



# USIHC Board Conference Call Agenda

October 8, 2019

8:00PM (Eastern)

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**BOARD MEMBERS PRESENT:** Kristina Behringer, Leslie Chambers, Will Covert, Lori Cretney, Janet Mulder, Kari Pietsch-Wangard, Emily Potts. **Absent:** Sherry Hoover and Linda Templeton

**Will Covert called the meeting to order at 8:06 pm EST.**

## **SECRETARY'S REPORT (Sherry Hoover)**

As of October 3, 2019 the USIHC has 771 Members in 564 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:

Combined bank account balances as of 9/30/19: \$111,833.31  
Unrestricted membership funds as of 9/30/19: \$99,843.66  
Net Decrease from 8/31/19: -\$5,250.64  
Net Decrease from 12/31/18: -\$781.64

Since the end of the month the New York Breeding Evaluation was funded.

## **Committee Reports:**

Affiliated Club - Leslie Chambers. See attached report.

Breeding Committee - Sherry Hoover. The next Quarterly will include an article about the 2019 breeding evaluation shows written by Kara Noble and Virginia Lauridsen. Thank you to Kara and Virginia for sharing both your writing talents and your time. See attached report.

Education Committee - Will Covert and Kari Pietsch-Wangard. Had skype meeting with FEIF English speaking education collaborative group and discussed book list that was put together. Discussed if there was still interest in the riding badge program. There seems to be more interest in the Knapamerki. Wondering how to adjust the riding badge program and make it more engaging. Kristina Behringer volunteered to have test group take the riding badge program and Knapamerki to explore the differences between the two. Lastly, discussed offering the Knapamerki books through Baby Books.com, which will print on demand. Will communicate with Holar to encourage them to contact Baby Books.com about this and how easy it is to set up. Baby Books.com will print in color and would use "perfect binding" instead of the spiral binding for the books.

Leisure Committee - Janet Mulder. See attached report. The committee will be working on another ride with less miles.

Promotion Committee - Emily Potts. The NEIHC has requested funds from Policy 21 for Equine Affaire. The request does meet the requirements.

Quarterly Committee - Nancy Marie Brown. See attached report.

Sport Committee - Will Covert. Sport Committee. There are two sanction shows left. The national ranking will be updated once these last two sanction shows are concluded. The committee will start to have discussions about sanction shows and the world championships once the show season has been completed.

Youth Committee - Kristina Behringer. See attached report. The Board updated the language in the FEIF Youth Cup application. The new language in the application states, "A horse may only be entered in each test once." This language aligns with FEIF requirements. Kristina Behringer made a motion to

approve FEIF Youth Cup application forms. Janet Mulder seconded the motion. The board approved the forms. Kari Pietsch-Wangard abstained from the vote.

Kristina Behringer developed an ad for the Quarterly for the FEIF Youth Cup. Kari Pietsch-Wangard made a motion to approve the ad developed by Kristina Behringer for the FEIF Youth Cup. The motion was seconded by Will Covert. All board members approved the ad.

Kristina Behringer volunteered to send out the FEIF Youth Cup application to the trainers. Emily Potts will distribute the FEIF Youth Cup application through social media and make an announcement about the event.

#### **Old Business:**

August 12 the Board received the Scootboots Business Partnership Agreement to review. This item was tabled until November. See attached.

USIHC Affinity. See attached. Discussed the need to consider some criteria or standards for Affinity agreements. Also, what are the risks associated with these agreements or to the organization. Should a disclaimer be considered? How will the discounts be applied and tracked? Kari Pietsch-Wangard will contact some members in the Saddlebred organization about these types of agreements. More research is needed on this. This item was tabled until November.

On September 28, 2019 the board voted by email to accept the revised privacy policy for the USIHC website and to putting the membership directory behind a login.

#### **New Business:**

USIHC Election nominees. See Attached. Kristina Behringer has decided to resign from the board. Her last day will be December 31, 2019. There are three vacant positions to serve on the board. We have received three nominees for the vacant positions. Kari Pietsch-Wangard made a motion to accept the three nominees for the vacant board positions. Leslie Chambers seconded the motion. The board unanimously approved this motion

New USIHC website review: Emily Potts provided an updated in the website. All board members will be receiving a login to the new website. Emily would like board members to review the new website to see any updates or changes need to be made that are critical. Login passwords will not transfer from the old website to the new website. Therefore once you login your password, it will need to be reset. Emily discussed the following issues:

- S2SS: will send Janet Mulder and an example of site once it is ready.
- National Ranking: Will keep the old website up for the national ranking until the show season is finished.
- Archived E-mails: There is roughly ten years of archive e-mails on the old website. There is no way of downloading or transferring these archive e-mails. Emily may have to do screenshots of the archive e-mails. However, going forward we need a better way of archiving e-mails. Emily will be e-mailing the board with these options.

The next USIHC Board meeting will be Tuesday, November 19, at 8pm EST.

The meeting adjourned at 10:45pm EST.

Respectfully submitted,  
Lori Cretney

10/02/19

**United States Icelandic Horse Congress Inc.**  
**Balance Sheet Standard**  
 As of September 30, 2019

	Sep 30, '19
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Associated Checking acct.	5,837.28
Associated Money Market Acct.	95,996.03
<b>Total Checking/Savings</b>	101,833.31
<b>Other Current Assets</b>	
CD owned by USIHC mature 10/7/19	2,000.00
CD owned by USIHC mature 10/7/20	2,000.00
<b>CDs for Judge Scholarship Fund</b>	
CD-matures 4/13/20	3,000.00
CD-matures 10/11/21	3,000.00
<b>Total CDs for Judge Scholarship ...</b>	6,000.00
<b>Total Other Current Assets</b>	10,000.00
<b>Total Current Assets</b>	111,833.31
<b>Other Assets</b>	
Blood Profile Funding Refund	-5,000.00
<b>Total Other Assets</b>	-5,000.00
<b>TOTAL ASSETS</b>	<b>106,833.31</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Unexpended Judge Schlshp. Fund	4,000.00
Unexpended World Champshp F...	4,261.81
Unexpended Youth Funds	3,727.84
<b>Total Other Current Liabilities</b>	11,989.65
<b>Total Current Liabilities</b>	11,989.65
<b>Total Liabilities</b>	11,989.65
<b>Equity</b>	
Opening Bal Equity	96,926.56
Retained Earnings	-1,301.26
Net Income	-781.64
<b>Total Equity</b>	94,843.66
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>106,833.31</b>

## USIHC General Membership Funds

8/31/19		9/30/19
\$ 11,021.40	Checking	\$ 5,837.28
\$ 95,989.72	Money Market	\$ 95,996.03
\$ 10,000.00	CDs	\$ 10,000.00
\$ 117,011.12	subtotal	\$ 111,833.31
\$ (3,655.01)	Youth Fund	\$ (3,727.84)
\$ (4,000.00)	Judge Scholarship Fund	\$ (4,000.00)
\$ (4,261.81)	World Champ. Team Fund	\$ (4,261.81)
\$ 105,094.30	<b>USIHC Unrestricted Membership Funds</b>	\$ 99,843.66

Net Increase from 8/31/19

**-\$5,250.64**

12/31/18 Balance

Net Increase from 12/31/18

\$ 100,625.30

**-\$781.64**

**United States Icelandic Horse Congress Inc.  
Income & Expense report  
September 2019**

Income		Expense	
<b>Competition Inc.</b>		<b>Education Seminar exp.</b>	
Ice Test fee income	223.20	<b>Judging Seminar exp.</b>	
Sanction Competition fee	225.00	<b>2019 Sport Judge Seminar</b>	237.00
<b>Total Competition Inc.</b>	448.20		
		<b>Membership Related Expenses</b>	
<b>Interest Income</b>	6.31	<b>Insurance</b>	715.00
		<b>Quarterly Expenses</b>	
<b>Membership Related Income</b>		<b>Graphics</b>	1,000.00
Farm Listing	110.00	<b>Postage for Quarterly</b>	447.39
<b>Membership Dues</b>		<b>Quarterly Printing</b>	2,606.47
Family Memberships	628.10	<b>Total Quarterly Expenses</b>	4,053.86
Individual Memberships	1,393.01		
Youth membership	33.68	<b>Service fees</b>	
<b>Total Membership Dues</b>	2,054.79	<b>Bank Fees</b>	25.00
<b>Total Membership Related Income</b>	2,164.79		
		<b>Toll Free line</b>	15.05
<b>Registry Income</b>		<b>Website</b>	3,091.95
Registration fees	171.50	<b>Total Membership Related Expenses</b>	7,900.86
Transfer fees	161.30		
<b>Total Registry Income</b>	332.80	<b>Promotional Exp.</b>	
		<b>Promotion Material Printing exp</b>	89.88
<b>USIHC Non-Member fees</b>	200.00	<b>RC Co-op promo exp.</b>	175.00
<b>Total Income</b>	3,152.10	<b>Total Promotional Exp.</b>	264.88
		<b>Total Expense</b>	8,402.74

**Net Income (Loss) : -5,250.64**

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through September 2019**  
**Page 1**

<u>Income</u>		<u>Expense</u>	
		<b>Breeding Committee Exp.</b>	
		Breeding Comm. Equipment Exp.	113.33
		Cantella YH Evaluation Award	34.80
		Elwell Breeding Award	34.80
		FEIF Evaluation fees	159.30
		<b>Total Breeding Committee Exp.</b>	<u>342.23</u>
<b>Competition Inc.</b>		<b>Competition Comm. Expense</b>	
Ice Test fee income	568.80	FEIF World Ranking Comp. fee	273.08
Sanction Competition fee	825.00	National Ranking Award Expense	605.05
WC Team Tryout Inc.		<b>Total Competition Comm. Expense</b>	<u>878.13</u>
WC 2019 Tryout Inc.	525.90		
<b>Total Competition Inc.</b>	<u>1,919.70</u>	<b>Education Seminar exp.</b>	
		Judging Seminar exp.	
<b>Education-Riding Badge</b>		2019 Sport Judge Seminar	237.00
Riding Badge Inc.	120.00		
		<b>FEIF Conference exp.</b>	
<b>Interest Income</b>	138.18	FEIF 2019 Conf. exp.	380.11
		FEIF Conf. Airfare exp.	1,200.00
		<b>Total FEIF Conference exp.</b>	<u>1,580.11</u>
		<b>Leisure Committee Expense</b>	
		S2SS 2018/19 program expenses	246.20
<b>Membership Related Income</b>		<b>Membership Related Expenses</b>	
		<b>Administration</b>	
Farm Listing	2,362.28	Mbshp. Postage	186.93
		Office/Supplies Exp.	68.83
		Tax. Prep. Services	402.50
		<b>Total Administration</b>	<u>658.26</u>
<b>Membership Dues</b>		<b>Annual Meeting Exp.</b>	
Family Memberships	5,994.45	2019 Boston Annual Meeting exp.	1,690.62
Foreign Friend mbshp	199.86		
Individual Memberships	14,022.18	<b>FEIF related expenses</b>	
Youth membership	336.80	FEIF Mbshp fees	2,542.12
<b>Total Membership Dues</b>	<u>20,553.29</u>	Insurance	715.00

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through September 2019**  
**Page 2**

Income		Expense	
Quarterly Inc.		<b>Quarterly Expenses</b>	
Quarterly Adv. Inc.	5,014.04	Graphics	3,000.00
		Postage for Quarterly	1,320.62
		Quarterly Printing	7,774.47
		<b>Total Quarterly Expenses</b>	<b>12,095.09</b>
		<b>Service fees</b>	
		Bank Fees	25.00
		<b>Toll Free line</b>	135.45
		Website	10,026.15
<b>Total Membership Related Income</b>	<b>27,929.61</b>	<b>Total Membership Related Expenses</b>	<b>27,887.69</b>
		<b>Promotional Exp.</b>	
		Promotion Material Printing exp	314.58
		Promotional Advertising	1,245.15
		Promotional postage expenses	116.86
		RC Co-op promo exp.	1,025.00
		<b>Total Promotional Exp.</b>	<b>2,701.59</b>
		Regional Club Clinic exp	925.00
<b>Registry Income</b>		<b>Registry Expenses</b>	
Duplicate Registration fees	97.10	Clerical for registry	2,142.00
Late Stallion Report fees	587.50	Printing & reproduction-Regist.	252.54
Registration fees	3,219.05	Registry Office supplies	123.51
Transfer fees	1,896.72	Registry Postage	67.00
<b>Total Registry Income</b>	<b>5,800.37</b>	<b>Total Registry Expenses</b>	<b>2,585.05</b>
		<b>Youth Committee Exp.</b>	
USIHC Non-Member fees	743.50	Spaeri Award	50.00
<b>Total Income</b>	<b>36,651.36</b>	<b>Total Expense</b>	<b>37,433.00</b>

**Net Income (Loss) : -781.64**

Affiliated Club Committee Report for October 8, 2019

Chair: Leslie Chambers

Members: N=28

**Club Renewal:**

All 14 regional clubs have renewed for the period of Sept 1, 2019 through August 30, 2020. The Sleipnir activity club has renewed. The Gaedingar activity club has decided to sit out this year.

**Regional Club Clinics/Schooling Shows - Policy #31, 2019**

(updated 10/5/19)

Regional Club	Region	Contact-ACC	Clinic/ Schooling Show	RCC Chair/ Calendar notification funds
Alaska IHA	Alaska	Jane Wehrheim	5/31-6/2 TIH Wasilla, AK ? 7/12-14 Steinar ?	Yes/yes funded
California IA	Mid-South CA	Asta Covert		
Cascade IHC	Pacific NW Portland OR/Vancouver WA	Susan Wellington		
Flugnir IHC	WI and MN	Eve Loftness	Aug 23/24, 2019 Carrie Brandt Pelican Rapids, MN	Yes/Yes
Frida IRC	Mid-Atlantic	Curtis Pierce	Sept 7, 2019 Schooling Show w/ Nicole Kempf Middleburg, VA	Yes/yes
Glitfaxa	Northeastern counties of the greater San Francisco Bay area	Gabriele Meyer	May 19 Tolt Clinic Laura Benson Navato, CA	Yes/yes funded
Hestafolk	NW Washington NW/Canadian Border	Lisa MeKeen		
Klettafjalla IHC	Rocky Mountains	Angie Calve	Tamangur Event Sept 19-22 Larkspur, CO	Yes/yes
Kraftur	Northern CA	Carol Tolbert		
NEIHC	NE	Leslie Chambers	June 19-21 Show Prep Carrie Brandt and Terral Hill	Yes/yes funded
NWIHC	NW Ellensburg WA/eastern slope of the Cascades	Linda Templeton	May 25-26 Schooling Show Trout Lake, WA	Yes/Yes funded



Saint Skutla IHC	Central and Western NY	Andrea Barber	June 29/30 Shifting Gears... Carrie Brandt	Yes/yes funded
Sirius Ohio Kentucky IHC	Ohio and Kentucky	Jyl Snyder	Sept 28/29 Brandt and Hill Prospect, KY	Yes/Yes pending
Toppur IHC	Iowa	Liz Appel	May 18/19 Caeli Cavanagh Truro, IA	Yes/yes Funded

**Policy #31: Regional Club Clinic or Schooling Show Support (2019)**

Policy #31 has been budgeted \$3500 for 2019 by the USIHC to support clinics or schooling shows held by USIHC regional clubs (\$250 per club). Funds will be distributed up to \$250/club, for the calendar year 2019 subject to the eligibility requirements below.

**Eligibility:**

1. The event details must be submitted to both the Affiliated Club Committee Chair (affiliated\_clubs@icelandics.org) and the USIHC Secretary (calendar@icelandics.org) for inclusion in the USIHC Calendar of Events no later than 1 month (30 days) before the event. (The club hosting the event must be in good standing with the USIHC at the time of event submission for inclusion on Event calendar.)
2. Each regional club will be eligible for not more than one \$250 grant in 2019.
3. Funds will be based on the number of USIHC member participants (in good standing at the time of the event), for each USIHC member participating, the club will receive \$25.00, for up to 10 USIHC members. Total not to exceed \$250.
4. The regional club hosting the event must be in good standing with the USIHC at the time of the event.
5. New regional clubs formed after January 1, 2019, will be eligible for funding only if the budget allows and therefore are not guaranteed funding.
6. Upon completion of the event, the regional club will submit a list of all USIHC participants in good standing (names) and the total number of participants (USIHC and non USIHC) to the Affiliated Club Committee Chair.
7. Once the event has been approved as successfully completed, payment will be issued to the Regional Club by the USIHC Treasurer.

Suggested (but not required): Affiliated Club include a write up of the event in the Quarterly.

# **Policy #31 (2019) Funds Request Form**

**Name of Regional Club requesting funds:** \_\_\_\_\_

**Name of Individual requesting funds on for the club:** \_\_\_\_\_

**Name and address of Club Treasurer (to whom funds should be sent):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Event (Clinic or Schooling Show):** \_\_\_\_\_

**Clinician or Judge Name(s):** \_\_\_\_\_

**Date of Event:** \_\_\_\_\_

**Location of Event:** \_\_\_\_\_

**Was Event on USIHC calendar 30 days prior?** \_\_\_\_\_

**Was ACC Chair notified 30 days prior?** \_\_\_\_\_

**Please list USIHC Members participating, with their USIHC renewal date:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Total number of USIHC members participating:** \_\_\_\_\_

**Total number of non members participating:** \_\_\_\_\_

**Funding Based on # of USIHC members participating (\$25/member for up to 10 members): Funds Requested:** \_\_\_\_\_

**Date Request Sent:** \_\_\_\_\_

**Date Request Received:** \_\_\_\_\_

**Date Request Forwarded to USIHC Treasurer:** \_\_\_\_\_

## Iowa 2019 Breeding Evaluation Report

The 2019 Iowa Breed Evaluation was held at Harmony Icelandics in Peru Iowa on September 12<sup>th</sup> and 13<sup>th</sup>. Chief judge was Elsa Albertsdóttir and the second judge was Heimir Gunnarsson. The Breeding Evaluation Show organizer was Virginia Lauridsen.

Four horses were shown.

Baldursbrá from Winterhorse Park, received 8.06 for confirmation and 7.67 for ridden abilities for a total score of 7.83. She was ridden by Terral Hill, owned by Lori and Sharron Cretney. She was the highest judged horse at the Iowa breeding evaluation show.

Mirra frá Kambi received 7.88 for confirmation and 7.63 for ridden abilities for a total of 7.73. She was ridden by Carrie Brandt.

Rúna from Westerley received 7.92 for confirmation and 7.29 for ridden abilities for a total of 7.54. She was ridden by her owner Stephanie Surbey.

Koldimm frá Miðási received 7.63 for confirmation and 6.9 for ridden abilities for a total of 7.19. She was ridden by her owner Virginia Lauridsen.

The judges presented several educational lectures. We saw old videos of breed evaluations through the decades. As the videos progressed forward in time we could truly see the changes in the Icelandic horse and most notably the changes in form under rider! The judges also held a mock breeding evaluation of confirmation. They noted the importance of training your horse to stand correctly for the confirmation assessment. Another lecture was on BLUP and the importance of the breed evaluation assessments to the accuracy of the BLUP.

Completed Fort Churchill/Completed BF Hastings

Claudia Sihler	AIHA	September 2019
Frank Sihler	AIHA	September 2019
Janet Mulder	AIHA	September 2019

Completed Fort Tejon

Kim Freeman	Toltsetters	September 2019
Colleen Schumacher	Toltsetters	September 2019

Completed Ford Chadbourne

Alys Culhane	Hestafolk	September 2019
Cathy Hinds	Hestafolk	September 2019
Judy Skogen	Hestafolk	September 2019
Lisa Hart	Hestafolk	September 2019
Lisa McKeen	Hestafolk	September 2019
RJ West	Hestafolk	September 2019

Completed Pike's Peak Stable

Cynthia Niebuhr	Toppur Icelandic Horse Club	September 2019
David Ferguson	Toppur Icelandic Horse Club	September 2019
Diana Thrift	Toppur Icelandic Horse Club	September 2019
Lisa Blumhagen	Toppur Icelandic Horse Club	September 2019
Liz Appel	Toppur Icelandic Horse Club	September 2019
Virginia Lauridsen	Toppur Icelandic Horse Club	September 2019

Completed Marysville Pony Express

Cynthia Niebuhr	Toppur Icelandic Horse Club	September 2019
Cynthia Niebuhr	Toppur Icelandic Horse Club	September 2019
David Ferguson	Toppur Icelandic Horse Club	September 2019
Diana Thrift	Toppur Icelandic Horse Club	September 2019
Lisa Blumhagen	Toppur Icelandic Horse Club	September 2019
Liz Appel	Toppur Icelandic Horse Club	September 2019
Virginia Lauridsen	Toppur Icelandic Horse Club	September 2019

Completed Rock Creek Station

Cynthia Niebuhr	Toppur Icelandic Horse Club	September 2019
David Ferguson	Toppur Icelandic Horse Club	September 2019
Diana Thrift	Toppur Icelandic Horse Club	September 2019
Lisa Blumhagen	Toppur Icelandic Horse Club	September 2019
Liz Appel	Toppur Icelandic Horse Club	September 2019
Virginia Lauridsen	Toppur Icelandic Horse Club	September 2019

Quarterly Committee report  
October 4, 2019  
submitted by Nancy Brown

The Quarterly Committee is now hard at work on the December 2019 issue, which includes features on volunteering at Landsmot, the NY and Iowa Breeding Shows, keeping Icelandics in a mixed herd, Moon Blindness in Icelandics, mounted archery, and more. The content is now going through the editing and committee review stages, with a press date of November 1. The e-Quarterly should be ready to be released on November 15, with printed copies mailed on December 1. We will be printing 600 copies of this issue. Extras will be made available for promotional purposes; contact [quarterly@icelandics.org](mailto:quarterly@icelandics.org).

Deadline for the March 2020 issue is January 1. Board members and committee chairs, please let us know ASAP if you want us to save space for any text, photos, or advertisements for that issue. Remember that ads for USIHC-sanctioned events are free.

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Nancy Marie Brown  
USIHC Quarterly co-editor  
[gaeska513@gmail.com](mailto:gaeska513@gmail.com)  
[quarterly@icelandics.org](mailto:quarterly@icelandics.org)

## Youth Committee:

### **Committee Membership:**

- Members were personally contacted by me, to confirm wanting to remain on the committee. Updates were provided to Emily who has modified the email distribution list accordingly.

### **Spaeri Award:**

- Jes Haynsworth has volunteered to managed Spaeri award proceedings.

### **FEIF Youth Cup**

- A small team of volunteers is managing the FEIF YC. The forms need to be board approved, the advertisement needs board approval.
- Thorgeir agrees to judge for the fee for test (\$30 USD) per the application. He requested the tests come to him on one flash drive which circumvents the delay in mail, customs, etc. I agreed to accommodate and this information has been provided to Laura Harrigan who is receiving the applications.
- The USIHC Sport Leader was contacted regarding some of the proposed solutions to rider/horse pairs and national ranking.
- There has been discussion about the best and fair way to assess youth applicants for the YC. There will likely be future discussion about this topic.

### **FEIF Young Leader's Event:**

- FEIF Youth Leader has been provided with the names and registration forms for the two youth attending this event, Maile Behringer and Mackenzie Pittman. I have asked the two attendees to collaborate on a Quarterly article following their attendance.



## Business Partnership Agreement

### BETWEEN:

Scoot Boot Pty Ltd ("Scoot Boot"), of 4/205 Kennedy Drive, Cambridge 7170, Tasmania,

Australia AND

United States Icelandic Horse Congress ("USIHC") of C/o Kari Pietsch-Wangard, 300 South Sawyer Road, Oconomowoc, Wisconsin 53066, United States.

Scoot Boot and USIHC have recognized that each can offer the other Product and/or Services for mutual benefit, and have agreed to do so under the following terms and conditions.

### 1. DEFINITIONS

For the purpose of this Business Partnership Agreement (the Agreement):

- 1.1. "*Business Partner*" means an individual, company or organization whose products and/or services are compatible with Scoot Boot's objectives;
- 1.2. "*Product*" means Scoot Boots and accessories;
- 1.3. "*Services*" means actions taken by Scoot Boot and USIHC as listed in clause 2 of this Agreement.

### 2. PROVISION OF PRODUCTS AND/OR SERVICES

- 2.1. Scoot Boot agrees to:
  - 2.1.1. Provide Product to USIHC at the discounted rate of 10% off the retail price;
  - 2.1.2. Provide the opportunity for clubs and members associated with USIHC to receive direct distribution of Product when ordered by those clubs and members under this Agreement;
  - 2.1.3. Refrain from providing personal details of clubs and members associated with USIHC to any other company or organization or any marketing list;



2.1.4. List USIHC as a Partner on Scoot Boot's website with a link to the USIHC website.

2.2. USIHC agrees to:

2.2.1. List Scoot Boot as a partner on the USIHC membership page;

2.2.2. Feature Scoot Boot on the USIHC partner's page;

2.2.3. Feature Scoot Boot as a partner in blog posts in the recent news section;

2.2.4. Feature Scoot Boot as a partner in USIHC email newsletters;

2.2.5. Feature Scoot Boot's logo on a partner's ad in the USIHC quarterly magazine.

2.3. Scoot Boot and USIHC acknowledge and agree that the Product and Services each party shall provide under this Agreement are of equal value.

2.4. Scoot Boot and USIHC acknowledge and agree that no payment is required for the benefit received from any Product and/or Services provided under this Agreement, apart from the purchase price of Product provided by Scoot Boot under this Agreement.

2.5. Product and Services provided by Scoot Boot under this Agreement shall be available to all USIHC members in the United States.

### **3. PERIOD OF AGREEMENT**

3.1. This Agreement shall take effect from the date both parties have signed the Agreement and will cease having effect once either party invokes clause 5.

### **4. CONFIDENTIALITY**

4.1. The parties agree to keep this Agreement and its terms and conditions confidential.

### **5. TERMINATION OF AGREEMENT**

5.1. Either party may terminate this Agreement in the following circumstances:

5.1.1. Winding up of USIHC;

5.1.2. Deficiency by a party to provide the Product and/or Services under this Agreement, in which case written notification of the intention to terminate the Agreement must be delivered to







the relevant address appearing above, giving one (1) months' notice to remedy the deficiency, failing which the Agreement will be terminated;

5.1.3. Either party may choose to terminate this Agreement after supplying written notification of such termination. The termination will take effect following acknowledgment of the communication by the receiving party.

**SIGNED BY:**

.....  
Signature

.....  
Signature

ELENA DAVEY  
Marketing coordinator

on behalf of

**Scoot Boot Pty Ltd  
Congress**

Date: ....25 July 2019..

.....  
Print name of Authorized Representative

on behalf of

**United States Icelandic Horse**

Date: .....

**Definition:**

*Affinity marketing is a concept that consists of a partnership between a company (supplier) and an organization that gathers persons sharing the same interests to bring a greater consumer base to their service, product or opinion. This partnership is known as an affinity group. (Wikipedia)*

**Considerations:**

For any marketing program to be effective, or even have perceived value, the customer (member) should have expressed an interest in the product. We have an opportunity to promote ourselves by a full member survey, touting that we are trying to bring them additional benefit through their membership and testing if they know of or would be interested in a Scoot Boot (or any other product) discount. This would provide a secondary opportunity to solicit other product or affinity idea.

For any organization to promote a single product through the USIHC, several members of the BOD should have the product 'in hand' and have actually tried it out prior to going forward. If we don't do this, and members buy and don't like the product, we not only have dissatisfied members, we risk damaging our brand, the USIHC, as having inferred an endorsement of a product without doing due diligence. As long as legal counsel absolves us of an 'endorsement' situation.

An Affinity Partner Program should require the completion of a "Prospective Partner Application". Upon completion, the application should be reviewed to ensure it doesn't compete with another product or service. All prospective applications should be reviewed by the USIHC BOD, and approved by standard BOD voting procedures.

If it is determined that there is a clear and proven need or member benefit for a product or a relationship, the BOD can engage in contract negotiations to go forward.

**Discussion points:**

An affinity partnership = an endorsement = liability. Even if we post a disclaimer, we need legal advice, in writing, on file.

How does the discount get applied (promo code, member ID number), how is the discount reflected on the invoice (USIHC Member Discount?). USIHC benefits by requesting these sales reported tracked and reported back to the USIHC?

Does the value of this relationship equal the numerous placements (free marketing) that they are getting? What happens to placement and clutter as we grow our affinity partners? High quality journals provide education and minimal advertisement. Affinities should be limited to a small ¼ page list that can include and savings benefits and disclaimer. Traditional advertisements should remain.

**Sample Form:**

Suggested information fields for a Prospective Partner Application form:

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Company Name  
Website Address

**PRIMARY CONTACT**

Title  
Email \*  
First Name  
Phone Number  
Last Name  
Mailing Address \*include City, State, Zip

**TYPE OF PRODUCT OR SERVICE (choose one that best applies)**

Choose one that best applies

Member Discount

USIHC Revenue Potential

Member Benefit

Other - please specify

**INFORMATION**

Describe your company's Primary business activities.

What products or services do you offer?

Have you targeted the US Icelandic Horse community in the past for customers?

What types of promotions have you used and where did you acquire your lists?

What number of customers do you have that are from the US Icelandic Horse community?

Do you currently offer discounts or promotions to the US Icelandic Horse community?

Same above questions for International Icelandic Horse communities.

List your major competitors.

What distinct value does your product or service bring to USIHC members?

Do you currently or have you ever offered this program through a regional association or other industry organizations?

Yes

No

\*If Yes, please provide details below.

How long has your company been in business?

What is the value-added proposition of the opportunity you wish to bring to USIHC members through the USIHC Affinity Partner Program?

List three references. Include contact name, company name, address, phone and email.

**TRACKING AND REPORTING**

Please advise how you will track USIHC member activity and what detail and the frequency of your reporting.

**ADDITIONAL INFORMATION**

Please provide additional information you think is appropriate for consideration.

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## United States Icelandic Horse Congress

### 2019 Election Nominations

In accordance with Section 2 of Article IV (Voting and Elections) of the Constitution of the United States Icelandic Horse Congress (USIHC), the Election Committee accepted nominations until October 1, 2019. The nominations of following individuals have each been submitted in accordance with Section 3 of Article VII which states: USIHC nominations for the position of director shall be in writing. The nominee, the nominator, and two seconders, all of whom must be voting members of the USIHC, shall sign nominations. The nominator and seconders shall not be of the immediate family of the nominee.

**Martin Nielsen** - Nominated by Kathryn Love. Seconded by Carrie Brandt and Katrin Sheehan-Taylor.

**Virginia Lauridsen** - Nominated by Linda Templeton. Seconded by Kristina Behringer and Lori Cretney.

**Lucy Nold** - Nominated by Caeli Cavanagh. Seconded by Alex Venable and Linda Templeton.

All three Nominees have accepted their nominations.

In addition to the three Nominees, incumbent director **Kristina Behringer**, who originally opted to run for re-election, has withdrawn from the ballot.

As stated in the Notice of Election 2019, the upcoming election shall select three directors, who will serve for terms of three years starting on January 1, 2020. Since there are three Board positions available, all the nominees will serve a three year term on the USIHC Board of Directors. An election will not be necessary.

Each nominee has submitted a bio and these will be published so the membership can learn about our new Board Members.

Submitted by:

USIHC Election Committee  
Lynn LaPointe Wiese, Chair  
10/1/19

## **USIHC 2019 Election Nominee Bios**

### **Lucy Nold**

Lucy Nold grew up in California where she rode Icelandic horses from a very young age. She began breeding, training and competing as a teenager and received many national ranking awards in various classes over the years. At fourteen years old she attended the FEIF Youth Cup in Switzerland as a rider. She went on to study Animal Science at the University of California, Davis where she received B.S. with a specialization in equine. She has always been very dedicated to supporting youth riders and as a trainer and teacher she has enjoyed helping many young riders achieve their goals. She was also the US team leader for the FEIF Youth Cup 2014 in Iceland.

After finishing her degree, Lucy moved to the Pacific Northwest, where she owns and manages Five-Gait Farm, a full service training and breeding operation. Lucy is also a USIHC Sport Judge B and rode one of her stallions to become the highest evaluated US bred four-gaited stallion in America in 2018. Lucy is very dedicated to developing our Icelandic horse community here in the US and growing the enthusiasm for this wonderful versatile breed.

### **Virginia Croskery Lauridsen**

Virginia is the owner of Harmony Icelandics, LLC in Truro, Iowa, and has been involved with Icelandic horses since 2013, when she imported four from Iceland. Harmony Icelandics now boasts both a FEIF sanctioned oval track and breeding track and has hosted shows, evaluations and clinics. Virginia has become very active in the breeding, training and sales of Icelandic horses. She has completed the first three levels of the Knapamerki program and all of the Riding Badge levels. Previous horse experience includes ownership of a large hunter/jumper barn, center administrator for a Pony Club Riding Center, and as a competitor on the show jumping "A" circuit.

Virginia is passionate about the Icelandic breed. She was instrumental in the founding of Toppur Icelandic Horse Club, which has grown from 5 members to 37 in just three years. Virginia regularly serves as a breed ambassador, having exhibited her horses at the Iowa Horse Fair, the Midwest Horse Fair and the International Omaha. She is also an active competitor, and took home the gold in T1 with her stallion Gosi frá Lambastöðum at Lettleiki Icelandics in 2017. She also competes in first level dressage with her Icelandic gelding Herkules from Dalalif. Virginia is a classical singer by training and has performed throughout the U.S., Europe and Asia. She currently serves on the USIHC education and breeding committees. Previous service includes regional club and leisure riding committees. By joining the board, Virginia hopes to extend the presence of the Icelandic breed throughout the United States, and increase opportunities for riders in the Icelandic community through regional collaboration.

### **Martin Nielsen**

Icelandic horses have been my life for the past 40 years, ever since my father bought the first horse for my mother. That led to the entire family becoming engaged in the growing Icelandic horse community in Denmark at the time. One horse led to two, which led to a few more, and then a foal. Suddenly, we had a stud farm and my mother ran a riding school. I grew up with horse shows on the weekend, teaching lessons every afternoon, and Icelandic horse camps every summer. I have been involved with organizing all kinds of horse shows ranging from tiny club shows with 20 participants to national, Nordic and World Championships. I served as main announcer at several World Championships and one Landsmot. I

served in the selection committee for the Danish National Team for two years. As a happy amateur, I have been a frequent competitor at shows and did spend a significant time in Iceland training and shoeing horses back in what seems like ancient times. Above all, I enjoy a good trail ride on a good horse – preferably five-gaited! I just have the Icelandic horse spirit in my blood and cannot imagine a life without these critters.

I moved to the US in 2011 with my family to pursue a job opportunity as a research scientist at the Gluck Equine Research Center at the University of Kentucky, as I am a veterinarian by training and hold a PhD in equine parasitology. We have been fortunate to have been able to continue our life with Icelandic horses due to the activities offered by Lettleiki and Taktur here in Central Kentucky. The Icelandic horse community in the United States is absolutely wonderful, and it reminds me in many ways of the pioneering spirit that existed in Denmark, when I grew up. After eight years here, I feel it is time to give back to this community. I feel I have a few things to bring to the table. Life-long experience with Icelandic horses, and perhaps also some historic perspective as well as substantial show organizing experience. But above all, I remain fundamentally enthusiastic about the Icelandic horse and what it means to all of us in everyday life. And, of course, parasite control. Very important!