

## **USIHC – Board Of Directors 05/20/14 MEETING MINUTES**

### **Board Members:**

Present: Andrea Barber, Doug Smith, Juli Cole, Sara Lyter, Lori Cretney, Katrin Sheehan, Ásta Covert, Kari Pietsch-Wangard, Anne Elwell (8:07PM)

Excused: None

**Observers:** None

### **Meeting Called to Order 8:05PM (Sara Lyter)**

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

Membership status as of May 16: 463 households – an increase of two households.

Lynn Wiese has agreed to act at the Election Committee Chair once again should we need to hold an election. I have also used the online election system for a FEIF election with no significant problems. The only anomalies were individuals who didn't get their instructions because the email was seen as spam. It was only about 3% of the emails that had issues.

### **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 4/30/14:</u>	<u>\$162,431.02</u>
<u>Unrestricted funds as of 4/30/14:</u>	<u>\$147,369.09</u>
<u>Net increase (<del>decrease</del>) since 3/31/14:</u>	<u>\$693.62</u>

### **Standing Committee Reports**

- Breeding Committee (Andrea Barber)  
*See attached.*
- Promotion Committee (Juli Cole)  
A request was made to the Promotion Committee seeking volunteers interested in participating in sub-committee for the purpose of developing a video to promote the breed & USIHC. This would be in a joint venture with volunteers from the Education Committee. One person volunteered to be on the video sub-committee & her name was given to the EC Chair.

### **Email Voting**

- **NEIHC request for \$712.50 in support of booth rental at MA Equine Affaire.**  
The Board voted to limit the payment to the budgeted amount of \$450.

### **Old Business**

- Standard Blood Profile (Andrea Barber)  
I have been in touch with Dr. Bettina Wagner and informed her of the board's decision from the last meeting. She said that it is a busy time of the year for them (the ending of the school year) and that she was also working on submitting some grants, but that she would get in touch with Dr. Stokol and work up a proposal for us as soon as possible. As soon as I receive that, I will forward it to the board.

- Hirson Videos (Katrin Sheehan)  
Conference call regarding videos on the website. The Education Committee wants to show the Icelandic horse in its glory. This project will take some effort as no clear video exists that meets the goals. The target is to have a product ready by the end of the year. Katrin will prepare a response to Stan's initial proposal for the Board's review.
- Website Advertising (Doug Smith)  
*See attached images.*  
The Board is ambivalent about the banner placement. As we haven't had demand and the look is slightly more cluttered, the banner placement is tabled.  
  
As an aside, the Board asks Doug to investigate the rates for the current website sponsorship program with special consideration of non-members advertising on the site.
- Youth Leader (Laurie Prestine)  
Laurie is stepping down as the Youth Leader and suggests Coleen Monsef as a replacement.

The Board unanimously approves the change of the Youth Committee Chair and thanks Laurie for her leadership in bringing the *FEIF Youth Country of the Year* award home.

## **New Business**

- Breeding Evaluation Funding (Andrea Barber)  
The Board authorizes the payment of the unused funds from the 2013 budget to support the two 2014 Breeding Evaluations (\$750 each). This is a one-time expenditure approval and the Board requests the Breeding Committee to recommend a strategy for future funding. [Approved unanimously.]
- NEIHC Games Day Grant Request (Lori Cretney)  
*See attached.*  
The request is rejected. This is not a unique idea and is not fitting with the demands and goals of the Grant Program.
- Regional Club Matching Funds (Juli Cole)  
As currently written, the Regional Club Matching Funds policy is part of the Promotion Committee budget, however it is the Chair of the Regional Club Committee that has the responsibility of approving the distribution of funds.  
  
As it seems odd for the chair of one committee to have the ability to disburse the funds from another committee's budget, I would like to see the policy changed to one of the following:
  - 1) The requests for funds from this policy are to be submitted to the Promotion Committee Chair for approval.

OR

  - 2) The funds for this program are made part of the Regional Club Committee budget rather than the PC budget.

The Board approves transferring oversight of the Regional Club matching funds to the Promotion Committee chair. (Option 1)
- Quarterly Printing (Nancy Marie Brown, Nicki Esdorn)  
*See attached.*

Tabled until the Quarterly Committee can present a precisely worded policy and be present on the call to explain.

**Meeting Adjourned 8:47PM (Eastern) [Sara Lyter]**

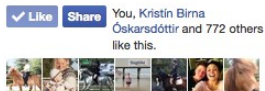
**Next Meeting June 24 8:00PM (Eastern)**

**Executive Session (8:47PM – 9:00PM Eastern)**

Website without banner ad on the home page (current design):



#### Our Mission



- Support the use and health of the Icelandic Horse according to international standards.
- Advance the study, breeding, and exhibition of the Icelandic Horse.
- Represent FEIF in the United States and represent the United States to FEIF.
- Maintain a registry of purebred Icelandic Horses.



The US Icelandic Horse Congress is a member of FEIF, the [International Federation of Icelandic Horse Associations](#), representing Icelandic Horse associations in 19 countries. FEIF brings people together in their passion for the Icelandic Horse.

#### The Icelandic Horse Quarterly

Official Publication of the United States Icelandic Horse Congress (USIHC), a member association of FEIF (International Federation of Icelandic Horse Associations).

The Icelandic Horse Quarterly is published in March, June, September, and December by the US Icelandic Horse Congress as a benefit of membership.

The March 2014 issue of *The Icelandic Horse Quarterly* -- our first full-color issue -- features 52 pages of photos and information about the Icelandic horse. Stories include an interview with breeding award-winner Martina Gates, profiles of our FEIF Youth Cup candidates, an update on summer eczema research, film reviews, an adventure in Iceland, and an introduction to the newest Icelandic show team in the country, along with the latest news from the Regional Clubs, the Board of Directors, and our parent organization, FEIF.

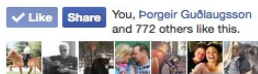


Masthead image courtesy of [Martina Gates](#).

Web site supported by:



Website with banner on the home page:



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Masthead image courtesy of [Martina Gates](#).

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## USIHC General Membership Funds

3/31/14		4/30/14
\$ 19,903.77	Checking	\$ 20,656.61
\$ 131,675.56	Money Market	\$ 131,691.79
\$ 10,069.52	CDs	\$ 10,082.62
\$ 161,648.85	subtotal	\$ 162,431.02
\$ (6,394.29)	Youth Fund	\$ (6,482.84)
\$ (7,000.00)	Int. Judges Fund	\$ (7,000.00)
\$ (1,579.09)	World Champ. Team Fund	\$ (1,579.09)
\$ 146,675.47	<b>USIHC General Membership Funds</b>	\$ 147,369.09

Net Increase (Decrease) from previous report  
**\$693.62**

**United States Icelandic Horse Congress Inc.**  
**Balance Sheet Standard**  
 As of April 30, 2014

	<u>Apr 30, '14</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Associated Checking acct.	20,656.61
Associated Money Market Acct.	131,691.79
Total Checking/Savings	<u>152,348.40</u>
Other Current Assets	
CD ownd by USIHC matures 4/7/13	3,000.00
CDs for Judge Scholarship Fund	
CD-matures 10/5/17	3,052.05
CD-matures 10/5/15	3,027.06
CD-matures 9/29/16	1,003.51
Total CDs for Judge Scholarship ...	<u>7,082.62</u>
Total Other Current Assets	<u>10,082.62</u>
Total Current Assets	<u>162,431.02</u>
<b>TOTAL ASSETS</b>	<b><u>162,431.02</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Unexpended Judge Schlshp. Fund	7,000.00
Unexpended World Champshp F...	1,579.09
Unexpended Youth Funds	6,482.84
Total Other Current Liabilities	<u>15,061.93</u>
Total Current Liabilities	<u>15,061.93</u>
Total Liabilities	15,061.93
Equity	
Opening Bal Equity	96,926.56
Retained Earnings	48,224.44
Net Income	2,218.09
Total Equity	<u>147,369.09</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>162,431.02</u></b>

**United States Icelandic Horse Congress Inc.  
April 2014 Income & Expense Report**

<b>Income</b>		<b>Expense</b>	
<b>Breeding Committee Income</b>			
Evaluation-FEIF fees	400.00		
<b>Total Breeding Committee Income</b>	<b>400.00</b>		
 <b>FEIF Conference Reimbsmt.</b>			
Interest Income	31.55		
 <b>Membership Related Income</b>		<b>Membership Related Expenses</b>	
<b>Farm Listing</b>		<b>FEIF related expenses</b>	
2014 Farm Listing	220.00	FEIF Mbshp fees	1,702.13
<b>Total Farm Listing</b>	<b>220.00</b>	<b>Total FEIF related expenses</b>	<b>1,702.13</b>
 <b>Membership Dues</b>		Toll Free line	12.95
2014 Membership dues		<b>Total Membership Related Expenses</b>	<b>1,715.08</b>
2014 Family Mbshp	509.05		
2014 Individual Mbshp	925.23		
<b>Total 2014 Membership dues</b>	<b>1,434.28</b>		
<b>Total Membership Dues</b>	<b>1,434.28</b>		
 <b>Quarterly Inc.</b>		<b>Promotional Exp.</b>	
Quarterly Adv. Inc.	865.29	Equine Affair Exp.	100.00
<b>Total Quarterly Inc.</b>	<b>865.29</b>	Promotional postage expenses	23.60
		<b>Total Promotional Exp.</b>	<b>123.60</b>
 <b>Website Inc.</b>			
Website Ad Inc.	249.36		
<b>Total Website Inc.</b>	<b>249.36</b>		
<b>Total Membership Related Income</b>	<b>2,768.93</b>		
 <b>Registry Income</b>		<b>Registry Expenses</b>	
Registration fees	366.35	Clerical for registry	179.00
Transfer fees	73.52	Registry Office supplies	26.99
<b>Total Registry Income</b>	<b>439.87</b>	<b>Total Registry Expenses</b>	<b>205.99</b>
<b>Total Income</b>	<b>2,738.29</b>	<b>Total Expense</b>	<b>2,044.67</b>

**Total Income:      \$693.62**



**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through April 2014**  
**Page 1**

<b>Income</b>		<b>Expense</b>	
<b>Breeding Committee Income</b>		<b>Breeding Committee Exp.</b>	
Breeding Evaluation Reimb.	0.00	FEIF Evaluation fees	124.86
Evaluation-FEIF fees	400.00	Elwell Breeding Award	81.30
<b>Total Breeding Committee Income</b>	<u>400.00</u>	<b>Total Breeding Committee Exp.</b>	<u>206.16</u>
 <b>Competition Inc.</b>		 <b>Competition Comm. Expense</b>	
Sanction Competition fee	75.00	FEIF World Ranking Comp. fee	340.54
<b>Total Competition Inc.</b>	<u>75.00</u>	National Ranking Award Expense	711.70
		World Championship Expenses	
		WC 2013 Berlin Expenses	409.73
		<b>Total World Championship Expenses</b>	<u>409.73</u>
<b>FEIF Conference Reimbsmt.</b>	-902.06	<b>Total Competition Comm. Expense</b>	<u>1,461.97</u>
<b>Interest Income</b>	99.59		
 <b>Membership Related Income</b>		 <b>Membership Related Expenses</b>	
<b>Farm Listing</b>		<b>Administration</b>	
2014 Farm Listing	2,404.91	Mbshp. Postage	374.19
<b>Total Farm Listing</b>	<u>2,404.91</u>	Office/Supplies Exp.	13.98
<b>Membership Dues</b>		<b>Total Administration</b>	<u>388.17</u>
2014 Membership dues			
2014 Foreign Friend	65.97	<b>Annual Meeting Exp.</b>	
2014 Youth membership	35.00	2014 Annual Meeting expense	3,994.95
2014 Family Mbshp	3,610.83	<b>Total Annual Meeting Exp.</b>	<u>3,994.95</u>
2014 Individual Mbshp	7,732.49		
<b>Total 2014 Membership dues</b>	<u>11,444.29</u>	<b>FEIF related expenses</b>	
<b>Total Membership Dues</b>	<u>11,444.29</u>	FEIF Mbshp fees	3,345.02
		<b>Total FEIF related expenses</b>	<u>3,345.02</u>
		<b>Insurance</b>	533.00
 <b>Quarterly Inc.</b>		 <b>Quarterly Expenses</b>	
Quarterly Adv. Inc.	2,933.84	<b>Graphics</b>	1,000.00
Quarterly back issue sales	78.35	postage for Quarterly	773.64
<b>Total Quarterly Inc.</b>	<u>3,012.19</u>	Quarterly Printing	2,829.82
<b>Website Inc.</b>		Quarterly Expenses - Other	226.00
Stallion listing	9.71	<b>Total Quarterly Expenses</b>	<u>4,829.46</u>
Website Ad Inc.	627.49		
<b>Total Website Inc.</b>	<u>637.20</u>	<b>Toll Free line</b>	51.80
<b>Total Membership Related Income</b>	<u>17,498.59</u>	<b>Total Membership Related Expenses</b>	<u>13,142.40</u>



**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
 January through April 2014  
 Page 2

<b>Income</b>		<b>Expense</b>	
		Pleasure Rider Program Exp.	
		2013 PRP Award exp.	551.50
		Total Pleasure Rider Program Exp.	551.50
		Promotional Exp.	
		Display booth shipping	77.35
		Equine Affair Exp.	1,700.00
		Other Booth rental Expense	350.00
		Promotional postage expenses	290.10
		Promotional Exp. - Other	2.12
		Total Promotional Exp.	2,419.57
Registry Income		Registry Expenses	
Duplicate Registration fees	97.10	Clerical for registry	1,027.00
Late Stallion Report fees	684.00	Registry Office supplies	26.99
Registration fees	1,458.82	Registry Postage	124.35
Transfer fees	1,157.27	Total Registry Expenses	1,178.34
Total Registry Income	3,397.19		
USIHC Non-Member fees	220.88		
Youth Committee Inc.		Youth Committee Exp.	
Youth Cup Tryout Fees	750.00	Youth Cup Exp.	
Total Youth Committee Inc.	750.00	2014 Youth Cup expense	361.16
		Total Youth Cup Exp.	361.16
		Total Youth Committee Exp.	361.16
Total Income	21,539.19	Total Expense	19,321.10

**Net Income: \$2,218.09**

## Breeding Report

May 2014

*Submitted by Andrea Barber*

### 2014 Breeding Evaluations

- ❖ May 10-11, 2014 at Swallowland Farm in Shelbyville, KY
  - A total of 14 horses were evaluated – 10 for full evaluation and four for conformation only.
  - All the reports from the event stated that it went very smoothly. In fact Chief Judge Marlise Grimm said the “organization was close to perfect” and track was “super” - holding up really well even after some rain.
  - One improvement that needs to be made is that the measuring stick is getting old and the numbers are now hard to read. I am looking into purchasing a new one and will try to have a quote to present to the board soon.
- ❖ September 23-24, 2014 hosted by the NEIHC at Thor Icelandics in Claverack, NY - A young horse evaluation will also be held in conjunction with this event.
- ❖ Based on my short experience helping with these two events it has come to light that our breeding evaluation checklist is outdated. So I will be working on updating that in the coming weeks.
- ❖ Between the two board meetings the issue of funding this year’s evaluation was brought before the Breeding Committee. The committee decided to use the funds that were earmarked in 2013 for breeding evaluations (\$1,500) for 2014. Since there are two events this year that would mean each event would be allotted \$750. This was presented to the board via e-mail, however, the board felt it deserved some discussion and as such it was tabled until this board meeting.
- ❖ We received some forms from the FEIF office to fill out regarding our system for approving breeding horses. Since we do not have such a system we didn’t need to fill out any of the forms – just answer a few questions via e-mail.

### 2014 Young Horse Evaluations

- ❖ As a reminder I will be organizing Barbara Frische’s 2014 tour to evaluate young horses according to the [FEIF General Rules for Young Horse and Foal Assessments](#) Barbara will likely be in the US and available for young horse evaluations or other events (clinics, etc.) June – mid-August and again in October. The requirements to host a young horse evaluation are fairly basic and can be found on the [Breeding Committee page](#) of the USIHC website. The most important requirement being a willingness to learn! The horses presented need not be show or breeding prospects either – a judgment is

valuable information for the breeder or owner of any young horse. If anyone is interested in either having Barbara come to their farm to perform an evaluation, or is interested in attending one at another farm they should contact me directly at: Andrea Barber [toltstar@yahoo.com](mailto:toltstar@yahoo.com) Currently there has been interest in holding events in Vermont, Pennsylvania, and Washington.



## **NEIHC Games Day Grant Request to USIHC**

**April 30, 2014**

The Northeast Icelandic Horse Club (“the NEIHC” or “the club”) is requesting funds from the USIHC to offset the expense of hosting its first “NEIHC Games Day” on June 21, 2014 at West Winds Farm in Delhi, New York.

### **What is NEIHC Games Day?**

Games Day was conceived in 2013 by the NEIHC Board of Directors. Its goal is to host a pleasure event in which virtually any Icelandic horse and rider can participate, regardless of talent and skill. We feel that Games Day will appeal to all riders, but especially those interested in improving their relationships with their horses in fun and challenging mounted activities.

The description of Games Day is as follows:

*Join us for a fun-filled day enjoying your horse with friends in a relaxed atmosphere!*

*Games Day will include sessions in negotiating an obstacle course, drill team riding and a group trail ride—along with a delicious lunch, raffle and prizes.*

*Certified Trainers Jana Meyer and Nicki Esdorn will be our clinicians!*

The club hopes to attract as many attendees as possible, so we’ve set the rider fees very reasonably at \$60/adult NEIHC member, \$85 non-NEIHC member and \$30/youth.

### **How does this request meet the USIHC mission statement?**

Games Day supports the correct use of the Icelandic horse as a riding horse. Drill team riding, negotiating obstacles and trail riding are activities at which this breed excels—and are also of value to the majority of Icelandic horse equestrians.

Games Day advances the exhibition of the Icelandic horse by cultivating drill team riders for equine shows and demonstrations, as well as building riding skills necessary for participating in versatile/challenge events and trail trials.

### **How does this activity advance the Icelandic Horse’s presence in the U.S. or how likely is it to increase membership in the USIHC?**

Like last year’s successful NEIHC Youth Day, we hope that NEIHC Games Day will become a model for other USIHC regional clubs to follow, and thus widen the exposure to the breed, thereby increasing USIHC membership.

### **Who does this activity serve?**

This event will serve NEIHC members and Icelandic horse enthusiasts located in the northeast, as well as potential members. And, as mentioned above, we foresee that other clubs will embrace the idea and host similar events in their regions in the future, and exposure will spread to potential Icelandic horse riders and owners.

**How many will benefit or be reached by this activity?**

In June 2014, Games Day will initially benefit the NEIHC membership, which currently numbers 132 individuals, and potentially benefit NEIHC non-members, three of which have already verbally enrolled in the event. The club will review the event in the USIHC Quarterly magazine as well as on Facebook, which combined reaches all USIHC members as well as thousands of other interested individuals listed as "friends."

**Include a specific dollar amount for the requested funding, including estimated expenses/income.**

Our certified clinicians, Jana Meyer and Nicki Esdorn, have generously waived their instructor fees for the day (\$500/each), but requested that their travel, lodging and meals be covered.

*Estimated Cost:* \$1056.00.

*Grant Request:* \$1056.00.

**Estimated Expenses:**

Clinicians' travel/fuel: ..... 350.00

Clinicians' lodging: ..... 356.00

Clinicians' meals: ..... 130.00

Obstacles rental: ..... 50.00

Facility fee: ..... 300.00

Games Day lunch: ..... 270.00

*(Riders, clinicians, volunteers.)*

Games Day prizes: ..... 80.00

**Total: ..... \$1536.00**

**Estimated Income:**

Adults (6 x \$60/each): ..... 360.00

*(Verbally committed as of 4/28/2014.)*

Youth: (4 x \$30/each): ..... 120.00

*(Verbally committed as of 4/28/2014.)*

**Total: ..... \$480.00**

The NEIHC is excited to host this unique event. With Jana and Nicki's \$1,000.00 donation and a grant from the USIHC of \$1,056.00 to cover its estimated costs, we can sponsor a new venue that will encourage membership and promote the Icelandic horse. The NEIHC thanks you in advance for your consideration.

Sincerely,

*Amy P. Goddard*

Amy P. Goddard  
*NEIHC Membership Coordinator*



## ***Revised Quarterly Copies Policy***

### **May 16, 2014**

On May 22, 2009, the USIHC Quarterly committee submitted a policy statement to the Board regarding the distribution of copies of the Quarterly. In the last five years, many things have changed to make that policy obsolete:

- our membership has increased and we are confident that it will continue to grow;
- reading magazines online has become more common, some members have opted to receive only an electronic version of the magazine (the e-Quarterly), and our back issues are online as downloadable PDFs (since 2008);
- we have many more contributors, including advertisers (54 in the June 2014 issue);
- our magazine is printed in color on a different press, its price structure has changed, and postage has gone up;
- the Congress is actively recruiting new members, and has become much more prominent on the international stage.

In February, the Board approved the 2014 Quarterly budget, with print runs for March of 1300 copies, for June of 650 copies, for September of 600 copies, and for December of 600 copies. Given the expected success of the combined Youth and Quarterly membership drives, and the increasing number of requests for copies of the Quarterly to be distributed for promotional and recruitment uses by the Promotion Committee, the Registrar, and by individual US trainers and breeding farms, we do not expect our print run to fall below 600 per quarter for the next several years; in fact, we expect it to increase. We are already planning to organize another membership drive for March 2015 (with a 1000 copy printing), to follow on the success of the current drive and to continue to get the word out about the USIHC.

The Quarterly is the USIHC's most effective tool for recruitment and promotion, and it has never been more cost-effective to use it for these purposes. The Quarterly is not printed on a cost-per-copy basis. Because of the quality of printing we require, it is printed on a major high-speed press normally used for much higher print runs (10,000 and up). The main charge for us is setting up the press (with the correct paper, in one long continuous sheet, and the correct inking) for our job; once the press is running, the printer has a hard time shutting off the machine when our 500 copies are completed, for it takes only a blink of an eye. The press regularly has an overrun of at least 50 copies (a 10% overrun is standard in the trade). We are not charged for these copies; if we don't want to buy them, the press recycles them. But if we do want to buy them, we can have them (or any other additional copies over the 500) for a very reduced price. 500 copies is the shortest print run this machine is capable of doing. Therefore, the press tacks their set-up charge onto their quote for 500 copies. No matter how many copies we want to send out, we have to pay for 500. The press set-up charge, like the design charge (of \$1000 per quarter), does not scale. Our base printing price of \$2597 also includes addressing and stuffing the envelopes for our membership list. So, no matter if we send 350, 400, 450, or 500 copies, we will be charged \$2597. Once we top 500 copies, however, the price structure changes. Now we only have to pay for the additional cost of the paper and ink, and addressing and stuffing. These copies are sold on a per-copy basis of \$0.53 per copy.

Given the availability of the online e-Quarterly, we intend to "run a tight ship" and not print more issues each quarter than we think we will definitely distribute in three months. Back issues will not be stored; instead we will work hard to find readers for them. With copies readily available to members on the website (and to nonmembers after 1 year), there's no reason to keep them more than a year "in case" someone wants to buy an extra copy. The committee will, instead, contact the people most interested in buying copies (contributors and people featured in the issue) in advance of printing and make sure we print enough for them. Once a new issue is distributed, the previous issue will be considered past its "expiration date." We will distribute any copies we have left over to anyone who will get them into the hands of potential members (in priority order): the Promotion Committee, the Registrar, US trainers & US horse farms, Regional Clubs, and Quarterly contributors, as long as supplies last. After one year, all copies should be in the hands of readers. Since the entire content of each issue is available for free online, the printed copies no longer retain any extra value and will be distributed for free: They are the best promotional and recruitment tool the Congress has. We don't, however, expect to have many copies left over, as

the numbers are already very tight.

So with this information in hand, here is our proposed revised policy:

## **DISTRIBUTION OF COPIES**

(Based on a print-run of 600 copies)

**1. 500 copies for Membership:** *These copies are mailed by the printer following the mailing list(s) provided to the Quarterly chair by the USIHC secretary (Doug Smith). Copies not needed for these mailing lists are sent to the Quarterly committee representative (Nicki Esdorn) to be used in Welcome Packets, to replace damaged or missing member copies, and to supplement the numbers set aside for contributors, the Registrar, and to sell (see below, numbers 3, 4, and 5):*

--All current members receive all issues of the Quarterly published each year as part of their membership; members can opt out of receiving the printed Quarterly and ask to receive the e-Quarterly instead.

--All FEIF officials receive all issues of the e-Quarterly published each year, as per FEIF rules; these issues are sent electronically only.

--New members get 1 copy of the most recent issue available free in their Welcome Packet when they sign up. (From January to May 2014, about 50 Welcome Packets were sent out.)

--Any current member whose current address is on file in the USIHC database and seems to be correct, but who did not receive an issue of the Quarterly, gets 1 free replacement copy on request, if a copy is available. If not available in print, back issues can always be downloaded in e-Quarterly form for free from the website.

--Any current member who has filed a change of address with the USIHC within 3 months of receiving a copy of the Quarterly, but was not in time for the new address to appear on the Quarterly mailing list gets 1 free replacement copy on request, if a copy is available. If not available in print, back issues can always be downloaded in e-Quarterly form for free from the website.

--A current member whose address is incorrect in the USIHC database because the person has moved, but he/she has not filed a change of address with the USIHC, does not receive any free copies. Back issues can always be downloaded in e-Quarterly form for free from the website.

--A current member whose address is incorrect in the USIHC database because of a typo made when entering the data (either by the member or by the USIHC, if the information was submitted on paper) gets 1 free replacement copy on request, if a copy is available. If not available in print, back issues can always be downloaded in e-Quarterly form for free from the website.

**2. 30-50 copies for Promotion:** *These copies are mailed from the printer to the Promotion Chair (Juli Cole). The number varies from issue to issue at the request of the Promotion Committee.*

--Members of the Promotion Committee can distribute copies at shows & expos and to Regional Club members for free.

--If Promotion needs more copies, they can order them from the Quarterly Committee in advance of printing at the per-copy cost (currently \$0.53 per copy) plus postage.

**3. 25-30 copies for Quarterly Contributors:** *These copies are mailed by the printer, based on a list sent by the Quarterly Committee. In the most recent (June 2014) issue, we had 54 contributors, not all of whom requested copies. Contributors are an asset to us: very interested and likely to recruit new members. They are the people most likely to share the magazine—and thus promote the Congress—with their friends.*

--All current members who contribute an article, photograph, illustration, or paid advertisement to an issue of the Quarterly may request 2 additional free copies of that issue; they must do so before the issue is mailed so that the extra copy can be mailed at the cheapest bulk rate from the printer. (The Quarterly Committee will contact each contributor in time for them to make this request.)

--All non-members who contribute an article, photograph, illustration, or paid advertisement to an issue of the Quarterly may request 2 free copies of that issue; they must do so before the issue is mailed so that the extra copy can be mailed at the cheapest bulk rate from the printer. (The Quarterly Committee will contact each contributor in time for them to make this request.)

--The person pictured on the cover of an issue (or whose horse is on the cover) is considered a



“contributor” and can get 2 free copies of that issue by asking; they must do so before the issue is mailed so that the extra copy can be mailed at the cheapest bulk rate from the printer. (The Quarterly Committee will contact each contributor in time for them to make this request.)

**4. 15-20 copies for the Registrar and new Icelandic horse owners:** *These copies are mailed by hand by the Quarterly committee and/or the Registrar as requested after the issue is printed. The second category covers a long-standing policy; the first was recently suggested by the Registrar, Asta Covert, in discussion with Quarterly Committee member Nicki Esdorn.*

--Anyone who has sold an Icelandic horse to a non-member can request that a free copy of the Quarterly be sent to that new horse owner. Requests can be made online at <http://www.icelandics.org/magRequest.php> or by contacting the Quarterly Committee.

--Any non-member who registers an Icelandic horse in the USIHC Registry or transfers an already registered horse into his/her name will be sent a free copy of the Quarterly by the Registrar or, at the Registrar's request, by the Quarterly Committee.

**5. Sale of Current and Future Issues:** *“Current Issues” are defined as copies of the printed magazine that are within 3 months of their print date. “Print Dates” are March 1 for Issue One, June 1 for Issue Two, September 1 for Issue Three, and December 1 for Issue Four of each calendar year. “Future Issues” are those not yet printed or mailed.*

--Contributors (defined above) who receive 2 free copies can order additional copies of the current—or a future—issue for \$3.00 per copy. This price includes postage. The Quarterly Committee will contact each contributor in time for them to request extra copies before the issue is printed and mailed, thus allowing us to add their copies to our printing total and reducing our postage costs to bulk rate (currently averaging \$0.71 per copy). This price thus reflects a profit to the Congress of \$1.76 per copy.

--Anyone (readers, members, non-members) can buy extra copies of the current—or a future—issue for \$3.00 per copy, as available. This price includes postage. If not ordered in advance of printing and mailing, these copies will be mailed by hand by the Quarterly Committee after the issue has been printed. Average postage is \$2.45, depending on zip code, based on the current cost of Welcome Packets; the \$3.00 per copy cost is thus about our break-even point. If several copies are sent in one envelope, however, postage is reduced and the Congress will make a small profit on the sale.