

## **USIHC – Board Of Directors 02/18/14 MEETING MINUTES**

### **Board Members:**

Present: Anne Elwell, Sara Lyter, Ásta Covert, Lori Cretney, Juli Cole, Andrea Barber, Katrin Sheehan, Kari Pietsch-Wangard

Excused: Doug Smith

### **Observers:**

**Meeting called to order at 8:00PM (Eastern) [Sara Lyter]**

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

Membership status as of February 11: 459 households. This number is a new high-water mark for the Congress membership since accurate records have been kept. A bit of caution, however, is advised as this number includes some households containing only free youth members. There is no way to predict whether these households will remain after the free year ends.

### **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 1/31/14:</u>	<u>\$163,244.34</u>
<u>Unrestricted funds as of 1/31/14:</u>	<u>\$148,527.34</u>
<u>Net increase (decrease) since 12/31/13:</u>	<u>\$3,376.34</u>

### **Standing Committee Reports**

- Breeding Committee (Andrea Barber)

#### **Anne Elwell Breeding Award**

Martina Gates has won the 2013 Anne Elwell Breeding Award as the breeder of her mare Revía from Vinland. Revía's sire is Stígandi frá Leysingjastöðum II and her dam is Osk from Helms Hill Farm. At the breeding evaluations at Winterhorse Park in May of 2013 Revía scored an 8.08 for Conformation and an 8.14 for Ridden Abilities, for a Total of 8.12. The trophies for the award have been ordered and will be on their way to Martina soon. Congratulations!

A new page for the Anne Elwell Breeding Award has been added to the USIHC website. The page includes a description of the award and its inspiration, eligibility requirements, and photos/information on all past and current winners.

#### **2014 Breeding Evaluations**

Two breeding evaluations are being planned for 2014:

May 10-11, 2014 at Swallowland Farm in Shelbyville, KY

September 23-24, 2014 hosted by the NEIHC at Thor Icelandics in Claverack, NY

Selection of judges for both events is currently in process.

#### **2014 Young Horse Evaluations**

Andrea will be organizing Barbara Frische's 2014 tour to evaluate young horses according to the FEIF General Rules for Young Horse and Foal Assessments. Barbara will likely be in the US and available for young horse evaluations or other events (clinics, etc.) June – mid-August and again in October. The requirements to host a young horse evaluation are fairly basic and can be found on the Breeding Committee page of the USIHC website. The most important requirement being a willingness to learn! The horses presented need not be show or breeding prospects either – a judgment is valuable information for the breeder or owner of any young horse. If anyone is interested in either having Barbara come to their farm to perform an evaluation, or is interested in attending one at another farm they should contact me directly at: [Andrea Barber](mailto:Andrea.Barber@toltstar@yahoo.com)  
[toltstar@yahoo.com](mailto:Andrea.Barber@toltstar@yahoo.com)

- Education Committee (Katrin Sheehan)

Katrin gave a brief synopsis of the FEIF Education Committee meeting. Items discussed were a trainer matrix, "certification" for trainers and farms, renewed efforts to share educational materials and to get materials translated into English. In addition, the USIHC riding badge materials have been reworked and edited by Bernie Willis and Gloria Verricchio and are available for use.

- Quarterly Committee (Nancy Marie Brown, Nicki Esdorn co-chairs; Anne Elwell liaison)

The March 2014 issue of the Quarterly is at press and will be mailed on March 1. This issue features 52 pages of color photos and information about the Icelandic horse. Stories include an interview with breeding award-winner Martina Gates, profiles of our FEIF Youth Cup candidates, an update on summer eczema research, film reviews, an adventure in Iceland, and an introduction to the newest Icelandic show team in the country, as well as news from five of our Regional Clubs.

I want to thank the Youth Committee and the Breeding Committee for their help with articles in this issue.

Thanks to the Board's last-minute approval, we'll be printing an additional 100 copies over our planned 1000 copies. 500 copies, as usual, will go to our members, the Promotion Committee, and to be used in Welcome Packets for new members. Over 600 copies will be distributed free to recruit new members. Co-chair Nicki Esdorn, who is in charge of our membership drive, has had a wonderful response from trainers and breeders--30 USIHC members have volunteered to each distribute 20 copies of the March issue to their non-USIHC clients. We've also received about 20 requests from individual non-USIHC members through Regional Club and Facebook channels. This experiment convinces us that the way to recruit new USIHC members is through our trainers and breeders, who are in direct contact with people interested in learning more about the Icelandic horse. We hope to be able to offer them free copies on a regular basis, at least once a year.

Because this issue is meant to be a lasting membership recruitment tool, it includes 5 "ad-style" pages devoted to the Congress and its services: the usual membership form, one page on the Youth member drive, one on "Why Register Your Horse," and 2 pages on "Why Join the USIHC." I'd like to thank Nicki Esdorn for putting these pages together as well.

In addition, to make it easier to coordinate with the membership drive, Nicki is now taking care of sending out Welcome Packets to new members; she has already sent out a dozen or so this month and reports that we are completely out of all 2013 issues of the Quarterly.

Finally, we're pleased to see that our advertising has increased with the shift to all-color ads. Thanks to Juli Cole for recruiting new advertisers--including several who have already expressed interest in the June issue--and for working with me to redesign the magazine to accommodate our advertisers' preferences. We now have the availability of 7 pages of ads in the front of the magazine, as well as 10 pages in the back.

We are beginning work on the June issue of the Quarterly. The deadline is April 1. If any Board member or Committee chair has an idea for an article, please get in touch with me or Nicki Esdorn ASAP.

- Youth Committee [ Laurie Prestine, Ásta Covert liaison]

**FEIF Youth Award:** The entire USA needs to be thanked for this award because it was everyone working together and independently planning and executing all of our amazing youth events and promoting our breed to young riders! Members of the USIHC board, regional clubs, trainers, past and present youth committee members were especially important to our success. We hope to give back by supporting their efforts in any way we can. Thank you volunteers for your time, energy and ideas!

In addition to our beautiful trophies, our reward for receiving the FEIF Youth Country of the Year was an additional spot for the US at the FYCup!

Thank you Kelly Blough for writing our amazing 2013 youth report. Kelly skillfully presented a true picture of all the work the US has been doing.

Thank you Colleen Monsef for writing an exciting and factual press release about our award and to the rest of the youth committee for your ideas and suggestions. We are working to finalize this document and plan to send it out sometime next week. We are working to put together a relevant list of periodicals and online sites.

Thank you Nicki Esdorn for working to promote the free membership to the USIHC for youth. We are proud of this innovative program.

**FYCup Update:** The application process was fairly smooth. Thank you Wade for setting up our independent CL & TL selection committee. Our try-out judge, Thorgeir, has been paid. Thank you Kari for your time in working with us on this. His scores and comments have been sent to all the riders who tried out. We plan to update the rules and procedures for 2016 using what we learned from this year's try-out process. We will send new forms and procedures to the USIHC board to approve.

Colleen Monsef collected photos and information about all of our FYCup candidates (8 of them) and you can read all about their experiences in the next issue of the Quarterly. Thank you to Nancy and the Quarterly staff for working with us on this article.

Colleen Monsef volunteered to be the FYCup coordinator. Thank you Colleen. Riders (4) and alternates (1) have been confirmed. Colleen's primary job is promote communication between all

the participants of the FYCup, to collect information and to submit the required forms to FEIF. For example, she has used the youth committee connections and researched horse rental options and offered the information to all. Here is an excerpt of an email that was sent out to riders, alternates, CL & TL yesterday.

"Currently there are three known options for the US Riders and are open to all riders:

- a) Rent a horse through FEIF (150 EU)
- b) Gudmar/Laura are offering training and horses through America2Iceland including tack and getting horses to and from the Youth Cup.
- c) Annette Coulon/Lucy Nold are arranging horses and training with Lucy and Sindri and Friðdóra. Details and pricing to follow soon." The first form about the

FYCup is due to FEIF on March 15th and we are well on our way to complete it ahead of time.

We are also working on offering financial support for the team. We will submit a request to the board when we have voted as a committee on what we want to offer.

**National Calendar:** We are creating a national calendar of suggested youth events and working to provide incentives to trainers and regional clubs around the country to offer at least one event this summer.

### Email Voting

- Extra *Quarterly* printing for membership drive.  
Nicki Esdorn requested: "We had originally planned for a maximum of 500 extra copies and maybe even less. However, the response was 80 more than budgeted, surpassing our expectations quite a bit, so we need to print more, rounding up to 100. If we print 1100, we have the usual 500 for the membership, plus promotion, and 600 for the 580 extra requested. It is only for this issue. This number will probably go down for the June issue, depending on whether free promotional copies are offered again for breeders and trainers to hand out."

Unanimous Board Approval.
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- Extra *Quarterly* printing for promotional distribution.  
Juli Cole requested: "I would like to ask for a vote for printing an additional 200 copies of the March issue of the *Quarterly* for promotion use, specifically distribution at upcoming trade shows & other events between now & when the June 2014 issue becomes available. Nancy has told me that the cost per copy is .53, so for 200 copies it would be 106 plus shipping. The Promotion Committee budget includes 1,000 for other promotional expenses, to be determined, & this is where the expense could come from."

Unanimous Board Approval – with the caveat that there needs to be better planning for the <i>Quarterly</i> print runs in the future.
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### New Business

- Press release for Youth Committee [ Asta Covert ]  
Laurie Prestine has requested help in distributing a press release from the Youth Committee. Juli

will resurrect the list of media contacts that formerly existed. Any magazines in which we advertise should be included, as well as any local publications of which we are aware. The titles and contact information of any known local publications may be forwarded to Juli. Juli and Laurie will coordinate the sending of the press release.

Unanimous Board Approval.

- Should the Congress pay for the evaluation fees charged by FEIF instead of passing them on to the breeding evaluation organizers and/or participants? [Kari Pietsch-Wangard]

Starting 2014, USIHC will cover FEIF breeding evaluation fees. Unanimous Board Approval.

- Replace Barbara Frische with Andrea Barber as US Breeding Leader [ Barbara Frische ]  
Recently the current US Breeding Leader, Barbara Frische, asked Andrea Barber to take over the position. Barbara feels her current schedule is just too demanding to allow her to be as effective as she would like in this important role. After much discussion with past Breeding Leaders, Anne Elwell and Katrin Sheehan, I have decided, with the board's approval, to accept. If approved, the change will be effective immediately. Though I will be conducting all the administrative tasks independently, I will still be consulting with Barbara on a regular basis and working with her in partnership as her extensive knowledge base is invaluable. I would like to thank Barbara profusely for all her hard work to date.

Approved. Abstention-Juli Cole

- Pleasure Rider Program [ Doug Smith ]  
Ellen Preston (nee Wilson) informed me by email today that she is resigning as the PRP chairperson effective immediately. It is not clear what state the PRP log data is in at this point. We also received another member complaining that her hours are not reported correctly on the website. We need to get someone to take on this project who will hunt down the current state of things – possibly recreating it from information from Ellen. I will be happy to assist when I return from my holiday. The first order of business is to find a new PRP chairperson and get as much information as possible from Ellen Preston. It might be prudent at this time to assume we need to issue more PRP awards and/or badges pending the outcome of the investigation into the data.

Lori Cretney will take over PRP until a permanent replacement is found, with guidance from Andrea Barber. Unanimous Board Approval.

- Calendar Items [ Doug Smith ]  
This is more a plea for help than a new-business item. It seems like there are a significant number of events taking place around the country that are not making it onto our national calendar. For example, I know of a gæðinakeppni seminar in California and an event in Vermont that have been announced on Facebook but we've not heard about them. I simply don't have the time to troll

Facebook to find events for the calendar. I think the Congress membership is missing out on opportunities when these things aren't shared as soon as possible on the national calendar. Will anyone travel to California for this seminar? Maybe not but they certainly won't attend the only such seminar to take place in North America this year if they don't know about it. We need to find a way to strongly encourage (demand?) that members tell us about what is going on.

All board members who use Facebook agree to forward any events we see to Doug, and to send a message requesting that the event organizer send their items to Doug. Remind members that use of the website is free of charge advertising, along with the automatic feed from the website to the USIHC Facebook page.

- “Help Me” section for USIHC website [ Doug Smith ]

As discussed at the Annual Meeting, we will add a “Help Me” section to the website to further guide members in their search for information and “how-to”. Doug requests that each committee leader work with their committees and develop some basic questions and answers pertinent to their departments, and email their list to Doug. He will add this to the website upon his return.

Unanimous Board Approval.

- Request for reimbursement to FIRC for USIHC booth at PA Horse Expo, Feb. 27- March 2 - \$350 [ Juli Cole ]

Unanimous Board Approval.

- Liability insurance for Ohio Equine Affair [ Juli Cole ]

Deadline to have certificate of insurance for Ohio EA is March 1. Juli has secured two quotes so far. Board requests one more quote from Excalibur. Due to the time frame, Juli may submit the quotes to the board email list for approval.

Unanimous Board Approval.

- Blood Profile [ Andrea Barber ]

Andrea posed several questions to the board regarding the Blood Profile. After discussion, it was determined that we are interested in proceeding with the blood profile, but need to gather more information. Anne will continue to try to reach the people who did the Friesian study with her list of questions, including criteria used. Andrea will speak to Bettina about criteria. Katrin will secure the data she has currently and send it to Andrea. Andrea will then it submit to Bettina for review to see if it can be used for analysis.

Unanimous Board Approval.

- Budget Meeting [ Kari Pietsch-Wangard ]

In order to prepare for next month's budget meeting, Kari requests all items for budget be submitted to her by March 7. Thank you.

Unanimous Board Approval.
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**Meeting adjourned at 09:29PM (Eastern) [Sara Lyter]**

**Next Meeting (Budget Meeting) March 19, 2014 at 8:00pm EST**