



# Board Conference Call Minutes

## April 11, 2017 8:00PM (Eastern)

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### BOARD MEMBERS

Present: Doug Smith, Will Covert, Leslie Chambers, Kari Pietsch-Wangard,  
Alex Dannenmann, , Linda Templeton, Andrea Barber,

Excused: Jess Haynsworth, Lori Cretney

### OBSERVERS

Katrin Sheehan, Juli Cole, Kydee Sheetz, Martina Gates

### MEETING CALLED TO ORDER AT 8:05 PM (EASTERN) [WILL COVERT]

### SECRETARY'S REPORT (DOUG SMITH)

The USIHC lists 633 members in 460 households, owning 4598 Registered Icelandic Horses as of April 6.

### 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 3/31/17:</u>	\$142,906.37
<u>Unrestricted funds as of 3/31/17:</u>	\$128,960.30
<u>Net increase (decrease) since 2/28/17:</u>	\$283.14

### STANDING COMMITTEE REPORTS

- Breeding Committee (Kydee Sheetz chair, Will Covert liaison)

Members of the Breeding Committee are working on several exciting ideas.

1. We have revamped the grant proposals for the Young Horse Linear Description program as well as the Breeding Evaluation Education/Promotional Seminar events and received 100% support from committee members who voted. Both programs are designed with breeder education as the primary focus.

2. We are also pleased to submit the enclosed proposal for a new Breeder of Merit program. It is a system designed to acknowledge USIHC-member Icelandic horse breeders who consistently meet the highest standards of the USIHC and actively promote the excellent breeding, care, training, and well-being of the Icelandic horse in the United States. This program is not an "award" in that it does not rank breeders or give a specific breeder precedence over other breeders. Rather, it is open to any breeder who meets the stringent requirements included in the

application and completes and submits an application. The idea is to both encourage breeders toward a higher standard of excellence AND to help buyers identify breeders of excellence. At this time, potential buyers are pretty much limited to the luck of the internet, rumors, and Craigslist when trying to find a breeder. Needless to say, this is not a good state of affairs. The program is actually modeled upon a much larger program for dog breeders run through the American Kennel Club, and it has been highly successful for them. The potential benefits to the USIHC are substantial. Buyers would be drawn to breeders who actively support the USIHC which would potentially increase involvement in the USIHC by breeders and new owners. Breeders would also ensure that ALL of their foals are registered which is currently oftentimes not happening.

3. Other programs currently in development include working on a breeders' activity club for educating and supporting breeders, a breeder education seminar to be held later this year, a breeding evaluation series for 2018, and several other ideas.

- Education (Alex Dannenmann chair)

*Nothing to report.*

- Leisure (Lisa McKeen chair, Linda Templeton liaison)

*Nothing to report.*

- Promotion (Juli Cole chair, Kari Pietch-Wangard liaison)

*Nothing to report.*

- Quarterly (Nancy Marie Brown & Nikki Esdorn co-chairs, Leslie Chambers liaison)

The Quarterly Committee is hard at work on the June 2017 issue, which goes into design on April 15, to press on May 1, online May 15, and in the mail on June 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).

The June 2017 issue of *The Icelandic Horse Quarterly* features 52 pages of color photos and information about the Icelandic horse, with articles on the USIHC Riding Badge Program, Centered Riding, learning to judge, overcoming your horse's natural asymmetry, horse emotions, and more, as well as news from the Regional Clubs, the USIHC Board of Directors, and our parent organization, FEIF.

Deadline for the September issue is July 1.

- Regional Clubs (Leslie Chambers chair)

*See attached (page 10).*

- Sport - (Ásta Covert chair, Jess Haynsworth liaison)

The first sanctioned show of the season will be held at the end of the month. This year we are offering the show organizers to use the new and much improved Ictest NG.

There is only one known tryout for the US team to the World Championships 2017.

- Youth (Kelly Blough chair, Lori Cretney liaison)

*No report received*

## **AD HOC COMMITTEE REPORTS**

- Blood Profile Project [Andrea Barber]

No new update on the blood project this month.

## **EMAIL VOTING**

*Occasionally the Board will address a simple or timely matter via email. By policy any decisions taken on email must be unanimously agreed and confirmed in the next regular meeting.*

No business was conducted by email.

## **OLD BUSINESS**

- Grant funding for YHE for a total of \$2000 (divided into four separate \$500 grants)  
[ Kydee Sheetz]

*See attached (page 20).*

Unanimously approved with the condition the Breeding Committee provide a description for the “Cantella Award” page on the website explaining why the award has stopped or been restructured. A letter will also be drafted to Caryn.

## **NEW BUSINESS**

- Breeder of Merit [ Kydee Sheetz]

*See attached (page 17).*

Referred back to the Breeding Committee for a formal vote.

- Breeding Evaluation Education / Promotion Grant [ Kydee Sheetz]

*See attached (page 19).*

Unanimously approved with the requirement the policy be revised to require the events to be open to the public.

- “Horses of Iceland” Response [ Linda Templeton ]

*See attached (page 21).*

Motion: Join the project at the 150,000ISK level. Unanimously approved. Linda to confirm the timing and details of the process.

- Leisure Rider Program Proposal [ Linda Templeton ]

*See attached (page 25).*

Unanimously approved with the requirement all participating horses must be registered (have a FEIF id) and without mention of any awards.

- Spirit Award Proposal [ Linda Templeton ]

*See attached (page 28).*

- USIHC Decals [ Juli Cole ]

Below is a draft of the USIHC decal selected by the Promotion Committee.



The committee member who designed the decal obtained several quotes & the one that is recommended is from Stand Out Stickers (standoutstickers.com). The designer is a professional in the graphic design field & is familiar with this company.

The quote of \$562.00 is for a quantity of 1,000 oval cut, gloss coated stickers & includes shipping to either the home of the PC Chair in PA, or the designer's home which is in OH. Other quotes ranged in price from \$323.87 - \$518.00. In some cases shipping was included, in others it was not clear if shipping was included. These companies are unknown to the designer of the decal & the PC Chair, therefore quality of the product, customer service, etc is an unknown factor.

The decals would be distributed in two ways. First by including one in the Welcome Packets for new members. Second would be to distribute to members upon request with a limit of 2 per individual adult member or 3 per family membership. Members wishing to obtain a decal would contact the PC Chair with their request. For practical reasons all decals will be mailed on a monthly basis - i.e all requests received during the month of May would be mailed at the end of May/beginning of June. This would eliminate potential numerous trips to the post office for the PC member handling distribution & would also eliminate the Treasurer having numerous receipts to tally & record that would most likely be for the cost of one First Class stamp.

Referred back to Sherri Hoover (designer) to incorporate board requests. Juli to investigate pricing at a larger quantity and details around shipping.

- Reimburse postage related to 2014 & 2015 [ Kari Pietsch-Wangard ]

Kari received a request from Deb Calloway (former PRP Chair) to reimburse her for postage related to delivery of old awards and shipping awards and documents to Linda Templeton as part of the transition to the new committee.

Unanimously approved.

- Rename “Regional Clubs” as “Affiliated Clubs” [ Leslie Chambers ]

Rename the committee and the description of the “about” page on the website as described on page 12 of the agenda.

Unanimously approved. The committee structure to remain as it is.

- Purchase “usihc” domains [ Doug Smith ]

Unanimously approved. Doug instructed to purchase [usihc.com](http://usihc.com), [usihc.net](http://usihc.net), [usihc.info](mailto:usihc.info) and [usihc.org](http://usihc.org) for a 3-year period.

**MEETING ADJOURNED AT 9:20 PM (EASTERN) [WILL COVERT]**

**NEXT MEETING MAY 9, 2017 8:00 PM (EASTERN)**

## USIHC General Membership Funds

2/28/17		3/31/17
\$ 11,163.50	Checking	\$ 11,446.80
\$ 121,227.22	Money Market	\$ 121,241.63
\$ 10,217.94	CDs	\$ 10,217.94
\$ 142,608.66	subtotal	\$ 142,906.37
\$ (6,174.68)	Youth Fund	\$ (6,189.25)
\$ (4,000.00)	Judge Scholarship Fund	\$ (4,000.00)
\$ (3,756.82)	World Champ. Team Fund	\$ (3,756.82)
<b>\$ 128,677.16</b>	<b>USIHC Unrestricted Membership Funds</b>	<b>\$ 128,960.30</b>
Net Increase from 2/28/17		
<b>\$283.14</b>		

04/05/17

**United States Icelandic Horse Congress Inc.**  
**Balance Sheet Standard**  
 As of March 31, 2017

	<u>Mar 31, '17</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Associated Checking acct.	11,446.80
Associated Money Market Acct.	121,241.63
<b>Total Checking/Savings</b>	<u>132,688.43</u>
<b>Other Current Assets</b>	
CD ownd by USIHC mature 10/7/19	2,000.00
CD ownd by USIHC mature 10/7/20	2,000.00
CDs for Judge Scholarship Fund	
CD-matures 10/5/17	3,150.10
CD-matures 10/5/18	3,067.84
<b>Total CDs for Judge Scholarship ...</b>	<u>6,217.94</u>
<b>Total Other Current Assets</b>	<u>10,217.94</u>
<b>Total Current Assets</b>	<u>142,906.37</u>
<b>TOTAL ASSETS</b>	<b><u>142,906.37</u></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...	3,756.82
Unexpended Youth Funds	6,189.25
<b>Total Other Current Liabilities</b>	<u>13,946.07</u>
<b>Total Current Liabilities</b>	<u>13,946.07</u>
<b>Total Liabilities</b>	13,946.07
<b>Equity</b>	
Opening Bal Equity	96,926.56
Retained Earnings	27,417.80
Net Income	4,615.94
<b>Total Equity</b>	<u>128,960.30</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>142,906.37</u></b>

**United States Icelandic Horse Congress Inc.  
Income & Expense Report  
March 2017**

<b>Income</b>		<b>Expense</b>	
Interest Income	14.41		
<b>Membership Related Income</b>		<b>Membership Related Expenses</b>	
Farm Listing	213.62		
<b>Membership Dues</b>			
Family Memberships	755.91		
Individual Memberships	1,444.45		
Youth membership	134.72		
<b>Total Membership Dues</b>	<b>2,335.08</b>	<b>Quarterly Expenses</b>	
		Postage for Quarterly	373.66
Quarterly Inc.		Quarterly Printing	2,512.28
Quarterly Adv. Inc.	212.71	<b>Total Quarterly Expenses</b>	<b>2,885.94</b>
		Toll Free line	12.95
<b>Total Membership Related Income</b>	<b>2,761.41</b>	<b>Total Membership Related Expenses</b>	<b>2,898.89</b>
<b>Registry Income</b>		<b>Registry Expenses</b>	
Duplicate Registration fees	50.00	Clerical for registry	487.00
Late Stallion Report fees	96.80	Registry Office supplies	41.47
Registration fees	470.47	Registry Postage	105.20
Transfer fees	323.34	<b>Total Registry Expenses</b>	<b>633.67</b>
<b>Total Registry Income</b>	<b>940.61</b>		
USIHC Non-Member fees	99.27		
<b>Total Income</b>	<b>3,815.70</b>	<b>Total Expense</b>	<b>3,532.56</b>

**Net Income : 283.14**



**United States Icelandic Horse Congress Inc.  
Income & Expense Report  
January through March 2017**

<b>Income</b>		<b>Expense</b>	
<b>Competition Inc.</b>		<b>Competition Comm. Expense</b>	
WC 2017 Tryout Inc.	288.00	National Ranking Award Expense	634.26
<b>Education-Riding Badge</b>			
Riding Badge Inc.	20.00		
<b>Interest Income</b>		<b>Membership Related Expenses</b>	
		<b>Administration</b>	
<b>Membership Related Income</b>		Mbshp. Postage	19.60
Farm Listing	1,831.42	Office/Supplies Exp.	28.00
		Total Administration	47.60
<b>Membership Dues</b>		<b>Annual Meeting Exp.</b>	
Family Memberships	3,543.64	2017 Annual Meeting exp.	2,742.72
Individual Memberships	5,856.98		
Youth membership	134.72		
Total Membership Dues	9,535.34	<b>FEIF related expenses</b>	
		FEIF Mbshp fees	1,523.60
		<b>Quarterly Expenses</b>	
		Graphics	1,000.00
		Postage for Quarterly	373.66
		Quarterly Printing	2,512.28
Quarterly Inc.		Total Quarterly Expenses	3,885.94
Quarterly Adv. Inc.	844.32		
		Toll Free line	38.85
Total Membership Related Income	12,211.08	Total Membership Related Expenses	8,238.71
		<b>Promotional Exp.</b>	
		Ambassador award	340.75
		Promotional postage expenses	30.75
		Total Promotional Exp.	371.50
<b>Registry Income</b>		<b>Registry Expenses</b>	
Duplicate Registration fees	100.00	Clerical for registry	945.00
Late Stallion Report fees	684.30	Printing & reproduction-Regist.	439.67
Registration fees	1,183.01	Registry Office supplies	41.47
Transfer fees	678.16	Registry Postage	159.78
Total Registry Income	2,645.47	Total Registry Expenses	1,585.92
<b>USIHC Non-Member fees</b>			
	224.27		
Total Income	15,446.33	Total Expense	10,830.39

**NET INCOME: 4,615.94**

Regional Club Committee  
Update for April 11 USIHC BOD meeting  
Chair: Leslie Chambers  
4/7/17

**Current Topics Under Discussion:**

1. Renewal process review
2. FEIF census request
3. New Club
4. Clinics (Policy #31)
5. "About" page revision for "Affiliated" Clubs

**Renewal Process Review:**

Committee was presented with the question of whether or not regional clubs should have the same level of transparency as the USIHC. Considering the responses to that broad based question, a mini survey was created to examine some aspects of that question separately. There are also a few questions regarding membership and horse registration (see Table 1).

So far the following clubs have submitted completed surveys:

1. Toppur
2. CIA
3. Hestafolk
4. Ohio Valley
5. Saint Skutla
6. Klettafjalla
7. NEIHC
8. FIRC
9. Flugnir

## 10. NWIHC

A majority of clubs have now responded to this survey. There were 4 items that received 7 "yes" votes:

1. By-Laws should be on file with RCC Chair. (See Table 1)
2. Regional Clubs should have a description on the USIHC website Regional Club page.
3. Regional Clubs should have a Website link on the USIHC website Regional Club page.
4. Regional Clubs should have a Facebook link on the USIHC website Regional Club page.

By-Laws are already required when a club initially applies to be recognized. What I would like to add is a provision for the RCC chair to be able to request a copy of the by-laws if they are not currently on file (This unfortunately can happen when a new chair takes over and the files on record are not made available to them.)  
- please feel free to comment.

All clubs should be able to provide a description for the USIHC website and if they have them include links to their club website and Facebook page.  
-please feel free to comment.

The committee should complete this discussion in the next few weeks.

### **FEIF Census:**

Clubs were asked to consider providing the names, city and state of their members with the USIHC, so we can accurately calculate our census number for FEIF. Members have been assured that no contact information (such as email or street address is being requested). Eight clubs have responded and will supply information if their members are in agreement (several have already supplied the requested information). A deadline and timeframe for collecting this information will need to be determined.

### **New Club:**

An application to form a new club has been received. The proposed club would be named "Glitfaxi" Icelandic Horse Club and would serve the greater San Francisco Bay area (East and North Bay, Marin, Napa, Sonoma and Sacramento). The USIHC representative is Gabriele Meyer. A copy of their by-laws with required mission statement has been received. The signatures of five people with separate USIHC memberships is also on file.

### **Clinics:**

The following clinics have been submitted for funding under Policy #31

#### 1. Alaska:

1. Steinar Sigurbjornsson, May 27-29, Wasilla AK
2. Trausti G., June 23-25, Wasilla, AK

#### 2. Flugnir:

1. Clinic, May 26-28, Proctor, MN
2. Clinic, Sept 15-17, Pelican Rapids, MN

#### 3. Hestafolk:

1. Freya Sturm, March 25/26, Bellinham WA (successfully completed)
2. Freya Sturm, May 7-9, Bellingham WA

#### 4. Klettafjalla:

1. Coralie Denmeade, April 22/23, Oakley, Utah

#### 5. NEIHC:

1. Alex Dannenmann, April 21-23, Hudson, NY
2. Alex Pregitzer, June 2-4, Granby, CT

#### 6. NWIHC:

1. Anrnar S, June 23-24, Trout Lake, WA

#### 7. Saint Skutla

1. Terral Hill, June 17/18, Mendon, NY

#### 8. Toppur (New Club):

1. Gudmundar S., April 21-23, Des Moines, IA

#### **"About" Page Revision for "Affiliated" Clubs:**

The RCC was asked to consider revising our organization of "Regional" clubs to accommodate "Activity" clubs, there are no objections to the following proposal:

Draft #4 Rewrite of USIHC "About Page" for Regional Clubs

4/4/17 LKC/AB/KPW/KD

#### USIHC "Affiliated" Clubs

Affiliated Clubs may be either 1. Regional Clubs (generally based on geography) or 2. Activity Clubs (based on special interest).

To form or be recognized as a USIHC Affiliated Club each club must have a minimum of five adults with separate USIHC memberships in good standing. Each club is required to appoint a USIHC representative, who must be a current USIHC member in good standing, that will serve as the liaison between the club and the USIHC.

To form an Affiliated Club, each club must fill out the "Application Form", including a list of members and submit by-laws for USIHC approval. All club by-laws must contain the statement: "The purpose of the Affiliated Club is to promote the knowledge of the Icelandic Horse and its correct use as a competition and riding horse in accord with the policies of FEIF and the United States Icelandic Horse Congress". If the club's by-laws are revised at any time during the life of the club they must be re-submitted for approval.

By January 31st of each year the club must renew its status with the USIHC. This process is started with a renewal reminder notice sent to each club's representative in early January. If all renewal requirements are met, the renewal can be completed by the USIHC representative simply signing and returning the form.

#### Autonomy of Affiliated Clubs

Clubs affiliated with the USIHC, whether Regional or Activity, shall be autonomous units except for such requirements as those stated above and also Paragraph 7 in the USIHC Policies and Procedures.

### Club Rules and Finances

Each club will determine its own administration and activities which will not be contrary to the USIHC mission and policies. Each club must recognize and abide by all of the rules, regulations and policies of the USIHC. Each club will be self-supporting and its operating costs will not be underwritten by the USIHC.

However, the USIHC Board may make funds available to assist clubs with various activities. The complete details and requirements of any current funding opportunities are listed in the USIHC Policies & Procedures.

### Club Members

Members of Affiliated Clubs may be designated by the individual club as being in one of two categories, either 1. Full member (a member who holds membership in both the Affiliated Club and the USIHC) or 2. Associate member (a member who holds membership in only the Affiliated Club).

Membership in a Regional Club is not a requirement of USIHC membership but all USIHC members are encouraged to join a Regional Club for the many benefits and local support that these associations provide.

Members are also encouraged to join Activity Clubs as these associations provide members opportunities to educate themselves on the activity and provide a forum for discussion with others who share that interest.

### Club Representative

The representative designated by a club on record with the USIHC shall sit and participate on the Affiliated Club Committee, and shall be the point of contact for all communications between the USIHC and the club which shall include, but not be limited to, keeping the USIHC informed of all club activities and disseminating information from FEIF and the USIHC to the club. The representative should be knowledgeable and interested in promoting and advocating for the mission of the USIHC, FEIF, the club and all of its members. The representative must agree not to use their position to promote his or her own farm to a greater extent than any other members' farms.

## **Supplemental Information:**

Table 1:  
4/4/17 Results from 10 of 13 Regional Clubs

<b>Question:</b>	<b>Yes</b>	<b>No</b>	<b>Maybe</b>
1.Should Club By-Laws be on file with RCC Chair?	7	1	1
2.Should Club By-Laws (or link) be on USIHC website Regional Club Page?	4	4	1
3.Should Club Mission Statement be on file with RCC Chair?	5	2	2
4.Should Mission Statement (or link) be on USIHC website Regional Club Page?	4	3	2
5.Should Club Description be on USIHC website Regional Club Page?	7	1	1
6.Should Regional Club Website Link be on USIHC website Regional Club Page?	7	1	1
7.Should Regional Club Facebook Link be on USIHC website Regional Club Page?	7	1	1
8.Should Regional Club provide Full Member List (USIHC members) to RCC Chair?	4	3	2
9.Should Regional Clubs provide the number of Full Members and Associate Members (no names) to RCC Chair?	5	2	2
10.Should Regional Club provide Associate Member List to RCC Chair?	2	4	3
11.If a Regional Club has a Board of Directors should those names be on the USIHC website Regional Club Page?	3	4	2
12.Should USIHC try and share names of members who do not belong to a Regional Club with the Regional Clubs?	4	2	2
13.Would your Regional Club add an additional fee to non USIHC members for events (partially) funded by the USIHC?	4	4	2
14.Would your Regional Club require horses that participate in events (partially funded by the USIHC to be registered?	1	5	4
15.Should the USIHC offer a discount to members who belong to a Regional Club?	3	6	1
16.Would your Regional Club offer a discount to members who belong to the USIHC?	4	2	3
17.or Would your Regional Club charge a higher fee to members who do not belong to the USIHC?	4	2	3
18.Is your Regional Club interested in making posts on the USIHC Facebook site?	2	3	3

Data from:

1. NWIHC

2. Toppur
3. CIA
4. Hestafolk
5. Ohio Valley
6. Saint Skutla (Answers included on Q 13, 14 15 All other detailed answers on email:2/19/17 21:01:24 see archives)
7. Klettafjalla
8. NEIHC
9. Flugnir
10. FIRC (Answers interpreted from detailed email received 3/31/17)

No Response from:

1. Alaska
2. Cascade
3. Kraftur



# **U.S.I.H.C. Breeder of Merit**

## **The Heart of the U.S.I.H.C.**

### **Mission:**

The purpose of the U.S.I.H.C. Breeder of Merit Program is to identify and honor those breeders who consistently meet the highest standards of the U.S.I.H.C. and who actively promote the excellent breeding, care, training, and well-being of the Icelandic horse in the United States.

### **Qualifications:**

U.S.I.H.C. Breeder of Merit participants demonstrate a commitment to the Icelandic horse community and consistently show dedication to maintaining and promoting the uniqueness and integrity of the Icelandic horse.

Specific requirements to obtain and maintain Breeder of Merit status include:

- \*Must have a history of at least 10 years involvement in Icelandic horses and U.S.I.H.C. events
- \*Must be a current member in good standing of the U.S.I.H.C.
- \*Must regularly contribute to the mission of the U.S.I.H.C. through active volunteer service to the U.S.I.H.C. and/or their U.S.I.H.C. approved regional club
- \*Must agree to ensure that all eligible foals are U.S.I.H.C. registered prior to being sold
- \*>75% of the foals and/or young horses that they have bred within the last three calendar years must have been assessed under the rules of Young Horse Linear Descriptions as per U.S.I.H.C. and FEIF guidelines. Be prepared to supply proof upon request.
- \* >75% of trained horses offered for sale must have been assessed under the Young Horse Linear Description system and/or have been judged under the Riding Horse Profile system as per FEIF guidelines and/or been evaluated in a full Breeding Evaluation. Be prepared to supply proof upon request.
- \*Breeders of Merit must attend two U.S.I.H.C and/or F.E.I.F. sponsored events (to include sanctioned sport competitions and/or ridden horse Breeding s and/or Young Horse Linear Descriptions and/or instructional seminars and/or annual meeting and/or World Championships) annually, and a minimum of twice yearly one or more horses of their breeding must be presented at sanctioned Icelandic competitions or evaluations and/or at all-breed events including but not limited to endurance, trail competitions, breed promotion/demonstration events, dressage, and hunter paces. Be prepared to supply proof upon request.

\*>75% of breeding stock (stallions and mares) used within the last three calendar years must have been assessed in full Breeding Evaluation and/or conformation only Breeding Evaluation and/or Young Horse Linear Description. Be prepared to supply proof upon request.

\*A minimum of 90% of breeding stock (stallions and mares) used within the last three calendar years must have a BLUP score equal to or greater than 100.

\*To maintain status as a Breeder of Merit the participant must reapply every three years.

**Benefits:**

Upon acceptance into the U.S.I.H.C. Breeder of Merit program you will receive:

\*A U.S.I.H.C. Breeder of Merit Certificate suitable for framing

\*Free farm listing on the U.S.I.H.C. website with your Breeder of Merit status acknowledged

\*Web badge graphic for your personal website promoting your status as a Breeder of Merit

\*A color painting (limited edition print available only to Breeder of Merit recipients) suitable for framing

## BREEDING EVALUATION EDUCATION/PROMOTION GRANT REQUEST

Request for \$2000 total grant offered in increments of \$500 per event for USIHC regional clubs which organize a clinic/seminar with the goal of educating breeders, owners, and potential buyers about ridden horse breeding evaluations. The intent is to increase interest and participation in future ridden horse breeding evaluations.

Grant requests must be received, in writing, by the US Breeding Leader ([breeding@icelandics.org](mailto:breeding@icelandics.org)) no later than one (1) month prior to the event using the Breeding Evaluation Education/Promotion Grant application form

Applications post-marked on or after June 1, 2017 will be considered for funding. Applications meeting the guidelines will be awarded funding on a first-applied first-funded basis.

Event details must be submitted the USIHC Secretary ([calendar@icelandics.org](mailto:calendar@icelandics.org)) for inclusion in the USIHC Calendar of Events no later than one (1) month before the event.

The event must be sponsored/supported by a USIHC regional club.

The primary educator at the event must be either an International Breeding Judge or an experienced breeding evaluation rider/trainer.

To receive funding, the host must complete a written evaluation of the event (including describing what was successful in addition to any recommendations for changes for future events) which must be forwarded to the US Breeding Leader no later than 14 days after the event.

Once the event has been approved by the US Breeding Leader as successfully completed and all documents received, payment will be issued to the organizer by the USIHC Treasurer.

## YOUNG HORSE LINEAR DESCRIPTION GRANT REQUEST

With education and breeder development as the primary goals of Young Horse Linear Descriptions, the Breeding Committee submits the following funding proposal.

The Breeding Committee requests that the USIHC Board grant funding to support Young Horse Linear Description Events in 2017 in the form of six grants of \$500 each (maximum of \$3000 to be awarded in 2017). Guidelines to be eligible for funding include...

\*The judge and event must be approved by the USIHC Breeding Leader as required by FEIF. To be approved as a judge, he/she must be an international breeding judge and have additional formal training using the linear system.

\*The Young Horse Linear Description event must be open for the public to observe and for public horses to participate to be eligible for grant funding.

\*Application for funding must be received, in writing, by the US Breeding Leader ([breeding@icelandics.org](mailto:breeding@icelandics.org)) post-marked no later than one month prior to the event using the 2017 Young Horse Linear Description Application Form.

\*The event details must be submitted the USIHC Secretary ([calendar@icelandics.org](mailto:calendar@icelandics.org)) for inclusion in the USIHC Calendar of Events no later than one (1) month before the event.

\*The host/organizer of the event must be a current USIHC member in good standing both at the time of application and at the time of the event.

\*The young horses at the event must be evaluated under the FEIF General Rules for Foal and Young Horse Assessments.

\*The iPad app must be used at the event to give owners/breeders immediate access to the linear assessment values to maximize the opportunity for the judge to educate breeders and others in attendance. Education of breeders in order to improve their breeding is the primary purpose of Young Horse Linear Description events. Organizers are encouraged to provide printed copies of the linear assessment forms to the breeders the day of the event.

\*The event must be successfully completed and the results of all assessments must be forwarded to the US Breeding Leader via online iPad app as well as signed and dated paper judging sheets generated from the app no later than 14 days after event completion in order to facilitate error-free submission of the data to the FEIF researchers.

\*The Breeding Leader will not publish/release the linear percentages as the singular intent of this program is education of breeders and others in attendance. Participants are welcome to release the information at any time at their discretion. No national award/ranking will be conferred.

Applications post-marked on or after June 1, 2017 will be considered for funding.

- Funding will be awarded on a first-applied first-funded basis as long as all other criteria are met.

\*Once the event has been approved by the US Breeding Leader as successfully completed and all documents received, payment will be issued to the organizer by the USIHC Treasurer.

\*Event organizers that follow these guidelines but do not access funding are still strongly encouraged to submit the data in the forms requested (iPad and paper) to the USIHC Breeding Leader in order to facilitate submission of the data to the FEIF researchers.

TO: USIHC Board  
FR: Linda Templeton  
RE: Horses of Iceland, Marketing Initiative

April 7, 2017

Below you will see Jelena Ohm's responses to the inquiries regarding the above mentioned program. Her responses are in RED.

*Price, the pricing is a 'different' approach with a broad ISK range per tier. Do benefits differ within that tier based on a 150,000ISK purchase vs a 299,000ISK purchase? If so, please detail. Is there a complete marketing plan for 2017 that can be shared with us for consideration?*

There is no difference within each price range. This is more good will what people/companies can and want to contribute to this project. In the beginning there was no "you get this for that" as we talk with such a broad range of stakeholders, but it turned out that we needed something like this. The main difference in these prices is how much the project should contribute to your own marketing: how visible you want to on our website, social media boosts, and then marketing material.

We do have a marketing plan for 2017 that is only in Icelandic at this point, but I could send this to you soon.

-Access to closed FB partners group for world wide discussions

*How many countries, farms, companies are currently participating in this partners group, and is it an active group with robust discussion? Can you provide an example of a recent subject that was discussed?*

We have over 50 partners at this point. Most are from Iceland and many of them from a generation not totally into social media, to be honest. We have our first international partners join recently, so it will be in English and those helped with translation who need it. I am

hoping to engage the group better in the future, at this point I am sending both information per email and also posting in our group as there are too many not checking the Facebook. Internationally, this will be a great advantage for us to communicate, as well as Skype of course.

-Info (skype) meeting 1X per year- plans and actions presented  
*Is this an Annual Meeting type of thing with roll outs for upcoming year's marketing plan?*

Yes, that is the idea. As well as other meetings requested.

-Workshop - discussions on activity (1 - 2 per year)  
*Where will these be located and do you know the timing?*

So far these meetings are planned for the fall in Iceland, but it is also possible for me/a representative to be present at annual meetings in the federation. I was just in Norway, where they were all gathering. This is something that can be further discussed as well, as we are developing. The idea is also for the ISK 1.000.000 and over partners, to get together at events such as the World Championships and Landsmót, where representatives are already present.

-Analysis / stats - market info (surveys from the Icl. Tourist Board, Statistics Iceland ) presented to partners  
*Can you provide some detail on what type of data is being gathered and if it is possible to review it by Nation (i.e. tourist from US)?*

The Icelandic Tourist Board gathers information about the type of traveler coming to Iceland, with background information, countries etc. We set goals about promoting the Icelandic horse towards the traveler and follow the tendencies of horse related activities and raise awareness to those coming to Iceland, even if it is just for stopovers. There is a lot of information for North American tourists and our tourism company partners are very interested in that market.

- "Feature" on Horses of Iceland social media (pictures and promotion)

*Can you tell us what social media outlets are planned for the upcoming year, and the frequency of placement?*

*Are you contracted with Iceland Air (I noticed IcelandAir Cargo) for the inflight video loop, and if so what will be the partners' presence? Will it vary on routes?*

Social media for 2017: we plan to delve into deeper information about the Icelandic horse, now that we have gathered a substantial following. We post at least once a day on Facebook and Instagram and Twitter, Tumblr, Pinterest when appropriate. Our "Instagrammer" [@Icelandic Explorer](#) visits our partners to take pictures and information, which are then featured on social media in terms of the theme of that time of year (winter = winter training, feeding, fur... / spring = foals, breeding shows...). Our partners are thus presented with what is going on in our worldwide community each time and boosted with kr. 15.000, resulting in a viewing of 150.000 – 300.000 people each time at his point.

Icelandair: We are currently negotiating with Icelandair about adding video footage into their airplanes. Our partners presence is a matter that can be discussed in terms of routes.

-Visibility on website - name and link on subpage [horsesoficeland.is](http://horsesoficeland.is)

All of our partners are listed here:

<http://www.horsesoficeland.is/about/partners> but only those paying kr. 300.000 and more per year have their logo displayed on each page. This group also has the possibility to join us on shows/exhibitions with their own marketing material. (Brochures, videos...)

-Permission to use the brand for own marketing according to brand manual / rules

*Can you please forward the rules of use?*

The “rules” are our brand guide book; ie. How and how not to use our logo etc. It is shared with our partners.

-Education in marketing - the use of social media marketing, etc

*Can you please expound on this?*

We use our meetings to include educational topics, and invite experts. Those interested can have access to tips from our Instagrammer (to an extent). We will be taking a poll soon amongst our partners to determine the topics that most are interested in and we shall proceed with our meetings.

I hope this helps so far, I will send you our 2017 marketing plan as soon as I can. Have a great weekend 😊



**TO: USIHC BOARD**  
**FR: LEISURE COMMITTEE**  
**RE: PROGRAM PROPOSAL**

**APRIL 7, 2017**

The Leisure Committee is looking for board input and approval on the program outlined below. Once the program is approved, we will budget the prizes and awards for submission.

All input and ideas are welcome.

### **Leisure Committee Program Proposal**

**Program Name:** Sea 2 Shining Sea

**Duration:** 1 year

**Start Date:** July 4, 2017

**General Rules:**

*Must be USIHC Member throughout the entire program*

*Horse does not require registration but must be an Icelandic*

*Can participate as an Individual, Team, or Club*

*May Register at any point in 2017*

*Progress is tracked in Hours ridden (assuming a 10MPH conversion ratio)*

*Riding Hours eligible are Non- Arena out door riding or driving, (not lessons, not clinics, not ground work)*

**Registration Form:**

Name, Address, Phone, email, farm name

Confirm USIHC Membership

Age

T-shirt size

Regional Club Affiliation

Horse(s) name, age Reg number if possible

**Reporting:**

*We are looking at Endomondo as the tool to use for registration, reporting and tracking.*

*As monthly totals are due on the 5th of the month, monthly and cumulative totals must be posted by the 15th of the month.*

*Recording Hours is the responsibility of each participant. Teams and Clubs will record ONE entry per month, and must assign the person responsible in their group. Submissions after midnight PST on the 5th of each month (for the prior month) will not be accepted nor can they be accrued.*

*We will use a FB page dedicated to this program to share stories, photos, and encourage and engage participants.*

*We will showcase each month's 'In the Lead', 'Most Miles for the Month', and 'Rider of the Month'; perhaps website and FB page, depending on the amount of work is behind each. We will also work closely with the Quarterly to have an article each issue.*

*Rider progress will be reported at minimum on the FB page, with a 'tracking horse' which will be moved monthly on the map to show who has covered the most ground toward completion.*

## Awards:

### Entry Sticker:

Each person gets a sticker for entry. Stickers will be mailed within 10 days of completed registration Form. We were mixed on whether to give an 'entry prize' as one could register then never participate, but We are hoping this will generate enough interest for riders to check out the program and then participate.

### Quarterly Patch:

Each person who finishes a quarter receives a quarterly patch (teams and clubs will be for each person) First participant to the quarterly goal receives a t shirt.

**LandMark Award:** the first participant to each Landmark receives a T-shirt with that Landmark commemorated.

### Finisher Award:

All finishers get a patch (we can try to include year or perhaps get a second smaller patch with year to sit under the other patches?)

All finishers get a T-shirt

First to Finish get Gift Card or GC (we will try to get donations) value of \$250

(we will need to address if a club wins, and there are 20 riders, it's still \$250 for budget purposes.)

**ROM (Rider of the Month)** (Best story, photos etc., not necessarily most hours) will be determined by the Leisure committee and posted each month (nice to have a quarterly article as well), award is a Tolt Sticker for trailer or car.

## Questions:

Do we want to have a Youth category (under 18 at time of finish) and or a senior category? (over 65 at time of start)? would their awards simply be the same as the general public?

## Proposed Look and Feel:

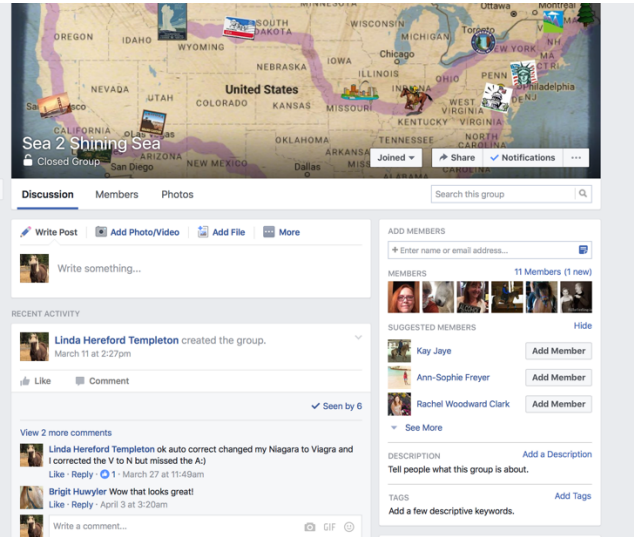
### Route:



Mileage Chart:

LEG #	START	STOP	MILES	HOURS
1	STATUE OF LIBERTY, NY	ACADIA NATIONAL PARK, ME	375	37
2	ACADIA NATIONAL PARK, ME	OLD MAN IN THE MOUNTAIN, NH	452	45
3	OLD MAN IN THE MOUNTAIN, NH	NIAGRA FALLS, NY	510	51
4	NIAGARA FALLS, NY	CHURCHILL DOWNS, KY	560	56
5	CHURCHILL DOWNS, KY	ST LOUIS ARCH, MO	279	27
1ST QUARTER				
6	ST LOUIS ARCH, MO	MT RUSHMORE, SD	969	96
7	MT RUSHMORE, SD	YELLOWSTONE, WY	537	53
8	YELLOWSTONE, WY	SEATTLE SPACE NEEDLE, WA	762	76
9	SEATTLE SPACE NEEDLE, WA	GOLDEN GATE BRIDGE, CA	811	81
HALF WAY				
10	GOLDEN GATE BRIDGE, CA	HOLLYWOOD, CA	378	37
11	HOLLYWOOD, CA	GRAND CANYON, AZ	497	49
12	GRAND CANYO, AZ	THE ALAMO, TX	1135	113
3 QUARTERS				
13	THE ALAMO, TX	EVERGLADES NATIONAL PARK, FL	1425	142
14	EVERGLADES NATIONAL PARK, FL	THE WHITE HOUSE, DC	1095	109
15	THE WHITE HOUSE, DC	STATUE OF LIBERTY, NY	228	22
TOTAL		1 FOURTH	HALF	3 FOURTHS
MILES	10013	2500	5000	7500
HOURS	1000	250	500	750

FB Page:



“Tracking Horse” Image:



TO: USIHC BOARD  
FR: LINDA TEMPLETON  
RE: PROPOSED ANNUAL AWARD

April 7, 2017

As some of you are aware, a dear friend of ours, Janet Boggs, died suddenly in January of this year.

Janet was a devoted horse woman most of her life and came to Icelandics in 2009. Janet loved her Icelandic gelding, Reykur. She loved the Icelandic Breed and the community it engenders.

Janet was active in dressage, trail riding and the virtual rides (her favorite). Each year Janet would participate in the Virtual Ride, a flagship event offering those in the Icelandic Horse World a means of creating and enjoying new Friends across the globe.

When Janet passed, I contacted Gundala Sharman (heads up the virtual ride) to let her know, and see how to communicate it to the group and commemorate her dedication to these rides.

Gundala decided to set Sunday February 12<sup>th</sup> as a day to 'Ride for Janet'. The outpouring of support and participation was amazing. The group created an emblem (purple and tartan) for the ride and there was a write up for the British version of our Quartely.

Janet left her Icelandic - Reykur to me to sell/ rehome - I will be using those proceeds to sponsor a 'Spirit Award' hopefully for both the virtual riders (likely just this year) and want to propose it through the USIHC ongoing.

The Spirit Award would be given to a person who embodied the spirit of the Icelandic horse, through multiple channels, with focus on community and friendship. Janet thrived on and tried to build that social and support community around all things Icelandic, making friends across the world, always willing and ready to help and support other riders.

I would ask the USIHC to allow this award to be given annually to that rider who typifies those traits described above. I know this is a vague and subjective criteria, and look to the board for some ideas regarding quantifying this and process behind it.



## Some of the images from 'Janet's Ride':



## The Emblem, Janet and Proposed Award:

