

## USIHC – Board Of Directors 09/10/13 MEETING MINUTES

### **Board Members:**

Present: Sara Lyter, Doug Smith, Kari Pietsch-Wangard, Lori Cretney, Ásta Covert, Anne Elwell [9:21PM]

Excused: Kathy Lockerbie, Barbara Frische, Katrin Sheehan

**Observers:** Juli Cole, Sverrir Bjartmarz

### **Call to order [Sara Lyter] 9:17PM**

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

Membership status: 406 member households as of September 1<sup>st</sup>.

#### FEIF SWOT Analysis Request

The summary of comments prepared by Sara Lyter was delivered to FEIF on September 1<sup>st</sup>. (See attached.)

#### Board Election

The Notice of Election was prepared by Lynn Weise, Election Committee Chairperson, and delivered to the membership via eMail on August 31<sup>st</sup>. A copy of the Notice was also posted on the website news page and copied to FaceBook.

Lynn has approved the protocol for this year's all-electronic election:

- A simple election page will be added to the Congress site. The page will include voting instructions, candidate statements, and the necessary structures to collect the votes.
- Each member will need to enter a control number to register their vote. Family memberships, entitled to two votes, will get two unique control numbers. The server will generate a list of the control numbers completely at random and email them to the primary email address associated with each Individual and Family membership. Lynn (Election Committee Chairperson) will receive the only documentation of the assignment of control numbers by email. There control number assignments will not be stored on the server.
- As each member votes, the server will record their choices against their control numbers. Each control number can only be used once. The server will also create an audit trail that records which Internet IP address was used to submit the vote, the date and time the vote came in, and any error message related to the vote. This audit information will be stored separately from the actual votes.
- When the election period is over the server will stop accepting votes and will send Lynn the tally.

The voting will remain completely secret unless there is an irregularity; in which case, it will take both Lynn and Doug to breach the confidentiality of the procedure.

Doug and Lynn will perform a final test of the procedure as soon as it becomes clear an election must be held – after the receipt of two candidate nominations.

## 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 08/31/13:</u>	\$159,687.34
<u>Unrestricted funds as of 08/31/13:</u>	\$143,485.92
<u>Net increase (decrease) since 06/30/13:</u>	(\$1,957.50)

## Standing Committee Reports

- Promotion (Juli Cole, Anne Elwell liaison)  
The "Press Release" section of the Promotion Committee page was removed. This section was added to the website in 2009. Since that time there has not been a single request for a press release. Therefore it would appear that this option is one that is unnecessary to continue to offer.
- Quarterly (Nancy Marie Brown & Nicki Esdorn, Anne Elwell liaison)  
The September issue has been mailed and should be appearing in members' mailboxes shortly; each envelope contains a copy of the new USIHC brochure.

The committee is working on the December issue of the Quarterly. The deadline is October 1 with a mailing date of December 1. We welcome contributions from Board members and will be contacting committee chairs in the next couple of days to get their input.

Already planned for the issue is a series of articles on the World Championships in Berlin, and articles on travel to Iceland, films about Icelandic horses, nutrition, grooming, and promoting the breed. Several other topics are also in the works.

We are actively recruiting new members to join the committee and would welcome suggestions from the Board and committees of candidates to invite.

- Youth (Laurie Prestine, Ásta Covert liaison)  
The youth committee decided to sponsor the USA banner at the World Championships and it looked great! Thanks to Doug for the design work. It was in a prominent position and helped to promote the US team. We had all the riders sign it and we will auction it off if possible.

We have received many inquires from US Young Riders regarding the FYCup in Iceland next summer. With this in mind, Laurie met with Anne Levander, the FEIF Youth Leader, at the World Championships regarding more spots for the US Team for the FYCup. We requested 6 spots. Anne said she hopes and thinks that this may be possible.

I also met with the youth leaders from France and Denmark which was very nice and informative.

- Nothing to report from:
  - Pleasure Riding (Ellen Wilson, Kathy Lockerbie liaison)
- No report from:
  - Breeding (Barbara Frische, Kathy Lockerbie)
  - Competition (Will Covert, Ásta Covert liaison)
  - Education (Katrin Sheehan)
  - Regional Clubs (Martina Gates, Katrin Sheehan liaison)

## Email Voting

- FIRC Funding Grant Proposal (see attached) approved with no dissension. [No response received from Barbara Frische.]
- Flugnirkeppni Funding Grant Proposal (see attached) approved with no dissension. [No response received from Barbara Frische.]

## New Business

- Required Tests for Sanctioned Shows [Will Covert]

The Sport Committee recommends requiring sanctioned shows to include both the individual and group variants of the open tests (T1/T3, T2/T4, V1/V2, F1/F2) to bring the sanctioned show rules into alignment with the National Ranking.

MOTION: [Doug Smith] Accept as presented with no dissension.

- Membership fees for new Youth Members [Sara Lyter]

MOTION: [Doug Smith] Any new **youth** members who join the Congress between September 1, 2013 and September 1, 2014 get their first year's membership for free. Approved with no dissension.

- Distribution of Brochures [Juli Cole]

*The majority of the Promotion Committee was in favor (10 members) of the following new Board/Congress policy. One member abstained from voting, one held no opinion/position on the issues & one did not respond.*

USIHC brochures are available to USIHC members and Regional Clubs upon request from the Promotion Committee Chair, for use in promoting the breed & USIHC. The brochures are 8 1/2" x 11" tri-fold style and in full color. Along with general information about the breed, a listing of all USIHC Regional Clubs is included on the back page of the brochure.

Distribution of the brochures is as follows:

- 1) The brochures are available in multiples of 50.
- 2) There is no charge for the brochures.
- 3) USIHC will pay for standard USPS First Class Mail shipping of the brochures.
- 4) Requests for quantities of 500 and above for use at events such as trade shows must be made at least 4 weeks in advance.

MOTION: [Sara Lyter] Accept as presented. Approved with no dissension.

- Quarterly Copies for Promotion [Juli Cole]

*The majority of the Promotion Committee was in favor (10 members) of replacing Board Policy 20.2 with the following text. One member abstained from voting, one held no opinion/position on the issues & one did not respond.*

*For reference, the current Policy 20.2 reads:*

*50-75 copies for Promotion:*

*These copies are mailed from the printer to the Promotion Committee Chair.*

- *Members of the Promotion Committee can sell copies at shows & expos and to Regional Club members for \$5 each or as much as they determine the market will pay. It is up to the Promotion Committee to decide how much to charge and where/how to sell these copies.*
- *If the Membership group needs more copies, they can get them from the Promotion Committee.*
- *If the membership demand changes drastically, we'll send fewer copies to Promotion from the printer.*

The Promotion Committee suggests the following replacement text:  
50-75 copies for Promotion:

These copies are mailed from the printer to the Promotion Committee Chair.

- USIHC members and Regional Clubs may request copies to be distributed at events that are open to the general public only.
- Quantities are limited, therefore available on a "First Come, First Served" basis. Quantities sent will be based upon projected event attendance of non-Icelandic Horse owners or non-USIHC members & the number of copies currently available for distribution.
- There is no charge for the promotional copies of the Quarterly
- USIHC will pay for standard USPS Flat Rate Priority mail OR UPS ground shipping.
- Requests must be made at least 2 weeks in advance of the event.

MOTION: [Anne Elwell] Accept as presented. Approved with no dissension.
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**Next meeting: October 8<sup>th</sup>. Given Doug's travel the agenda will be posted and amended. There will also be a new dial-in number for the next call: (712) 432-0385.**

**Adjourned at 10:15PM (Eastern)**

## USIHC General Membership Funds

<u>6/30/13</u>		<u>8/31/13</u>
\$ 23,255.15	Checking	\$ 18,083.60
\$ 131,527.38	Money Market	\$ 131,560.90
\$ 10,029.68	CDs	\$ 10,042.84
\$ 164,812.21	subtotal	\$ 159,687.34
\$ (5,114.99)	Youth Fund	\$ (5,271.80)
\$ (10,000.00)	Int. Judges Fund	\$ (10,000.00)
\$ (4,253.80)	World Champ. Team Fund	\$ (929.62)
\$ 145,443.42	USIHC General Membership Funds	\$ 143,485.92

Net Increase (Decrease) from previous report  
**(\$1,957.50)**

**United States Icelandic Horse Congress Inc.**  
**Balance Sheet Standard**  
 As of August 31, 2013

	<b>Aug 31, '13</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Associated Checking acct.	18,083.60
Associated Money Market Acct.	131,560.90
	149,644.50
<b>Other Current Assets</b>	
<b>CDs for Judge Scholarship Fund</b>	
CD-matures 10/5/17	3,025.86
CD-matures 10/5/15	3,013.47
CD-matures 10/5/13	3,000.00
CD-matures 9/29/16	1,003.51
	10,042.84
<b>Total CDs for Judge Scholarship ...</b>	<b>10,042.84</b>
	10,042.84
<b>Total Current Assets</b>	<b>159,687.34</b>
<b>TOTAL ASSETS</b>	<b>159,687.34</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...	929.62
Unexpended Youth Funds	5,271.80
	16,201.42
<b>Total Other Current Liabilities</b>	<b>16,201.42</b>
	16,201.42
<b>Total Current Liabilities</b>	<b>16,201.42</b>
<b>Total Liabilities</b>	<b>16,201.42</b>
<b>Equity</b>	
Opening Bal Equity	96,926.56
Retained Earnings	41,169.61
Net Income	5,389.75
	143,485.92
<b>Total Equity</b>	<b>143,485.92</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>159,687.34</b>

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**July through August 2013**

Income		Expense	
<b>Competition Inc.</b>			
Sanction Competition fee	200.00		
<b>Total Competition Inc.</b>	200.00		
<b>Interest Income</b>	48.55		
 <b>Membership Related Income</b>		 <b>Membership Related Expenses</b>	
<b>Farm Listing</b>		<b>Administration</b>	
2013 Farm Listing	320.43	Tax. Prep. Services	350.00
<b>Total Farm Listing</b>	320.43	<b>Total Administration</b>	350.00
<b>Membership Dues</b>		<b>Service fees</b>	
2013 Membership dues		Bank Fees	56.00
2013 Family Membership	378.75	<b>Total Service fees</b>	56.00
2013 Individual Mbshp	1,569.79	Toll Free line	25.90
2013 Youth membership	136.04	<b>Total Membership Related Expenses</b>	431.90
<b>Total 2013 Membership dues</b>	2,084.58	 <b>Other Expense</b>	
2014 Membership dues		Expense to be reimbursed	757.46
2014 Individual Mbshp	88.10	<b>Total Other Expense</b>	757.46
<b>Total 2014 Membership dues</b>	88.10	 <b>Promotional Exp.</b>	
<b>Total Membership Dues</b>	2,172.68	Promotion Material Printing exp	763.71
 <b>Quarterly Inc.</b>		RC Co-op promo exp.	200.00
Quarterly Adv. Inc.	491.20	<b>Total Promotional Exp.</b>	963.71
Quarterly back issue sales	6.61		
<b>Total Quarterly Inc.</b>	497.81		
<b>Website Inc.</b>			
Website Ad Inc.	192.00		
<b>Total Website Inc.</b>	192.00		
<b>Total Membership Related Income</b>	3,182.92		
 <b>Registry Income</b>		 <b>Registry Expenses</b>	
Duplicate Registration fees	195.05	Clerical for registry	360.00
Late Stallion Report fees	96.80	Printing & reproduction-Regist.	247.74
Registration fees	665.32	Registry Postage	92.00
Transfer fees	453.90	<b>Total Registry Expenses</b>	699.74
<b>Total Registry Income</b>	1,411.07	 <b>World Championship Expenses</b>	
 <b>USIHC Non-Member fees</b>		WC 2013 Berlin Expenses	4,021.51
	74.28	<b>Total World Championship Expenses</b>	4,021.51
<b>Total Income</b>	4,916.82	<b>Total Expense</b>	6,874.32

**Net Income (Loss): -1,957.50**

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through August 2013**  
**Page 1**

Income		Expense	
		<b>Breeding Committee Exp.</b>	
		<b>FEIF Evaluation fees</b>	213.21
		<b>Elwell Breeding Award</b>	48.50
		<b>Total Breeding Committee Exp.</b>	<u>261.71</u>
<b>Competition Inc.</b>		<b>Competition Comm. Expense</b>	
<b>FEIF World Ranking Comp Fee Inc.</b>	329.84	<b>FEIF World Ranking Comp. fee</b>	673.30
<b>Sanction Competition fee</b>	<u>350.00</u>	<b>National Ranking Award Expense</b>	<u>697.30</u>
<b>Total Competition Inc.</b>	<u>679.84</u>	<b>Total Competition Comm. Expense</b>	<u>1,370.60</u>
<b>FEIF Conference Reimbsmt.</b>	0.00	<b>FEIF Conference exp.</b>	
<b>Interest Income</b>	185.31	<b>FEIF 2013 Conference exp.</b>	<u>1,359.46</u>
		<b>Total FEIF Conference exp.</b>	<u>1,359.46</u>
<b>Membership Related Income</b>		<b>Membership Related Expenses</b>	
<b>Farm Listing</b>		<b>Administration</b>	
<b>2013 Farm Listing</b>	<u>2,585.47</u>	<b>Mbshp. Postage</b>	76.42
<b>Total Farm Listing</b>	<u>2,585.47</u>	<b>Office/Supplies Exp.</b>	85.78
<b>Membership Dues</b>		<b>Tax. Prep. Services</b>	<u>350.00</u>
<b>2013 Membership dues</b>		<b>Total Administration</b>	<u>512.20</u>
<b>2013 Family Membership</b>	4,559.25		
<b>2013 Individual Mbshp</b>	10,212.61	<b>FEIF related expenses</b>	
<b>2013 Youth membership</b>	<u>377.08</u>	<b>FEIF Mbshp fees</b>	<u>1,690.25</u>
<b>Total 2013 Membership dues</b>	<u>15,148.94</u>	<b>Total FEIF related expenses</b>	<u>1,690.25</u>
<b>2014 Membership dues</b>			
<b>2014 Individual Mbshp</b>	<u>88.10</u>	<b>Quarterly Expenses</b>	
<b>Total 2014 Membership dues</b>	<u>88.10</u>	<b>Graphics</b>	2,000.00
<b>Total Membership Dues</b>	<u>15,237.04</u>	<b>postage for Quarterly</b>	935.33
		<b>Quarterly Printing</b>	<u>2,459.96</u>
<b>Quarterly Income</b>		<b>Total Quarterly Expenses</b>	<u>5,395.29</u>
<b>Quarterly Adv. Inc.</b>	2,086.38		
<b>Quarterly back issue sales</b>	<u>82.20</u>	<b>Service fees</b>	
<b>Total Quarterly Inc.</b>	<u>2,168.58</u>	<b>Bank Fees</b>	<u>59.00</u>
<b>Website Inc.</b>		<b>Total Service fees</b>	<u>59.00</u>
<b>Website Ad Inc.</b>	<u>1,332.26</u>		
<b>Total Website Inc.</b>	<u>1,332.26</u>	<b>Toll Free line</b>	103.60
<b>Total Membership Related Income</b>	<u>21,323.35</u>	<b>Website</b>	181.40
		<b>WorldFengur Exp.</b>	<u>570.54</u>
		<b>Total Membership Related Expenses</b>	<u>8,512.28</u>

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through August 2013**  
**Page 2**

Income		Expense	
		<b>Other Expense</b>	
		Expense to be reimbursed	757.46
		<b>Total Other Expense</b>	757.46
<b>Other Income</b>		<b>Pleasure Rider Program Exp.</b>	
Booth Deposit/Refund	64.71	2012 PRP Award exp.	722.38
<b>Total Other Income</b>	64.71	<b>Total Pleasure Rider Program Exp.</b>	722.38
<b>Registry Income</b>		<b>Promotional Exp.</b>	
Duplicate Registration fees	488.40	Display booth shipping	336.20
Late Stallion Report fees	1,084.00	Equine Affair Exp.	450.00
Registration fees	2,176.05	Other Booth rental Expense	350.00
Transfer fees	1,603.07	Promotional postage expenses	125.58
<b>Total Registry Income</b>	5,351.52	Promotion Material Printing exp	1,382.55
		RC Co-op promo exp.	365.47
		Promotional Exp. - Other	159.02
		<b>Total Promotional Exp.</b>	3,168.82
		<b>Registry Expenses</b>	
		Clerical for registry	1,435.00
		Printing & reproduction-Regist.	247.74
		Registry Office supplies	119.47
		Reg. WorldFengur Sbscrptn exp.	119.46
		Registry Postage	184.00
		<b>Total Registry Expenses</b>	2,105.67
		<b>WC Team Tryout Expenses</b>	
		WC 2013 Tryout exp.	2,656.21
<b>USIHC Non-Member fees</b>	421.89	<b>Total WC Team Tryout Expenses</b>	2,656.21
<b>WC Team Tryout Inc.</b>		<b>World Championship Expenses</b>	
WC 2013 Team Tryout Inc.	2,493.63	WC 2013 Berlin Expenses	4,215.91
<b>Total WC Team Tryout Inc.</b>	2,493.63	<b>Total World Championship Expenses</b>	4,215.91
<b>Total Income</b>	30,520.25	<b>Total Expense</b>	25,130.50

**Net Income (Expense): 5,389.75**

## Flugnrkeppni Funding Proposal

Flugnrkeppni will be a USIHC sanctioned show with two Icelandic judges, Pétur Hákonarson and Halldor Victorsson, taking place at Winterhorse Park in Eagle, WI on September 7<sup>th</sup> and 8<sup>th</sup>. The regional club Flugnr Icelandic Horse Association of the Midwest will host the show.

Flugnr has declared 2013 the year of the youth and launched the campaign called “Where’s the Youth?” which is intended to attract new youth membership and promote the small existing youth membership. The Icelandic horse community in the United States does not have enough youth participation. This is particularly evident in the Midwest. The Flugnr board believes the hobby and sport around the Icelandic horse is too expensive and therefore inaccessible to many families. Thus, in 2013, Flugnr is actively trying to lower the costs for youth to participate in events. Auditing clinics and becoming a member of Flugnr is free to youth riders in 2013. Flugnr also wishes to make youth classes at Flugnrkeppni free. As a board, we believe this will bring more youth to the show, and with a grant from the USIHC this may be possible. We, of course, believe this also supports the mission of the USIHC by supporting and promoting the use of the Icelandic horse in the United States today and in the future. (The youth are the future.)

Flugnr also would like to try to attract new novice riders to the show as the shows usually have the same riders. We feel novice riders are intimidated to try showing for the first time, because it is so expensive. People are often cautious about spending a lot of money on something they have never tried before. With a grant from the USIHC, we could offer novice classes at a reduced rate in order to draw new riders to the show.

So we would like to propose that for the first 10 youth riders (16 and under) and the first 10 novice riders, who have never shown or only entered classes at one sanctioned show previously, the USIHC subsidizes \$50 of their class fees. The youth riders may receive a subsidy of \$25 of the \$25 class fee for T8 and/or V6 and the novice riders a subsidy of \$25 of the \$40 class fee for T7 and/or V5. Therefore we are asking for a maximum total grant of \$1,000. Thank you for your consideration!

## MEMORANDUM

TO: Sara Lyter, USIHC Vice President  
FROM: Patricia A. Moore, FIRC Show Manager  
DATE: July 9, 2013  
RE: Request for USIHC Grant

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The Frida Icelandic Riding Club (FIRC) is a regional club of the United States Icelandic Horse Congress. We schedule a variety of events for the over 50 members from Virginia, Maryland, West Virginia, D.C., Pennsylvania and Georgia throughout the year. For the past two years, club members have worked diligently on the club sponsored sanctioned shows held in May. Over 1/3 of the club members participated in the events but obviously that left almost 2/3 of the club that did not. We have determined that there were a variety of reasons for this decision among which were: a lack of confidence to perform at the level required for a sanctioned show, an unwillingness or inability to spend the kind of money required for participation, a belief that the quality of the horse(s) they own is not good enough for competition, a belief that their horse(s) may be too young or inexperienced to perform and finally an uncertainty about the level of knowledge required by the rider with regard to the competition rules.

Several years ago we held a series of no budget schooling shows in small private arenas on properties owned by our members. For a variety of reasons including the smallness of the venues, the numbers of participants fell off (no joke intended here) and the club stopped offering them. Within the last year, the calls for a FIRC schooling show has reached a level that the club and especially the show committee looked at starting over. We have been told that by having a schooling show at the location of the sanctioned show we will go a long way to encourage participation from exactly the people who have said no to the sanctioned shows.

Therefore, the FIRC has scheduled a schooling show with Katrin Sheehan as judge for September 7, 2013 at Frying Pan Farm Park in Herndon Virginia. This is a publically owned 300 acre park with a large equestrian facility that includes barns for 150 horses, three arenas (2 outdoors and 1 indoor), warm up areas and a state of the art equestrian trail system. All this comes at a cost:

Anticipated Income	
Class Revenue from 15 classes at \$10.00 per class	\$450.00
Class Sponsorship at \$20.00 per class	\$100.00
Stall fee difference	\$ 50.00

Anticipated Expenses	
Rental of facility	\$500.00
Judge's travel expenses	\$200.00
Ribbons	\$106.00
Insurance	\$105.00
Printing	\$ 75.00
Miscellaneous	\$ 50.00

Now for the \$64,000.00 question! Why is this event an appropriate recipient of a USIHC grant?

The FIRC show meets several of the elements stated in the USIHC mission statement. By reaching out to our members who have not participated up to now and who may lack confidence, financial resources and knowledge, we are definitely increasing the number of owners who can support of the use and health of the Icelandic horse at a relaxed, fun filled exhibition. Those very members have asked for this show and we are offering it. By using the venue that we are, we have a unique opportunity to exhibit our horses for a large portion of the 200 to 300 park visitors who would otherwise have no exposure to the breed. We are also providing opportunity for both the riders and the spectators to learn from interaction of the judge and the participants, again without a lot of pressure and tension (the goal of any schooling show). The show program, which will be given to every participant and spectator, will clearly call attention to the USIHC, FEIF and obviously the FIRC.

At the risk of being repetitive, our ability to hold a schooling show at a large public facility is unique. The show will be advertised at the local tack shops, be presented on the park's web site and billboards and will be open without charge to the hundreds of visitors who use the park every weekend. The visitors are also permitted and encouraged to walk through the barns and to ask questions about the horses and those who own and ride them. We are encouraging current and former members of the FIRC and the USIHC to participate. All the information for the show will be on the public part of the FIRC web site. There is also a FACEBOOK page that highlights the various FIRC shows including this one. At the show, there will be brochures from the USIHC, the FIRC, and Iceland plus former issues of the Icelandic Quarterly that if the past is any indicator will be snatched up by the spectators. Because of the level of exposure at Frying Pan Farm Park, we will serve current, past, potential members of the USIHC and FIRC by giving those very people a chance to show and have fun at the same time. The general public (100+) will be able to watch, talk to, and visit with a great group of horses, riders, and all around Icelandic horse enthusiasts. FIRC members (25+) will be able to participate in an activity within their comfort level while learning more about their horses. To use a cliché, that's a win - win!!!

We, therefore, ask for a grant in the amount of \$300.00 for the upcoming FIRC Schooling Show and we thank you for your consideration of our request.

*The following is the US response to the SWOT survey. We shared the survey with our entire membership so some of these comments come from members of our Board and some from members of the association.*

*There were two questions asked about the description that we did not attempt to answer but share in case the questions are helpful in the direction of the SWOT planning:*

***Page 1-GOALS***

--What does the education goal mean? Is it “standards for education” or is it educational materials?

***Page 2***

--What about other forms of competition? Icelandics do well in endurance, cross country, ride-and-ties, etc.

***STRENGTHS***

- FEIF is well-organized and the website is a huge source of information for anyone interested in the Icelandic horse.
- The fact that all member countries follow the same breeding and judging standards is fantastic.
- Unfortunately, most Icelandic horse riders in the U.S. are pleasure riders only and do not understand the importance of breeding standards. However, once they become educated, they become more interested in improving their own riding and in participating in more activities. It is a slow process -- but it has improved in the 20 years I've been involved with this breed.
- Breed (disposition and gaits)
- Club members (nice, typically less egomaniac than other horse owners, usually kid friendly and family oriented)
- Evaluation of conformation
- Breeding standards
- Strong registry

***WEAKNESSES***

- Since I don't breed or show my feedback wouldn't be important anyway. [*This is a fairly widespread attitude in the US. We are all about oval track competition and nothing else.*]
- One thing that has always confused me, and I know confuses others is that the scale for breeding scores is 5-10 while the scale for sports competition is 0-10. It would be nice if the scale was the same for both.
  - Why are there different shoeing and tack rules for Sport and Breeding?
  - Why do the judges work at a team in Breeding and individually in Sport?
  - Why can tack be changed between Breeding runs but not between gaits in Sport tests?None of these are necessarily “problems”; but, the reasons for the differences should be explained.
- Main weakness in my opinion is the size of the country:
  - No Icelandic facilities in most areas of the US

- Lack of access to experienced trainers in most areas of US
- Quote by Bernie Willis in 2004: Would you buy a wonderful Porsche, with nowhere to drive and no mechanics to service it?
- No tradition of having riding schools geared towards children (today's children are the riders/breeders/trainers of tomorrow). In California, the clubs/areas thrive if there are trainers who can attract children.
- Tendency to keep to ourselves (exclude other breeds)
- Generally, I think that the number of people able to keep horses is dwindling.
- Horsemanship education -health -humane riding -nutrition -biomechanics --Too much emphasis on oval track
- Not conveying the true nature of the Icelandic horse's spirit (not a beginner's horse but more like a sports car)

### ***OPPORTUNITIES***

- Continue to do what you're doing. I think most of the work that needs to be done must be done on the local level. So in the U.S., we need to host more educational programs in our own regions and states.
- The cake is not growing larger (quite the opposite). this means we will have to win over people from other breeds. Therefore: -Represent the breed to the outside with demos, horse fairs, mixed breed events
- Help our trainers get into the Horse Expos
- Encourage clubs to reach out to other horse communities
- Encourage (and financially support) trainers/breeders to build Icelandic facilities with riding schools near cities to attract new, and the right kind, of customers
- Once people have an Icelandic, they need to become interested in keeping that horse beyond it being a lawn mower: -Encourage education for the riders (the badge program is a nice beginning, but has lost momentum) How about a special prize for the first person finishing 5 badges?
- USIHC sponsored training camps for qualifying riders (how about if they have completed 4 badges?)
- On-line seminars: gaits, nutrition, harmonious riding, etc
- Cooperation with Icelandic embassies to promote the Icelandic horse, lifestyle and tourism
- Make a film with kids and Icelandics (as the Meadels vom Immenhof films in Germany which gave the breed an enormous boost in the 1960's)
- Assign "Icelandic Horse Ambassadors": people who are experienced owners and are willing and help other owners of Icelandics in questions about boarding, feeding, shoeing, tack etc.
- Other ideas:
  - A cell phone app to reach out to younger folks
  - Open a You-Tube channel

- We need books explaining gaits and gait training the Icelandic ways in English language. there are bilingual club members who most likely would love to help translate Icelandic or German books.
- Multi-breed shows should be better attended, as well as other competitions such as endurance...
- Produce webinars and video/distance learning to make education easier to afford, and so people don't have to travel to clinics. Build an online library of resources.

### ***THREATS***

- Address the health issue of summer eczema which is a huge problem for us in the U.S. with imported horses. A vaccine needs to be developed! [*This is not a universal problem in the US. In climates with low humidity there is virtually no problem with summer eczema.*]
- Age: Most club members are 45+ and lack of getting kids interested
- Cost: Lack of specialized Icelandic barns with lower cost herd and pasture boarding (as in Europe)
- Size of the US: The necessary infrastructure for a thriving Icelandic horse community cannot be built in most areas.
- Being a closed society, it feels that way sometimes. I have met owners of Icelandics who just want to ride their horses on trails and are scared away from club activities, because they think their horses are not "good enough"
- Importing unsuitable horses: Sellers should be very careful and inquire what their clients need and expect
- Cost to purchase
- Too isolated in our communities