



Board Conference Call Minutes

March 7, 2017 8:00PM (Eastern)

BOARD MEMBERS

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

Excused: None.

OBSERVERS

Martina Gates, Juli Cole

MEETING CALLED TO ORDER AT 8:02 PM (EASTERN) (WILL COVERT)

SECRETARY'S REPORT (DOUG SMITH)

The USIHC lists 625 members in 457 households, owning 4598 Registered Icelandic Horses as of March 1.

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 2/28/17:</u>	\$142,608.66
<u>Unrestricted funds as of 2/28/17:</u>	\$128,677.16
<u>Net increase (decrease) since 1/31/17:</u>	\$2,572.18

STANDING COMMITTEE REPORTS

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

The Breeding Committee is currently working on a number of things. Breeding Committee members were invited to join one or more action teams to address three different broad issues, and several people have volunteered for this extra work. Team #1 is addressing the concern that breeders of high-quality horses do not have a financially viable market for their young horses, and they are addressing the issue from the direction of buyer's education. Team #2 is working to design ways to help breeders of high-quality horses "stand out from the crowd", and they are primarily working with breeder's education. Team #3 is addressing the problem of no ridden horse Breeding Evaluations and very few young horse Linear Description events in recent years. Several concepts are in the early development phase to deal with this problem.

Breeding Committee members are still hoping for USIHC support for Young Horse Linear Description events which are designed exclusively for purposes of education of the breeders who bring their young horses and the people who attend such seminars/clinics. Members are also optimistic that the USIHC will fund educational/promotional events in 2017 that are designed with the goal of educating breeders and owners of quality horses of the value of Breeding Evaluations in order to promote the restoration of Breeding Evaluations to the US in 2018.

- Education (Alex Dannenmann chair)

Drafted the currencies and confirmation forms for continuing educations for judges and trainers and presented it to the committee, where we discussed and revised it.

The final forms have been approved by the committee members. (*See new business item.*)

- Leisure (Lisa McKeen chair, Linda Templeton liaison)

Leisure committee is plagued with stops and starts, but we have managed to make the following plans.

1. We would like to conduct a membership survey. There are two reasons; to engage membership in thinking about what they do with their horses, and to share with other members that thinking. I am asking all members to Leisure Committee to read the last survey from 2015.

2. We would like to reinstate the PRP program with a twist. Leisure Riders program provides an opportunity for members to earn badges for numbers of activities over years thereby promoting consistency. We also enter tickets into a drawing (yes, it's like the Ambassador program) and earn prizes. The thinking is that it randomizes the winnings so that we can do focus articles on more individuals.

3. We want to create a Sea to Shining Sea race each year that is a competition between regional clubs. Clubs will tally up miles ridden through an on-line tracking system like FEIF's and the first club to achieve the miles will win a USIHC flag for their club.

4. We will promote the FEIF Leisure Committee and the ride to world competitions each year. Having our club competition would coincide with FEIF's Leisure Riding focus in September.

The Leisure Committee still struggles with dynamic commitment on the parts on committee members but this leadership will continue to develop. Please encourage those movers and shakers to join and help us serve the membership.

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

The Promotion Committee has started working on new decals for members, updating the USIHC brochure and discussing potential revisions to the Farm Listings. A selection of four graphics for the decal has been submitted to the committee to review and it is anticipated that the final selection, along with price quotes for printing and distribution ideas, will be submitted for the April BOD meeting. Refreshing the brochures and discussing the Farm Listings are more involved projects and updates on those will be submitted as action by the BOD is needed.

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

Issue One 2017 of the Icelandic Horse Quarterly is online and in the mail; most members should receive their printed copies before March 15. We received requests for over 100 promotional copies of this issue, including copies to distribute at Equine Affaire Ohio, the Iowa Horse Fair, and the Denver Rocky Mountain Horse Expo; the NEIHC and Winterhorse Park also requested copies. After the March contributors receive their copies, we'll have about 40 copies left to fill USIHC Welcome Packets until the next issue is printed.

Work on Issue Two 2017 is just beginning, though we have a good slate of articles in the works. The deadline for articles, photos, and advertisements for that issue is April 1. Any committee chair or board member who has information they want to appear in that issue should let us know right away so we can save space.

- Regional Clubs (Leslie Chambers chair)

See attached.

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

The World Championships tryout date has been announced and videos are due by May 29th. All the info has been posted to the USIHC website.

Seven Sanctioned shows have been approved already for 2017. Two in Kentucky, Three in California, including the American Youth Cup, one in Wisconsin and one in New York.

- Youth (Kelly Blough chair, Lori Cretney liaison)

Applications are now available for the 2017 AYC. Team leaders and trainers have been recruited.

We have had interest from one young participant for the FEIF Youth Camp this year. The Youth Committee has reached out to FEIF and have been told that the American may participate without the normally required country leader. They have not yet submitted an application.

AD HOC COMMITTEE REPORTS

- Blood Profile Project [Andrea Barber]

I received the following update from Bettina Wagner on the project:

They are making progress with the analysis. The most time intensive thing of it is the manual blood count evaluation. The standard analysis of hemograms is automated. Tracy and Ashley are making this extra effort to confirm the automated counts. This is a great addition to the project to make sure we end up with correct numbers. It is free of additional costs - but takes of course a bit of time. - However, this was all incorporated in our previous 'time needed for analysis' statement. From what I can tell we are in very good shape with the analysis and its timing. All samples submitted in 2016 have been evaluated and Ashley will do the Cornell herd slides next. Afterwards, we determine outliers and get the normal ranges.

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.

OLD BUSINESS

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

Young Horse Evaluation Guidelines *(as presented during the February call)*

- To have the results acknowledged by the USIHC and be eligible for awards and/or grants the organizer must have the event sanctioned by the USIHC Breeding Leader and the judge approved by the Breeding Leader. To be approved as a judge, he/she must have formally judged a minimum of 1000 foals and young horses using the linear system and must have had peer review of their judging results."
- The YHE event must be open to the public to observe to be sanctioned and additionally open for public horses to participate to be eligible for grant funding.
- To have the results acknowledged by the USIHC and be eligible for awards and/or grants the organizer must have the event sanctioned by the USIHC Breeding Leader and the judge approved by the Breeding Leader.
- Sanctioning for the event must be approved, in writing, by the US Breeding Leader (breeding@icelandics.org) no later than one (1) month prior to the event using the Young Horse Evaluation Sanction Application Form.
- The event details must be submitted the USIHC Secretary (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 sanctioning 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 event must be successfully completed and the results of all assessments must be forwarded to the US Breeding Leader no later than 14 days after event completion.
- Funding will be limited to the first four (4) events of the year that have been sanctioned by the US Breeding leader for funding on a first/approved, first/funded basis. Funding qualification is based on the date the sanction is granted, not the date of 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.

Continued to April meeting.

- Changes to Regional Club Recognition & Renewal Requirements [Leslie Chambers]

Continued to April meeting. Leslie is waiting to hear from the regional clubs and will decide if there is something that needs to be brought forward.

NEW BUSINESS

- Trainer and Judge Continuing Professional Development Requirements [Alex Dannenmann]

See attached documents

Approved unanimously.

- Repeating Judge License Exam Without Seminar [Alex Dannenmann]

Judge candidates may challenge the exam without attending the seminar. Challenge fee to be 50% of the full seminar fee. Candidates must always take both portions of the examination. Approved unanimously. [Doug abstains.]

- Participation in the “Horses of Iceland” Project [Doug Smith]

The “Horses of Iceland” is a marketing program for the Icelandic horse being managed from Iceland. The focus is on the horse more than the country. Initial efforts were, of course, more Iceland-centric but are spreading wider each year. We can participate at any level from free to a very large financial commitment: the greater the contribution the greater the integration. (See attached matrix.) This could also give us access to promotional materials we could use as a foundation for our own marketing efforts without having to do all work by ourselves.

Board to discuss some of the details via email and develop a list of questions for Jelenna. Simultaneously the Board asks Juli to take the same steps in the Promotion Committee.

- Counting Members for FEIF [Doug Smith]

Doug to work with Leslie to make sure the clubs understand how the counting works and they can help us have more influence in FEIF without asking people to join the USIHC.

NEXT MEETING: APRIL 11, 2017 8PM (EASTERN)

MEETING ADJOURNED AT 9:15PM (EASTERN)

USIHC General Membership Funds

<u>1/31/17</u>		<u>2/28/17</u>
\$ 8,453.40	Checking	\$ 11,163.50
\$ 121,214.20	Money Market	\$ 121,227.22
\$ 10,217.94	CDs	\$ 10,217.94
\$ 139,885.54	subtotal	\$ 142,608.66
\$ (6,040.74)	Youth Fund	\$ (6,174.68)
\$ (4,000.00)	Judge Scholarship Fund	\$ (4,000.00)
\$ (3,739.82)	World Champ. Team Fund	\$ (3,756.82)
\$ 126,104.98	USIHC Unrestricted Membership Funds	\$ 128,677.16
Net Increase from 1/31/17		
\$2,572.18		

03/03/17

United States Icelandic Horse Congress Inc.
Balance Sheet Standard
As of February 28, 2017

	Feb 28, '17
ASSETS	
Current Assets	
Checking/Savings	
Associated Checking acct.	11,163.50
Associated Money Market Acct.	121,227.22
Total Checking/Savings	132,390.72
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	3,150.10
CD-matures 10/5/18	3,067.84
Total CDs for Judge Scholarship ...	6,217.94
Total Other Current Assets	10,217.94
Total Current Assets	142,608.66
TOTAL ASSETS	142,608.66
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Unexpended Judge Schlshp. Fund	4,000.00
Unexpended World Champshp F...	3,756.82
Unexpended Youth Funds	6,174.68
Total Other Current Liabilities	13,931.50
Total Current Liabilities	13,931.50
Total Liabilities	13,931.50
Equity	
Opening Bal Equity	96,926.56
Retained Earnings	27,417.80
Net Income	4,332.80
Total Equity	128,677.16
TOTAL LIABILITIES & EQUITY	142,608.66

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

Income		Expense	
Competition Inc.		Competition Comm. Expense	
WC Team Tryout Inc.		National Ranking Award Expense	634.26
WC 2017 Tryout Inc.	288.00		
Total Competition Inc.	288.00		
 Education-Riding Badge			
Riding Badge Inc.	20.00		
 Interest Income	13.02		
 Membership Related Income		Membership Related Expenses	
Farm Listing	430.43	FEIF related expenses	
Membership Dues		FEIF Mbshp fees	199.00
Family Memberships	1,202.15		
Individual Memberships	1,968.20	Quarterly Expenses	
Total Membership Dues	3,170.35	Graphics	1,000.00
 Quarterly Inc.			
Quarterly Adv. Inc.	343.90	Toll Free line	12.95
Total Membership Related Income	3,944.68	Total Membership Related Expenses	1,211.95
 Registry Income		Promotional Exp.	
Duplicate Registration fees	50.00	Ambassador award	90.75
Late Stallion Report fees	387.50	Promotional postage expenses	16.45
Registration fees	517.38	Total Promotional Exp.	107.20
Transfer fees	24.26		
Total Registry Income	979.14	Registry Expenses	
 USIHC Non-Member fees	25.00	Clerical for registry	250.00
Total Income	5,269.84	Printing & reproduction-Regist.	439.67
		Registry Postage	54.58
		Total Registry Expenses	744.25
		Total Expense	2,697.66

Net Income: 2,572.18

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

Income		Expense	
Competition Inc.		Competition Comm. Expense	
WC Team Tryout Inc.		National Ranking Award Expense	634.26
WC 2017 Tryout Inc.	288.00		
Education-Riding Badge			
Riding Badge Inc.	20.00		
Interest Income	43.10		
Membership Related Income		Membership Related Expenses	
Farm Listing	1,617.80	Administration	
Membership Dues		Mbshp. Postage	19.60
Family Memberships	2,787.73	Office/Supplies Exp.	28.00
Individual Memberships	4,412.53	Total Administration	47.60
Total Membership Dues	7,200.26	Annual Meeting Exp.	
Quarterly Inc.		2017 Annual Meeting exp.	2,742.72
Quarterly Adv. Inc.	631.61		
Total Membership Related Income	9,449.67	FEIF related expenses	
		FEIF Mbshp fees	1,523.60
		Quarterly Expenses	
		Graphics	1,000.00
		Toll Free line	25.90
		Total Membership Related Expenses	5,339.82
		Promotional Exp.	
		Ambassador award	340.75
		Promotional postage expenses	30.75
		Total Promotional Exp.	371.50
Registry Income		Registry Expenses	
Duplicate Registration fees	50.00	Clerical for registry	458.00
Late Stallion Report fees	587.50	Printing & reproduction-Regist.	439.67
Registration fees	712.54	Registry Postage	54.58
Transfer fees	354.82	Total Registry Expenses	952.25
Total Registry Income	1,704.86		
USIHC Non-Member fees	125.00		
Total Income	11,630.63	Total Expense	7,297.83

Net Income: 4,332.80

Regional Club Committee
Update for March 7 USIHC BOD meeting
Chair: Leslie Chambers
3/1/17

Current Topics Under Discussion:

1. Renewal process review
2. Membership (both regional and national)
3. Clinics (Policy #31 and Others)
- 4: Background of the Regional Club History

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 2).

So far the following clubs have submitted completed surveys:

1. Toppur
2. CIA
3. Hestafolk
4. Ohio Valley
5. Saint Skutla (I need some clarification on how to tally response)

Several clubs have asked for more time in order to discuss with their members.
Once all clubs have submitted their responses, a summary will be provided and the discussion will continue.

Membership:

Based on available information (Table 1), the following was presented:

Currently there are 575 USIHC members

There are 547 people who belong to a Regional Club

There are 280 people who belong to both a Regional Club and the USIHC

This means there are 267 potential USIHC members out there. (547-280)
and

There are 295 potential regional club members out there (575-280).

There are a few questions in the survey regarding these numbers.

Clinics:

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

1. Hestafolk:

1. Freya Sturm, March 25/26, Bellingham WA
2. Freya Sturm, May 7-9, Bellingham WA

2. Klettafjalla:

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

3. NEIHC:

1. Alex Dannenmann, April 21-23, Hudson, NY

4. Saint Skutla:

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

Clubs are also posting other clinics as well as an info share

Table 2: Clubs have been asked to answer the following mini-survey:

Question:	Yes	No	Maybe
Should Club By-Laws be on file with RCC Chair?			
Should Club By-Laws (or link) be on USIHC website Regional Club Page?			
Should Club Mission Statement be on file with RCC Chair?			
Should Mission Statement (or link) be on USIHC website Regional Club Page?			
Should Club Description be on USIHC website Regional Club Page?			
Should Regional Club Website Link be on USIHC website Regional Club Page?			
Should Regional Club Facebook Link be on USIHC website Regional Club Page?			
Should Regional Club provide Full Member List (USIHC members) to RCC Chair?			
Should Regional Clubs provide the number of Full Members and Associate Members (no names) to RCC Chair?			
Should Regional Club provide Associate Member List to RCC Chair?			
If a Regional Club has a Board of Directors should those names be on the USIHC website Regional Club Page?			
Should USIHC try and share names of members who do not belong to a Regional Club with the Regional Clubs?			
Would your Regional Club add an additional fee to non USIHC members for events (partially) funded by the USIHC?			
Would your Regional Club require horses that participate in events (partially funded by the USIHC to be registered?			
Should the USIHC offer a discount to members who belong to a Regional Club?			
Would your Regional Club offer a discount to members who belong to the USIHC?			
or Would your Regional Club charge a higher fee to members who do not belong to the USIHC?			
Is your Regional Club interested in making posts on the USIHC Facebook site?			

Regional Club Background: Select posts from the RCC archives and comment:

Background

From: Anita Sepko <anita.sepko@...>

Date: Mon, 20 Feb 2017 07:37:52 -0500

I am the one who initially presented the idea of Regional Clubs to the USIHC back in 2000. I was tasked with setting up the program, and presenting it for approval. I modeled it after another breed organization I am in. The purpose of the Regional Club program was to help promote interest in the Icelandic horse, offer a chance for friendships and activities to occur surrounding the Icelandic horse, and bring Icelandic owners in the various regions of the country together. As such, the Clubs did have to adhere to the standards etc of the USIHC, and not be counterproductive in any way. We developed a traveling display kit which was made available upon request for use at trade shows, functions, etc. The Clubs were PURPOSEFULLY set up as autonomous entities. They were established to have their own set of bylaws, officers, etc. If they complied and were made a Regional Club, they had access to brochures, the display kit, etc from the USIHC. Remember, anyone anywhere can establish a club for anything. By establishing the Regional Club program, there was at least some assistance available and some oversight on the way in which the horses were portrayed/shown to the public. You could set up an Icelandic horse club, and do whatever you wanted to do. You still can. But to be able to say you are a Regional Club of the USIHC, gave a bit of validity and recognition that the Club indeed was promoting the horses correctly. It is even allowed to have a Regional Activity Club (ie driving sidesaddle etc) to help bring more interest in using the Icelandic horse in a variety of activities.

The intent was to have Clubs in various regions, since the U.S. Is so large. But not too many in any one region of the country if that makes sense. This was to promote growth of the established Club.

It seems to me that the USIHC has been very supportive of the Program. It has always been a question of whether to require membership in the parent organization to allow someone to be a member of a subset of that organization. It was decided that since the Regional Clubs are indeed autonomous, that they should work within themselves to promote USIHC membership, but it should not be a requirement. I still think this is the right decision. I have had to play the Devil's advocate over the years on this issue, but I think this is still the way to go.

Funding from the USIHC to Regional Clubs is a huge benefit. In order to continue to have the funds available, USIHC membership needs to grow. The Regional Clubs can, and should, promote USIHC membership, or this benefit will eventually be lost due to a lack of funds.

I don't think there is a need for a huge amount of control over the Clubs by the USIHC. Remember, they are their own entity. Too much control, leads to micromanaging, which will cause some Clubs not to form or to withdraw from the Program altogether.

I have been the chair of the committee at formation for a few years, until I deployed and could not. I came back in a few years ago (when asked) and straightened out ALOT of things. During that time I tried to open up lines of communication which had broken down and get things back on track. I thought we were progressing well. We got funding added in that timeframe. But then there were some issues and I felt like I was being forced out of that position, and I will not allow that. So, I stepped back.

In these discussions, keep in mind that the Clubs are their own entity. That is how the program is set up. If it is to be completed managed by the parent organization, the Program has to be revamped entirely. Inclusion in the Quarterly is perfect! A link to a Regional Club website is great from the USIHC website! All good IMO. But remember how the Program is set up.

Now to see my son off for his 7th deployment

RCC Chair Initial response:

Re: [\[USIHC Regional Clubs\] Background](#)

From: lchambers17@...

Date: Mon, 20 Feb 2017 14:26:05 +0000 (UTC)

Thank you for this history, it is valuable information.

Just to be clear about the purpose of the survey I recently sent out.

There is no desire to influence what a club has written in their by laws, mission statement (other than the USIHC requirement already in place). The question is, the availability of the documents, NOT the content.

Clubs can learn a lot about each other by seeing how each operates and then they can decide whether or not some of these practices may help improve their own clubs or not.

These are questions meant to inform.

Yes, it is up to each club how they approach membership to their own club and to the USIHC, the questions around dues and memberships, were asked just to see if there is a desire for any kind of "assistance" (like in terms of a discount).

The USIHC is making a lot of money available to regional clubs and it would be nice to have a way of seeing whether or not this has any impact on membership, that is where the question around membership comes from.

There is no intention to make regional clubs fit a certain mold, or alter the structure or policies of any club, it is just a way to share how clubs choose to organize themselves and make that information available (most of which already is anyway).

Further comment from current RCC Chair with regard to reviewing RC recognition/renewal process:

1. It's been 17 years since the inception of the regional club idea, this seems an appropriate time to review the process to see if the original process is still working or if there is room for improvement.
2. Clubs are meant to be "self-supporting" but now that a significant portion of the USIHC budget is being made available to the regional clubs, it again seems an appropriate time for review of the RC recognition/renewal process.
3. Committee Chairs are responsible for handing all relevant information to their successors, when there is a failure in this process it puts the current chair at a disadvantage and a policy change should be considered to safeguard against this (being discussed as part of the RC recognition/renewal process review).

UNITED STATES ICELANDIC



Confirmation of Participation in
Educational Seminar/
Scribing or Judging at a Sanctioned Show
for Judges License Renewal

Name _____

Address _____

City _____ State _____ ZIP _____

Email _____ Phone _____

attended the following seminar/worked as scribe or judge at the following
sanctioned show:

Subject of seminar/Name of sanctioned show: _____

Number of days/hours: _____

Name of Clinician/Judge: _____

Place and date of seminar/show: _____

Signature Clinician/Judge: _____

UNITED STATES ICELANDIC



Confirmation of Participation in Educational Seminar for Trainer License Renewal

Name _____

Address _____

City _____ State _____ ZIP _____

Email _____ Phone _____

attended the following seminar / clinic :

Subject of seminar: _____

Number of days/hours: _____

Clinician: _____

Place and date of seminar / clinic: _____

Signature Clinician _____

Currencies

Judges holding a license are required to submit proof of continuing education in order to stay current.

Proof of participation in :

- minimum one (1) educational pre-approved seminar every 3 years by submitting the confirmation letter signed by the clinician (available to be downloaded on the USIHC website {link})
 - Seminars have to be pre-approved by the Education Leader, at least 30 days prior to the seminar
 - Seminars must total a combined minimum of 16 hours, e.g. One 2-day (16 hour) and two 1-day (8 hour) seminars would satisfy the requirement
 - Seminars can be local, national or international

AND

- a minimum of two (2) days of judging or scribing at a sanctioned show in any FEIF country, in a time frame of 2 years

Non-fulfillment:

If a judge is not able to provide proof of currency, their license will be suspended and they will be removed from the judges section of the USIHC website.

In order to reinstate their license, a judge has to catch-up on the missing proof by attending a educational seminar within 2 years after the license has been suspended.

In case a judge does not provide any proof of currency within 2 years of license suspension, they will have to participate in a judges licensing course again, to have another license issued.

Effective:

These guidelines being effective as of April 1st, 2017 for existing judges and 2 years from the certification date for new judges.

Currencies

Trainers holding a certificate are required to submit proof of continuing education in order to stay current.

Proof of participation in minimum one (1) educational pre-approved seminar every 2 years, by submitting the confirmation letter signed by the clinician (available to be downloaded on the USIHC website {link})

- Seminars have to be pre-approved by the Education Leader, at least 30 days prior to the seminar
- Seminars must total a combined minimum of 16 hours, e.g. one 2-day (16 hour) seminar and two 1-day (8 hour) seminars would satisfy the requirement
- Seminars can be local, national or international
- Seminars do not have to be Icelandic horse related as long as the topic is applicable to the work of an Icelandic horse riding instructor and trainer

Non-fulfillment:

If a trainer is not able to provide proof of currency, their license will be suspended and they will be removed from the trainer section of the USIHC webpage.

In order to reinstate their license, a trainer has to catch-up on the missing proof by attending a educational seminar within 2 years after the license has been suspended.

In case a trainer does not provide any proof of currency within 2 years of license suspension, they will have to participate in a trainer licensing course again, to have another license issued.

Effective:

These guidelines being effective as of April 1st, 2017 for existing trainers and 2 years from the certification date for new trainers.

Horses of Iceland

Activities	kr. 0-149.000	kr. 150-299.000	kr. 300-499.000	kr. 500-999.000	kr. 1.000-1.999.000	kr. 2.000-2.999.000	3.000.000 kr >
Access to closed Facebook partners group for worldwide discussions	X	X	X	X	X	X	X
Info (skype) meeting 1x per year - plans and actions presented	X	X	X	X	X	X	X
Workshop - discussions on marketing activities (1 -2 per year)	X	X	X	X	X	X	X
Partake in strategy development: choice of marketing activities, target markets/groups, prioritizing budget allocation (1 - 2x per year)						X	X
Analysis/stats - market info (surveys form the Icl. Tourist Board, Statistics Iceland) presented to partners		X	X	X	X	X	X
Market surveys from FEIF members - presentation of results and data sent to partners				X	X	X	X
"Feature" on Horses of Iceland social media (pictures and promotion)		X	X	X	X	X	X
Visibility on website – name and link on subpage Horsesoficeland.is	X	X					
Visibility on website – name and logo/link on homepage Horsesoficeland.is			X	X	X	X	X
Visibility – name/logo visible at events where the project is presented i.e. Landsmót, World Championships and exhibitions			X	X	X	X	X
Visibility – marketing material from partners in media packages distributed to journalists					X	X	X
Permission to use the brand for own marketing according to brand manual/rules	X	X	X	X	X	X	X
Marketing material: permission to distribute brochures, postcards etc. according to brand manual rules			X	X	X	X	X
Education in marketing – the use of social media marketing etc.		X	X	X	X	X	X
Possibility to connect marketing actions and events				X	X	X	X
Hearing member in the steering committee							X
Invite to roundtable meetings and discussion at Landsmót and WC					X	X	X

HORSES OF ICELAND – MARKETING PROJECT: Partnership Agreement

ABOUT THE PROJECT

The aim for the Horses of Iceland project is to strengthen the image of the Icelandic horse through strategic marketing and cohesive promotion activities. The main focus is on value creation and increased revenues within industries related to the Icelandic horse.

This project should benefit all stakeholders within the Icelandic horsemanship community by strengthening the brand identity of the Icelandic horse and therefore increasing the revenues from horsemanship related products and services. The project will be in line with a strong promotional strategy that has been already developed, and is accessible to all to learn about. A partnership cooperation will ensure a unified message, more momentum and focus for this campaign, as this is intended to be long-term. Digital communication platforms such as a website and social media, as well as public relations, and printed marketing material will play a major role in this project. There will also be close work relations with other sectors in the industry, such as tourism, through on-going marketing campaigns, for example Inspired by Iceland.

The Ministry of Education, Science and Culture, the Ministry of Fisheries and Agriculture, Íslandsstofa / Promote Iceland, Horse Breeders Association of Iceland (FHB), the Equestrian Association of Iceland (LH), the Icelandic Horse Trainers Association (FT), Hólar University, the Agricultural University of Iceland, and the Icelandic Travel Industry Association (SAF) are all supporting this project.

The Icelandic government will invest 25 million Icelandic Krona per year for 4 years, given that the industry will provide the same amount. Therefore the estimated budget is at 50 million Icelandic Krona per year, which will be allocated according to the projects' strategy which the steering committee agrees upon.

PARTICIPATION BENEFITS AND OPPORTUNITIES

Parties involved in breeding Icelandic horses, producing horse related products or providing services related to the Icelandic horse, as well as anyone interested in offering financial support; organizations, suppliers, and institutions, are offered to partake in this marketing project. Some of the major benefits are as follows:

- Contribution in the consulting board which will hold meetings three to four times a year to discuss the marketing strategy
- The opportunity to influence and shape marketing procedures
- Receive information about all marketing procedures as well as results from market research, as well as training in various areas of expertise
- Network with other participants
- Visibility and information about the participant on various platforms; i.e. logo and link on the projects' website, visibility at events, being part of information material used for press and media packages with direct email contact
- The possibility to connect marketing procedures with various events, such as Landsmót and the World Championships where the project will be presented
- Permission to feature the project (The Icelandic Horse – brings you closer to nature) on one's website with direct link to project's website
- Other opportunities which will evolve in correlation with the participant

Participants are asked to confirm their partnership for at least two years and agree to the terms of the project by signature.

Payments will be made twice a year - half with signing the partnership agreement in the beginning of the year and the other half in September.

PARTICIPATION CONFIRMATION:

Company / Organization / Name: _____

kt : _____

Contact: _____ Email: _____

Address: _____

Phone: _____ Mobile: _____

Website: _____

By signing this agreement, I hereby confirm my participation in the promotion of the Icelandic horse from the year 2017 – 2019, with _____ Icelandic Krona per year. This agreement is made for _____ years with a 12-month termination period.

Signature / Date

Send signed agreement to: *Promote Iceland – Jelena Ohm* jelena@islandsstofa.is – phone 511 4000