge Scholarship ...</b>	10,016.71
<b>Total Other Current Assets</b>	10,016.71
<b>Total Current Assets</b>	165,941.13
<b>TOTAL ASSETS</b>	<b>165,941.13</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Unexpended Judge Schlshp. Fund	10,000.00
Unexpended World Champshp F...	4,156.44
Unexpended Youth Funds	5,043.94
<b>Total Other Current Liabilities</b>	19,200.38
<b>Total Current Liabilities</b>	19,200.38
<b>Total Liabilities</b>	19,200.38
<b>Equity</b>	
Opening Bal Equity	96,926.56
Retained Earnings	41,169.61
Net Income	8,644.58
<b>Total Equity</b>	146,740.75
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>165,941.13</b>

**United States Icelandic Horse Congress Inc.  
Income & Expense Report  
February 2013**

Income		Expense	
Interest Income	15.13		
<b>Membership Related Income</b>			
<b>Farm Listing</b>			
2013 Farm Listing	323.32		
<b>Total Farm Listing</b>	323.32		
<b>Membership Dues</b>			
2013 Membership dues			
2013 Youth membership	35.00		
2013 Family Membership	574.05		
2013 Individual Mbshp	1,321.02	<b>Membership Related Expenses</b>	
<b>Total 2013 Membership dues</b>	1,930.07	Toll Free line	12.95
<b>Total Membership Dues</b>	1,930.07	<b>Total Membership Related Expenses</b>	12.95
<b>Quarterly Inc.</b>		<b>Pleasure Rider Program Exp.</b>	
Quarterly back issue sales	68.98	2012 PRP Award exp.	606.77
<b>Total Quarterly Inc.</b>	68.98	<b>Total Pleasure Rider Program Exp.</b>	606.77
<b>Website Inc.</b>			
Website Ad Inc.	192.00		
<b>Total Website Inc.</b>	192.00		
<b>Total Membership Related Income</b>	2,514.37		
<b>Registry Income</b>			
Duplicate Registration fees	0.00	<b>Registry Acct. Expense</b>	
Late Stallion Report fees	396.80	Clerical for registry	355.00
Registration fees	346.80	Reg. Office supplies	92.48
Transfer fees	204.82	<b>Total Registry Acct. Expense</b>	447.48
<b>Total Registry Income</b>	948.42		
<b>Other Income</b>			
Booth Deposit/Refund	500.00		
<b>Total Other Income</b>	500.00		
<b>Total Income</b>	3,977.92	<b>Total Expense</b>	1,067.20

**Total Profit (Loss): 2,910.72**

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through February 2013**

<u>Income</u>		<u>Expense</u>	
Interest Income	48.58	Breeding Committee Exp.	
		Elwell Breeding Award	48.50
		FEIF Evaluation fees	213.21
		Total Breeding Committee Exp.	261.71
Membership Related Income		Competition Comm. Expense	
Farm Listing		FEIF World Ranking Comp. fee	673.30
2013 Farm Listing	1,831.42	National Ranking Award Expense	697.30
Total Farm Listing	1,831.42	Total Competition Comm. Expense	1,370.60
Membership Dues		Membership Related Expenses	
2013 Membership dues		Administration	
2013 Youth membership	105.00	Mbshp. Postage	47.70
2013 Family Membership	2,664.30	Office/Supplies Exp.	85.78
2013 Individual Mbshp	5,359.59	Total Administration	133.48
Total 2013 Membership dues	8,128.89	FEIF related expenses	
Total Membership Dues	8,128.89	FEIF Mbshp fees	1,690.25
		Total FEIF related expenses	1,690.25
Quarterly Inc.		Quarterly Expenses	
Quarterly Adv. Inc.	400.00	postage for Quarterly	5.15
Quarterly back issue sales	68.98	Total Quarterly Expenses	5.15
Total Quarterly Inc.	468.98		
Website Inc.		Toll Free line	25.90
Website Ad Inc.	762.13	Total Membership Related Expenses	3,225.38
Total Website Inc.	762.13		
Total Membership Related Income	11,191.42	Pleasure Rider Program Exp.	
		2012 PRP Award exp.	606.77
		Total Pleasure Rider Program Exp.	606.77
		Promotional Exp.	
		Other Booth rental Expense	350.00
		Promotional postage expenses	24.49
		RC Co-op promo exp.	142.97
		Total Promotional Exp.	517.46
Registry Income		Registry Acct. Expense	
Duplicate Registration fees	48.25	Clerical for registry	355.00
Late Stallion Report fees	693.60	Reg. Office supplies	92.48
Registration fees	864.80	Total Registry Acct. Expense	447.48
Transfer fees	426.86		
Total Registry Income	2,033.51		
USIHC Non-Member fees	124.27		
Other Income		World Championship Expenses	
Booth Deposit/Refund	500.00	WC 2013 Berlin Expenses	194.40
Total Other Income	500.00	Total World Championship Expenses	194.40
Total Income	13,897.78	Total Expense	5,253.20

**Total Profit (Loss): 8,644.58**

## WC Qualifications for breeding horses for the US team

The horse must be born in the US and have a FEIF-ID starting with US

The horse must have participated in a FEIF breeding evaluation in or outside of the US in the year of the WC, prior to the WC event, for qualification points

The highest scoring horse in each division has the right to participate in the WC, if it has reached the qualification points needed.

If the highest scoring horse is unable to participate, the next highest scoring horse earns the right for participation. If the second horse cannot participate the right will go to the next horse and so forth, as long as the horses have scored the minimum points of qualification set forth by the USICH breeding committee.

All rules of FEIF for the WC apply (passport, vaccinations etc)

Riders can be chosen freely by the horse owner

Riders will be part of the US team and have to obey the rules set forth by USIHC or its representatives

Riders have to wear team clothing while representing the US at the WC

Qualifying total scores:

Mares:

5 year olds: 7.8

6 year olds: 7.9

7 years and older: 8.0

Stallions:

5 year olds: 7.9

6 year olds: 8.0

7 years and older: 8.0



## **FEIF 2019**

By 2019 FEIF will have existed 50 years.

In 2007 the Board of FEIF presented a vision, mission and goals for FEIF:

### **VISION**

**FEIF is bringing people together in their passion for the Icelandic horse.**

### **MISSION**

- We want to connect Icelandic horse culture, riding, lifestyle, enjoyment and passion.
- We want to focus on horse welfare.
- We want to provide pro-active service and knowledge.
- We want to continuously improve and unify standards.
- We want to promote the pure-bred Icelandic horse throughout the world.
- We want to improve recognition of the Icelandic horse.

### **GOALS**

- To put the welfare of the horse first in everything we do.
- To organise large scale events, giving people an opportunity to enjoy Icelandic horse culture, riding and life style and to support and develop standards.
- To define the aspects of the Icelandic horse culture and promote them.
- To maintain the purity and quality of the breed.
- To develop and maintain a sole register for the Icelandic horse.
- To show respect towards the environment.
- To establish and continuously improve comparable standards for education.
- To find and improve international sponsoring in cooperation with our member associations.
- To support member and aspiring member associations to develop their infrastructure as the basis for growth.
- To maintain and improve internal and external communication.
- To establish and improve internal FEIF administration and standard PR documents.



In recent years the consequences of the financial crisis and communication in and around the horse world has challenged all member countries in FEIF in many different ways.

Therefore the board of FEIF wants member countries to take part in a process during 2013, which leads to an analysis of opportunities and challenges of the Icelandic horse world, and to establish a clear overview of elements, which may be obstacles in achieving more goals prior to 2019.

On the basis of this process, we will be able to identify focus areas for the coming years and mutually agree on how FEIF best supports its member countries in meeting identified challenges. This may also encompass a revision of a new framework for FEIF, the direction of our development, our internal rules, roles and relations, coordinated with the development in the member countries.

Therefore the board of FEIF would invites the member countries to conduct a **SWOT analysis** for their organization to be sending to the FEIF office September 1, 2013, and share the outcome with FEIF, which in return would take the issues into consideration in a FEIF SWOT analysis that would follow and be presented at the conference 2014. The different departments and committees would be involved in the process.

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It is clear, that some projects have to be developed further:

**Ethical standards** – for all involved - and clean sport !

The importance of **voluntarily work** since all our member countries depend on people voluntarily spending thousands of hours. Some efforts must be put in rewarding this, showing acknowledgement and recognition – and we need to secure, that it remains fun to be a volunteer.

**Leisure riding** must be given a much higher priority and be integrated on different levels – riders' access to nature in general, and a focus on whatever riders does when the rider mount a horse for a ride in the nature. We must face the fact that leisure riders represent the majority of all riders, which also means the majority of potential buyers to our horses and potential participants in competitions.

We need to be **visible, accessible and open** for new trends and ways of marketing our horses and activities.

The Task Force process must be speeded up with the goal to be finished and decided upon at the DA 2015 with a complete set of **FEIF Rules** – including General Rules and the specific Rules for Breeding, Sport, Leisure, Youth and Education.

We need to be better on **communication and increase the visibility** of FEIF.

January 2013

The Board of FEIF

# SWOT Analysis

<b>Strengths</b>	<b>Weaknesses</b>
<p>What do we do exceptionally well? What advantages do we have? What valuable assets do we have? What do members acknowledge as our strengths?</p>	<p>What do we know, that we can do better? Where are we vulnerable? What are we criticized for not doing good enough?</p>
<b>Opportunities</b>	<b>Threats</b>
<p>What opportunities do we know about but leave unattended? What emerging trends do we see?</p>	<p>What weaknesses may turn into threats? Which external obstacles may prevent us from reaching our goals until 2019? Is there any significant changes among members, in the market or in society, that may have a material adverse impact on our plans for 2019?</p>