



Board Conference Call Minutes

July 17, 2017 8:00PM (Eastern)

BOARD MEMBERS

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

Excused: Lori Cretney

OBSERVERS

Katrin Sheehan

MEETING CALLED TO ORDER 8:07PM (WILL COVERT)

SECRETARY'S REPORT (DOUG SMITH)

The USIHC lists 650 members in 469 households as of July 10.

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 6/30/17:</u>	\$135,903.87
<u>Unrestricted funds as of 6/30/17:</u>	\$121,638.59
<u>Net increase (decrease) since 5/31/17:</u>	(\$7,744.87)

STANDING COMMITTEE REPORTS

- Affiliated Clubs (Leslie Chambers chair)

Nothing to report.

- Breeding Committee (Kydee Sheetz chair, Kari Pietsch-Wangard liaison)

The Breeding Committee is pleased to report an excellent response to the Young Horse Linear Description grant program. Events are all announced on the USIHC website and include programs in Kentucky, Minnesota, New York, and Wisconsin. An additional event is occurring in Minnesota as well.

Plans are progressing to hold at least one full Breeding Evaluation in May of 2018 in Kentucky at Lettleiki. A second event, sponsored by an affiliated club for later in the year, is also currently in the early planning stages.

We are pleased to announce that an American bred horse, Marel from Creekside Farm, has qualified for WC2017 and is expected to participate.

The Breeding Committee is actively discussing various options for supporting breeders, but a consensus has not been reached at this time.

- Education (Alex Dannenmann chair)

Nothing to report.

- Leisure (Kristina Behringer chair, Linda Templeton liaison)

We developed a site with Galloree.com to provide on demand printing for the T-shirt and water bottle awards with the Sea 2 Shining Sea program.

It was decided that non-winners may want to purchase the branded goods as well, so we added more options.

This application provided an opportunity to add USIHC and FEIF branded products as well, with little cost or obligation to us. (\$15 one time set up fee per embroidered item totaling \$145).

Please take a look at the site at <http://www.galloree.com/USIHC-7657.htm>

The pricing is built on our cost of product, plus our pay pal fees (fees are calculated on retail price + shipping). There is a tiny bit of profit built in, more as a safeguard than anything. It would be nice, IF this site generates business to funnel it back to the S2SS (or similar) program in the future.

Here's a breakdown of the pricing / costs / profit:

ITEM	RETAIL	SHIPPING	TOTAL SALE	PAYPAL	ITEM COST	TOTAL COST	PROFIT
				2.9% + .30			
LADIES SS T	\$ 22.00	\$ 5.00	\$ 27.00	\$ 1.08	\$ 16.00	\$ 17.08	\$ 4.92
LADIES LS T	\$ 26.00	\$ 5.00	\$ 31.00	\$ 1.20	\$ 20.29	\$ 21.49	\$ 4.51
MENS SS T	\$ 22.00	\$ 5.00	\$ 27.00	\$ 1.08	\$ 16.00	\$ 17.08	\$ 4.92
MENS LS T	\$ 26.00	\$ 5.00	\$ 31.00	\$ 1.20	\$ 22.00	\$ 23.20	\$ 2.80
LADIES POLO	\$ 42.50	\$ 5.00	\$ 47.50	\$ 1.68	\$ 36.48	\$ 38.16	\$ 4.34
MENS POLO	\$ 42.50	\$ 5.00	\$ 47.50	\$ 1.68	\$ 36.48	\$ 38.16	\$ 4.34
WATER BOTTLE	\$ 18.50	\$ 5.00	\$ 23.50	\$ 1.52	\$ 14.50	\$ 16.02	\$ 2.48
STICKER	\$ 12.00	\$ 5.00	\$ 17.00	\$ 0.79	\$ 9.00	\$ 9.79	\$ 2.21
TOTE BAG	\$ 18.50	\$ 5.00	\$ 23.50	\$ 0.98	\$ 14.45	\$ 15.43	\$ 3.07
BALL CAP	\$ 24.00	\$ 5.00	\$ 29.00	\$ 1.14	\$ 19.75	\$ 20.89	\$ 3.11
HOODIE COLORS	\$ 42.00	\$ 5.00	\$ 47.00	\$ 1.66	\$ 33.00	\$ 34.66	\$ 7.34
HOODIE FEIF WHITE	\$ 42.00	\$ 5.00	\$ 47.00	\$ 1.66	\$ 30.00	\$ 31.66	\$ 10.34
TSHIRT HOODIE COLO	\$ 32.00	\$ 5.00	\$ 37.00	\$ 1.37	\$ 22.39	\$ 23.76	\$ 8.24
TSHIRT HOODIE FEIF V	\$ 32.00	\$ 5.00	\$ 37.00	\$ 1.37	\$ 18.79	\$ 20.16	\$ 11.84

Board agrees to reimburse Linda for the \$145 total embroidery fees incurred to set up the ball caps and polo shirts using the Sea 2 Shining Sea, USIHC, and FEIF logos.

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

No report received.

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

No report received.

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

Three riders are representing the US at the World Championships in the Netherlands this August. Our Team Leader will be Katrin Taylor-Sheehan

- Ayla Green (Young Rider) with Mári frá Kolgerði [IS2006166584]
- Chrissy Seipolt with Dreki vom Wotanshof [DE2003134634]
- Jennifer Melville with Lýsingur frá Eystri-Hól [IS2004180622]

Live feed will be available for those that won't be able to travel to the Netherlands to cheer for our US riders.

Youth (Kelly Blough chair, Lori Cretney liaison)

This is the brief report I sent for the quarterly for this issue, and we will provide a more detailed article for the next issue. The Icelandic Horse American Youth Cup took place June 25-July 2 at Coast Road Stables in Santa Cruz, CA. Young riders, representing California, Wisconsin, Vermont, Alaska, Wyoming, Colorado, Maine, Pennsylvania and Kentucky, spent the week learning, training and bonding with each other and their wonderful Icelandic horses while staying in beach-view dorms at the University of California. The week culminated in a sanctioned show, including FIPO classes as well as classes in Reidleider, Pairs, Drill Team, and the now-infamous cardboard horse competition that involves both conformation and gait training.

The group of nineteen young riders was split into four teams, led by team leaders Jessica Blough, Julia Hasenauer, Kevin Draeger and Ayla Green. Riders were instructed throughout the week on their borrowed horses from trainers Heidi Benson-Green, Ásta Covert, Caeli Cavanaugh, and Laura Benson.

Will Covert acted as Judge for the Sanctioned Show, and Doug Smith provided IceTest and other support for the show. Keith Houston, aka RogerNiner, was the colorful show announcer. The event was organized by Meggin Hendricks with the help of a slew of volunteers, and was sponsored in part by the USIHC Youth Fund.

AD HOC COMMITTEE REPORTS

- Blood Profile Project [Andrea Barber]

Bettina Wagner reports: Ashleigh Newman, the resident involved in the project, has now done all the manual blood smear evaluation. They are working on the data files and are looking at the end of the summer to have these values. Afterwards we write the report for USIHC which will include the normal blood value table.

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.

- The board approved the change of Breeding Committee liaison from Will to Kari.

OLD BUSINESS

- Breeder of Merit [Kydee Sheetz]
- Spirit Award [Linda Templeton]
- Proposal on Proposals [Jess Haynsworth]
Andrea's and Doug's text from the June meeting is attached

NEW BUSINESS

- Move affiliated club renewal from January to August and require clubs provide their membership roster for recognition or renewal. [Leslie Chambers & Doug Smith]

We were planning to ask clubs for information on their members during the month of August in an effort to provide FEIF with an accurate USIHC member count (this number due in the Fall). We would like to have: names, city and state (no contact information). The names will be used to calculate an accurate count of people in the US who are part of the national Icelandic horse community, this includes those who belong to Regional/Affiliated Clubs and the USIHC (we want to make sure we count everyone just once, so we need club lists in order to do cross checks).

We currently ask clubs to renew their Affiliated status in January, as this process also includes some membership information, if we move this process to August, we will be more efficient and minimize "work" for the Affiliated Clubs.

Unanimously approved.

- 2017 AYC attendee membership lapse [Kari Pietsch-Wangard]

One of the AYC attendees Youth membership lapsed sometime in early June. Her mother's separate individual membership also had lapsed over 2 years ago. On June 23rd I received an application from the mother for herself and her

daughter combined, designating the mother as the primary member. I used the mother's membership to change to a family and add the daughter. When I did this I lost the history on the daughter's youth membership so I cannot remember the exact date it lapsed but it was 10 - 14 days prior to receiving the check in the mail (June 23). The AYC event started on June 25th.

Regardless, this lapse puts the funding (for this individual youth) from USIHC at risk due to the lapse unless the BoD chooses to overlook this lapse.

Board unanimously instructs Kari to withhold \$100 from the general funds allocated to the event in light of the breach of the approved terms attached to the funding.

- Stall for 2017 WC Breeding Horse [Kydee Sheetz]

Formal request for financial support of Marel from Creekside Farm as he participates in WC2017. His co-owner, Katrin Sheehan, is a USIHC member and has made a significant contribution of her time and financial resources to make his qualification possible and requests USIHC support for the cost of the stall in the Netherlands for an amount equivalent to 400 Euros.

Board unanimously approves covering the stall fees for the breeding horse on the same terms as the sport horses.

- General Policy for WC Horse Support [Kari Pietsch-Wangard]

I have not been able to find any published policy on what USIHC covers for the WC team horses (both Sport and Breeding). Ásta's budget included funding for 5 horses & 2 tack stalls. I asked her recently if this included the Breeding horse on the team and she said it did not. Kydee's budget did not include anything for the WC which may be due to her either not knowing she needed to include this in her budget and/or did not know there would be the possibility of a breeding horse representing the US in 2017.

The board needs to establish a policy for what we will be funding for all qualifying horses representing the US team at the WC and add it to the policy page. The budget process related to WC expenses, (a part of the "bare bones" version) is to help determine our financial state at the end of the year, not a hard number that cannot be changed without special Board approval.

Referred to the breeding and sport committees.

- WC Team leader designation (future) [Kari Pietsch-Wangard]

The process of designating a Team Leader for the WC was a little chaotic this year. While this was not a problem during Doug's tenure, a hard act to follow. Aside from the tradition of the Sport Leader choosing the WC Team Leader, there seems to be a lack of information or process at this point. I feel we need to have

an application process for choosing the Team Leader similar to what we have for the FEIF Youth Cup. It would also be helpful to have a job description of what is expected so the individuals applying know what is expected of them before they accept the job.

Referred to the breeding and sport committees to develop a “job description” for the relevant team leaders.

NEXT MEETING SEPTEMBER 12, 2017 AT 8PM (EASTERN).

MEETING ADJOURNED 9:15PM (EASTERN)

EXECUTIVE SESSION

USIHC General Membership Funds

<u>5/31/17</u>		<u>6/30/17</u>
\$ 11,933.42	Checking	\$ 4,390.40
\$ 121,270.00	Money Market	\$ 121,283.95
\$ 10,229.52	CDs	\$ 10,229.52
\$ 143,432.94	subtotal	\$ 135,903.87
\$ (6,282.95)	Youth Fund	\$ (6,425.94)
\$ (4,000.00)	Judge Scholarship Fund	\$ (4,000.00)
\$ (3,766.53)	World Champ. Team Fund	\$ (3,839.34)
\$ 129,383.46	USIHC Unrestricted Membership Funds	\$ 121,638.59
Net Decrease from 5/31/17		
(\$7,744.87)		

United States Icelandic Horse Congress Inc.
Income & Expense report
June 2017

<u>Income</u>		<u>Expense</u>	
Competition Inc.		Funding Programs	
Sanction Competition fee	75.00	Flagship Funding exp.	
WC Team Tryout Inc.		Flagship Event - Sanction Show	1,000.00
WC 2017 Tryout Inc.	57.96		
Total Competition Inc.	<u>132.96</u>	Membership Related Expenses	
		Quarterly Expenses	
Interest Income	13.95	Graphics	1,000.00
		Postage for Quarterly	430.93
Membership Related Income		Quarterly Printing	<u>2,512.28</u>
Membership Dues		Total Quarterly Expenses	<u>3,943.21</u>
Family Memberships	381.24		
Individual Memberships	787.46	Toll Free line	12.95
Youth membership	33.68	Website	<u>181.40</u>
Total Membership Dues	<u>1,202.38</u>	Total Membership Related Expenses	4,137.56
		Promotional Exp.	
		Promotion Material Printing exp	839.27
		RC Co-op promo exp.	<u>125.00</u>
		Total Promotional Exp.	<u>964.27</u>
		Regional Club Clinic exp	3,500.00
Registry Income			
Registration fees	220.78	Registry Expenses	
Transfer fees	<u>353.65</u>	Clerical for registry	174.00
Total Registry Income	<u>574.43</u>		
		Other Expense	
USIHC Non-Member fees	96.27	unknown exp.	-10.97
Total Income	<u>2,019.99</u>	Total Expense	<u>9,764.86</u>

Net Income (Loss): -7,744.87

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

Income		Expense	
Competition Inc.		Competition Comm. Expense	
Sanction Competition fee	150.00	National Ranking Award Expense	634.26
WC Team Tryout Inc.			
WC 2017 Tryout Inc.	518.34		
Total Competition Inc.	668.34	Education Seminar exp.	
		Judging Seminar exp.	
Education-Riding Badge		2017 Judge Seminar	468.24
Riding Badge Inc.	20.00		
		Funding Programs	
		Flagship Funding exp.	
Interest Income	115.12	Flagship Event - Sanction Show	2,000.00
		Schooling Show support funding	500.00
		Total Funding Programs	2,500.00
Membership Related Income		Membership Related Expenses	
Farm Listing	2,151.85	Administration	
Membership Dues		Mbshp. Postage	132.30
Family Memberships	4,429.55	Office/Supplies Exp.	44.11
Individual Memberships	9,000.38	Total Administration	176.41
Youth membership	235.76		
Total Membership Dues	13,665.69	Annual Meeting Exp.	
		2017 Annual Meeting exp.	2,742.72
		FEIF related expenses	
		FEIF Mbshp fees	1,523.60
		Quarterly Expenses	
Quarterly Inc.		Graphics	2,000.00
Quarterly Adv. Inc.	1,656.07	Postage for Quarterly	830.77
Total Membership Related Income	17,473.61	Quarterly Printing	5,024.56
		Total Quarterly Expenses	7,855.33
		Toll Free line	77.70
		Website	330.47
		WorldFengur Exp.	505.00
		Total Membership Related Expenses	13,211.23
		Pleasure Rider Program Exp.	171.39
		Promotional Exp.	
		Ambassador award	340.75
		Promotion Material Printing exp	839.27
		Promotional postage expenses	145.05
		RC Co-op promo exp.	125.00
		Total Promotional Exp.	1,450.07
		Regional Club Clinic exp	5,000.00
Registry Income		Registry Expenses	
Duplicate Registration fees	100.00	Clerical for registry	1,370.00
Late Stallion Report fees	881.40	Printing & reproduction-Regist.	439.67
Registration fees	1,719.42	Reg. WorldFengur Sbscrptn exp.	136.00
Transfer fees	1,499.23	Registry Office supplies	41.47
Total Registry Income	4,200.05	Registry Postage	180.78
		Total Registry Expenses	2,167.92
		Other Expense	
USIHC Non-Member fees	420.12	unknown exp.	-0.10
Total Income	22,897.24	Total Expense:	25,603.01

Net Income (Loss): -2,705.77

07/14/17

United States Icelandic Horse Congress Inc.
Balance Sheet Standard
 As of June 30, 2017

	Jun 30, '17
ASSETS	
Current Assets	
Checking/Savings	
Associated Checking acct.	4,390.40
Associated Money Market Acct.	121,283.95
Total Checking/Savings	125,674.35
Other Current Assets	
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	3,159.03
CD-matures 10/5/18	3,070.49
Total CDs for Judge Scholarship ...	6,229.52
Total Other Current Assets	10,229.52
Total Current Assets	135,903.87
TOTAL ASSETS	135,903.87
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Unexpended Judge Schlshp. Fund	4,000.00
Unexpended World Champshp F...	3,839.34
Unexpended Youth Funds	6,425.94
Total Other Current Liabilities	14,265.28
Total Current Liabilities	14,265.28
Total Liabilities	14,265.28
Equity	
Opening Bal Equity	96,926.56
Retained Earnings	27,417.80
Net Income	-2,705.77
Total Equity	121,638.59
TOTAL LIABILITIES & EQUITY	135,903.87

Proposal for a new “two-stage” process submitting new program proposals to the USIHC

The USIHC is a volunteer run organization that strongly encourages participation from our membership – and we are always open to fresh ideas for new programs. However, over the years it has become apparent that we need to make sure these “great ideas” are fair and successful through a more formal vetting process. Thus the creation of this two-stage process for bigger, new initiatives and major changes to existing programs.

This may feel like a burdensome process. However, experience has taught us ideas can be more difficult to implement and promote than they seem at first. This procedure is in place to help guarantee ideas are fully developed before they are funded and announced. This is not an attempt to “kill” the enthusiasm for good idea.

Proposals may be submitted for approval in two-stages as follows. This gives everyone (the proposer(s), committee members, and the board) a chance to react early and quickly so the idea can be realized as fast as possible in an all-volunteer environment. It is not necessary to separate the two stages.

Stage One – Concept

A Proposer(s) with a new program idea should submit a general concept proposal to the applicable committee chair*. The proposal should lay out the concept in broad terms but also give enough detail to decide if the idea should be perused further.

At this stage the proposal should include (but not be limited to):

- A high-level explanation of concept
 - Why is this important?
 - How does this concept fit the USIHC mission?
 - How does this concept further FEIF’s mission?
 - What USIHC members will it impact?
 - How will this further the cause of the breed in the US?
- Who will be the “champion” of this concept? – Who will be the point person willing to do or lead the work to see it to fruition?
- What would the estimated budget be both on an annual basis and for the anticipated life of the program?
- A general timeline of project life-cycle
- Pros and cons – what are the benefits and drawbacks of this concept?
- Are there any potential impacts to existing programs?

This stage of the proposal will then be discussed and voted on by the appropriate committee(s). If the Proposer(s) is not a current member of the applicable committee they may be asked to join as a guest to answer any questions committee members may have. Once discussion and voting in the committee is complete, the proposal will then, along with voting results, be forwarded by the committee chair* to the USIHC Secretary for discussion and voting at the next available USIHC board meeting. Both the Proposer(s) of the concept and the applicable committee chair should plan on attending the USIHC meeting/call to

answer any questions the USIHC Board may have. The USIHC Board then may approve the concept to move to the next stage, table it awaiting further revision, or reject the concept outright.

If revisions are asked for, or if the concept is approved, Proposer(s) are then required to give monthly updates on progress to the applicable committee chair* who will send an update to the committee, and forward it also to the USIHC Secretary to place on the monthly USIHC Board meeting agenda. The USIHC Board may also request the applicable committee chair and/or Proposer(s) attend a USIHC Board meeting(s)/calls(s) to answer additional questions or give an “in-person” update.

If the concept is approved, but does not move to Stage Two within one year of approval it must be re-approved as a Stage One concept by the USIHC Board during the next budget cycle.

Stage Two – Program Design and Implementation

At this stage the Proposer(s) should submit to the applicable committee chair* a very detailed program plan which should include, but not be limited to:

- A detailed description of the program suitable for inclusion on the USIHC website and/or *Quarterly*. This shall include, but not be limited to:
 - The genesis of the program – why it was developed
 - How does it further the USIHC mission?
 - How does it meet FEIF’s goals?
 - How will this further the cause of the breed in the US?
 - Who the leader of the project, along with their contact information
 - Selection criteria (if any)
 - Communication/marketing strategies
- A detailed timeline with identified milestones and deadlines throughout the project’s lifecycle
- A firm annual budget (not to exceed) along with an estimated budget for the entire lifecycle of the project.
- Any applicable forms and web pages that may be needed

This stage of the proposal will then be discussed and voted on by the appropriate committee. If the Proposer(s) is not a current member of the applicable committee they may be asked to join as a guest to answer any questions committee members may have. Once discussion and voting in the committee is complete, the proposal will then, along with voting results, be forwarded by the committee chair* to the USIHC Secretary for discussion and voting at the next available USIHC board meeting. Both the Proposer(s) of the concept and the applicable committee chair should plan on attending the USIHC meeting/call to answer any questions the USIHC Board may have. The USIHC Board then may approve the concept (or parts of it), table it awaiting further revision, or reject the concept outright.

If revisions are asked for or if the concept is approved, Proposer(s) are then required to give monthly updates on progress to the applicable committee chair* who will send an update to the committee, and forward it to the USIHC Secretary to place it on the USIHC Board meeting agenda. Updates for each issue of the *Quarterly* will also be required, with website/social media updates highly recommended. The USIHC

Board may also request the applicable committee chair and/or Proposer(s) attend a USIHC Board meeting(s) to answer additional questions or give an “in-person” update. Four times a year the program leader should review any information on the USIHC website regarding the program for accuracy (including forms) and forward any changes to the USIHC Secretary.

Any revisions to the approved concept(s)/project(s) at any time throughout the process must be brought to the applicable committee chair* to be reconsidered first by the committee, and then the USIHC Board.

If at any time during the approval process, or after the project has been approved, the USIHC Board reserves the right to cancel the project for any reason upon notice (given by the USIHC President) to the Proposer(s), current project leader(s), and applicable committee chair.

** If no applicable USIHC committee exists all should be forwarded directly to the USIHC Secretary.*

Program Refinements

Despite our best efforts programs and ideas will need to change over time. If a proposal is an update to an existing program we don't need as much structure or information. For existing programs the following information should be provided to the appropriate committee and advanced as described above:

- A detailed description of the change suitable for inclusion on the USIHC website and/or *Quarterly*. This shall include, but not be limited to:
 - The genesis of the change – why does the original program need to change?
 - How does the proposed change improve the program and further the USIHC's mission and FEIF's goals?
 - Who the lead the change effort, along with their contact information
 - Selection criteria changes (if any)
 - Communication/marketing strategies (if any)
- A detailed timeline with identified milestones and deadlines to accomplish the change
- A firm description of changes to the annual and lifecycle budget of the original project.
- Any updated forms and text for web pages that may be needed

Tips –

(These would be printed in a web and/or Quarterly article to accompany the new policy)

- *Think you don't have enough “experience or knowledge” - We all started somewhere! None of us were experts at this when we first started, but we had a passion for the breed so we rolled up our sleeves and dug in. You can too! Consider joining a committee in your area of interest so you can pitch-in, gain knowledge, and find others that may help you with your idea.*

- *Don't know where to start? Ask for help!* Committee chairs and USIHC board members are eager to help you through the process. Our contact information can be found on the USIHC website, or in each issue of the *Quarterly*.
- *Make sure the proposal has furthers the mission of the USIHC and FEIF.* You can find those mission statements on the respective organization's webpage. After all, we have to stick to our mission.
- *Think about how many members your proposal will impact.* The greater the number of members the more likely it will be to be approved. We want to make sure membership dollars benefit the greatest amount of members possible.
- *Make sure you know who will be doing the work.* Lots of people have great ideas – but few have the dedication to follow them through! Remember that the USIHC is a volunteer organization with no staff. Your idea will most likely be shouldered by you.
- *Keep it simple – and fair.* Complicated programs can be a nightmare to administer and can often inadvertently shut people out. Try to design a program that is simple with well-defined, easy to understand, rules and procedures – and then stick to them!
- *If you find yourself struggling – be honest and ask for help.* You may have taken on this project with the best intentions – but then life got in the way. Please don't just drop out of sight and let the program and the USIHC suffer. Contact the appropriate committee chair and ask for assistance.

Proposal