

USIHC – Board Of Directors 04/22/14 MEETING MINUTES

Board Members:

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

Excused: None.

Observers: None

Meeting Called to Order at 8:05PM Eastern [Sara Lyter]

Secretary's Report (Doug Smith)

Membership status as of April 14: 460 households – an increase of one household. This number includes 18 free youth memberships (not counting the cases of youth memberships at the same addresses as other youth or family memberships). Discounting these memberships we are still at a higher-than-normal level for this time of the year. In 2012 and 2013 the membership for March was around 375 households.

Treasurer's Report (Kari Pietsch-Wangard)

The monthly financial statements now include a detailed breakdown of the cash owned by the Congress. The key figures from the breakdown are:

Combined bank account balances as of 3/31/14: \$161,648.85

Unrestricted funds as of 3/31/14: \$146,675.47

Net increase (decrease) since 2/28/14: (\$6,441.79)

Standing Committee Reports

- Breeding Committee (Andrea Barber)
See attached.
- Education Committee (Katrin Sheehan)
 1. Bernie Willis has submitted written study material for the first riding badge level 1. Gloria Verrecchio assisted in editing the material. It was a big and timely undertaking and the committee is working through the materials. There are badge programs available in Iceland and Germany, which have teaching and learning material available, that are part of the current discussion. Since IPZV allowed us to translate the 'Trainer C' material, I am in conversation with their education leader, Uli Döing, if there is the possibility to translate and use the teaching materials for the badges as well.
 2. There is a proposal from Cindy Wescott pending about the possibility of embedding educational videos on the USIHC webpage. Currently this proposal is in a discussion state, since there are several open questions regarding legal, technical and educational issues. The committee will have a conference call about this topic to get more clear about what to propose to the BOD. This proposal originated in a proposal from Stan Hirson, who is not a member of our organization and this discussion has been in the education committee at least twice before with the result of having no educational video material on the congress webpage to date.
 3. I am not able to continue as the chair of the education committee. Other areas of my life are taking priority over my involvement in the Congress and I will seek out someone, who can take over the chairmanship for a more active committee. I had communicated with Anne Elwell over

a year ago, that I cannot commit enough time to this committee and I would like to take ‘a time out’ for a while. This has not changed and this is not serving the committee at all. I will continue to work on the topics at hand and complete them. If anyone is interested, please send them my way.

- Youth Committee (Laurie Prestine)
See attached.

Email Voting

None.

Old Business

- Standard Blood Profile (Andrea Barber)

Andrea will work with the veterinarians to prepare a rough cost and plan to collect and process samples from 120 horses. The plan will include an estimate of the timing with regard to when the process will happen to best fit into the schedule for the veterinarians. Andrea will also pursue the idea of having this study formalized by Cornell to make it possible to allow interested parties to make tax deductible donations to the process.

This topic will be back on the agenda when the details are ready.

- Breed Ambassador Program Final Approval (see attached)

APPROVED with the addition that the Promotion Committee chair administers the program.

New Business

- FEIF Payments (Doug Smith & Kari Pietsch-Wangard)

FEIF has offered to issue the USIHC's invoices (annual fees, Youth Cup, World Championships, etc) in US Dollars. Payments may be made by simple check to Doug in his capacity as a FEIF Board Member. This will save the cost of wire transfer fees, the expensive exchange rates, and sidestep mysterious fees charged by intermediary banks.

APPROVED.

- Cantella Breeding Award (Andrea Barber)
(See attached Breeding Committee report for complete details.)

APPROVED. Juli Cole votes against the award.

- Grant Application: NEIHC Youth (see attached)

REJECTED: Not an innovative idea so not in the spirit of the grant program.

- Grant Application: NEIHC Breeding Evaluation Loss Prevention (see attached)

REJECTED: Not an innovative idea so not in the spirit of the grant program. The idea of “stop loss” funding for all breeding evaluations will be taken up by the Breeding Committee.

- Grant Application: FIRC Sanctioned Show (see attached)

REJECTED: Not an innovative idea so not in the spirit of the grant program. FIRC will be reminded that funds are available via the Regional Clubs Matching Program to help with advertising this event.

- Hirson Videos (see attached)

The discussion of these videos remains in the Education and Promotion committees.

- Advertising on the Website (Doug)

Background: The current policy for advertising on the website is very broad. It only limits the size of the graphics to 200x200 and sets the pricing at \$60/quarter with incentives for half-year and full-year placements. All active placements appear on right side of the home, calendar, and news pages in a random rotation. Until recently, all requests have come from Congress members. There has never been a case where “unacceptable” artwork has been presented.

New Policy: The Congress offers two types of advertising on the website.

(a) 200x200 images in a random rotation on the right side of the home, news, and calendar pages. These placements are offered at \$60/quarter with a discount for half-year (\$108) and full-year (\$192) commitments.

(b) 600x150 images run exclusively at the top of the home, news, and calendar pages. This placement is offered at three times the cost of the 200x200 placement.

In both cases, the webmaster shall act as the editor with regard to the content of the artwork. If any artwork is found unacceptable in terms of either content or design, the webmaster shall immediately contact the full Board for a final decision. Any fees paid will be refunded if the Board deems the artwork unacceptable.

The Board asks Doug to prepare a mock-up of the pages including a banner ad and will revisit this issue at the next meeting. There is no current demand so time is not a factor.

- 2015 Meeting (Sara)

Sara reported on the planning status for the 2015 Members Meeting to be held in Minneapolis at the Radisson Blu. All is well on track and the Board thanks Steve Cook for his efforts to date.

- Youth Leader (Laurie Prestine)

Colleen Monsef has volunteered to be the USIHC youth leader elect and I think it might be a good idea. I feel she would be great for this job for the following reasons:

- She has great ideas. For example, she wants to publicize how the free membership for young riders is going to all the farms.
- She is organized and interested in publicizing all the great opportunities for our youth from the USIHC and FEIF.
- She has two young riders.
- She will be attending the FYCup where she can meet others in the FEIF youth community and network for the USA.

Meeting Adjourned at 9:53PM Eastern [Sara Lyter]

Next meeting May 20, 2014 at 8PM Eastern.

USIHC General Membership Funds

<u>2/28/14</u>		<u>3/31/14</u>
\$ 26,252.62	Checking	\$ 19,903.77
\$ 131,658.79	Money Market	\$ 131,675.56
\$ 10,069.52	CDs	\$ 10,069.52
\$ 167,980.93	subtotal	\$ 161,648.85
\$ (6,284.58)	Youth Fund	\$ (6,394.29)
\$ (7,000.00)	Int. Judges Fund	\$ (7,000.00)
\$ (1,579.09)	World Champ. Team Fund	\$ (1,579.09)
\$ 153,117.26	USIHC General Membership Funds	\$ 146,675.47

Net Increase (Decrease) from previous report
-\$6,441.79

United States Icelandic Horse Congress Inc.
Balance Sheet Standard
 As of March 31, 2014

	Mar 31, '14
ASSETS	
Current Assets	
Checking/Savings	
Associated Checking acct.	19,903.77
Associated Money Market Acct.	131,675.56
Total Checking/Savings	151,579.33
Other Current Assets	
CD ownd by USIHC matures 4/7/13	3,000.00
CDs for Judge Scholarship Fund	
CD-matures 10/5/17	3,043.42
CD-matures 10/5/15	3,022.59
CD-matures 9/29/16	1,003.51
Total CDs for Judge Scholarship ...	7,069.52
Total Other Current Assets	10,069.52
Total Current Assets	161,648.85
TOTAL ASSETS	161,648.85
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Unexpended Judge Schlshp. Fund	7,000.00
Unexpended World Champshp F...	1,579.09
Unexpended Youth Funds	6,394.29
Total Other Current Liabilities	14,973.38
Total Current Liabilities	14,973.38
Total Liabilities	14,973.38
Equity	
Opening Bal Equity	96,926.56
Retained Earnings	48,224.44
Net Income	1,524.47
Total Equity	146,675.47
TOTAL LIABILITIES & EQUITY	161,648.85

United States Icelandic Horse Congress Inc.
Income & Expense Report
March 2014

Income		Expense	
Interest Income	20.46	Breeding Committee Exp.	
		Elwell Breeding Award	66.67
		Total Breeding Committee Exp.	66.67
Membership Related Income		Membership Related Expenses	
Membership Dues		Administration	
2014 Membership dues		Mbshp. Postage	19.60
2014 Foreign Friend	65.97	Total Administration	19.60
2014 Family Mbshp	758.10		
2014 Individual Mbshp	1,312.67	Annual Meeting Exp.	
Total 2014 Membership dues	2,136.74	2014 Annual Meeting expense	3,994.95
Total Membership Dues	2,136.74	Total Annual Meeting Exp.	3,994.95
		Insurance	533.00
Quarterly Inc.		Quarterly Expenses	
Quarterly Adv. Inc.	892.87	Graphics	1,000.00
Quarterly back issue sales	6.00	postage for Quarterly	733.87
Total Quarterly Inc.	898.87	Quarterly Printing	2,829.82
		Quarterly Expenses - Other	226.00
Website Inc.		Total Quarterly Expenses	4,789.69
Stallion listing	9.71		
Total Website Inc.	9.71	Toll Free line	12.95
Total Membership Related Income	3,045.32	Total Membership Related Expenses	9,350.19
Other Income		Pleasure Rider Program Exp.	
Booth Deposit/Refund	-500.00	2013 PRP Award exp.	383.34
Total Other Income	-500.00	Total Pleasure Rider Program Exp.	383.34
		Promotional Exp.	
Registry Income		Other Booth rental Expense	350.00
Late Stallion Report fees	393.60	Promotional postage expenses	221.43
Registration fees	569.62	Total Promotional Exp.	571.43
Transfer fees	534.82		
Total Registry Income	1,498.04	Registry Expenses	
		Clerical for registry	233.00
USIHC Non-Member fees	99.02	Total Registry Expenses	233.00
Total Income	4,162.84	Total Expense	10,604.63

Net Income (Loss): (6,441.79)

United States Icelandic Horse Congress Inc.
Income & Expense Report
January through March 2014
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<u>Income</u>		<u>Expense</u>	
		Breeding Committee Exp.	
		FEIF Evaluation fees	124.86
		Elwell Breeding Award	81.30
		Total Breeding Committee Exp.	206.16
Competition Inc.		Competition Comm. Expense	
Sanction Competition fee	75.00	FEIF World Ranking Comp. fee	340.54
Total Competition Inc.	75.00	National Ranking Award Expense	711.70
		World Championship Expenses	
Interest Income	68.04	WC 2013 Berlin Expenses	409.73
		Total World Championship Expenses	409.73
		Total Competition Comm. Expense	1,461.97
Membership Related Income		Membership Related Expenses	
Farm Listing		Administration	
2014 Farm Listing	2,184.91	Mbshp. Postage	374.19
Total Farm Listing	2,184.91	Office/Supplies Exp.	13.98
		Total Administration	388.17
Membership Dues		Annual Meeting Exp.	
2014 Membership dues		2014 Annual Meeting expense	3,994.95
2014 Foreign Friend	65.97	Total Annual Meeting Exp.	3,994.95
2014 Youth membership	35.00		
2014 Family Mbshp	3,101.78	FEIF related expenses	
2014 Individual Mbshp	6,807.26	FEIF Mbshp fees	1,642.89
Total 2014 Membership dues	10,010.01	Total FEIF related expenses	1,642.89
Total Membership Dues	10,010.01		
		Insurance	533.00
		Quarterly Expenses	
Quarterly Inc.		Graphics	1,000.00
Quarterly Adv. Inc.	2,068.55	postage for Quarterly	773.64
Quarterly back issue sales	78.35	Quarterly Printing	2,829.82
Total Quarterly Inc.	2,146.90	Quarterly Expenses - Other	226.00
		Total Quarterly Expenses	4,829.46
Website Inc.			
Stallion listing	9.71		
Website Ad Inc.	378.13		
Total Website Inc.	387.84	Toll Free line	38.85
Total Membership Related Income	14,729.66	Total Membership Related Expenses	11,427.32

United States Icelandic Horse Congress Inc.
Income & Expense Report
January through March 2014
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Income		Expense	
Other Income		Pleasure Rider Program Exp.	
Booth Deposit/Refund	0.00	2013 PRP Award exp.	551.50
Total Other Income	0.00	Total Pleasure Rider Program Exp.	551.50
		Promotional Exp.	
		Display booth shipping	77.35
		Equine Affair Exp.	1,600.00
		Other Booth rental Expense	350.00
		Promotional postage expenses	266.50
		Promotional Exp. - Other	2.12
Registry Income		Total Promotional Exp.	2,295.97
Duplicate Registration fees	97.10		
Late Stallion Report fees	684.00	Registry Expenses	
Registration fees	1,092.47	Clerical for registry	848.00
Transfer fees	1,083.75	Registry Postage	124.35
Total Registry Income	2,957.32	Total Registry Expenses	972.35
USIHC Non-Member fees	220.88	Youth Committee Exp.	
		Youth Cup Exp.	
Youth Committee Inc.		2014 Youth Cup expense	361.16
Youth Cup Tryout Fees	750.00	Total Youth Cup Exp.	361.16
Total Youth Committee Inc.	750.00	Total Youth Committee Exp.	361.16
Total Income	18,800.90	Total Expense	17,276.43

Net Income: 1,524.47

Breeding Report

April 2014

Submitted by Andrea Barber

2014 Breeding Evaluations

- ❖ Preparations are continuing for the two evaluations to be held in the US in 2014.
 - May 10-11, 2014 at Swallowland Farm in Shelbyville, KY - The two judges have finally been selected they will be Marlise Grimm and Elisabeth Jansen.
 - September 23-24, 2014 hosted by the NEIHC at Thor Icelandics in Claverack, NY A young horse evaluation will also be held in conjunction with this event.
 - Based on my short experience helping with these two events it has come to light that our breeding evaluation checklist is outdated. So I will be working on updating that in the coming weeks.

2014 Young Horse Evaluations

- ❖ As a reminder I 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 toltstar@yahoo.com Currently there has been interest in holding events in Vermont, Pennsylvania, and Washington.

New Caryn Cantella Breeding Award

- ❖ I recently proposed a new breeding award for young horses to the breeding committee – full outline of the award is below. The committee discussed the award and voted on it. The final vote was nine in favor of the award as written, two against, and one abstain. I would like the board to approve this award so we can start it now in 2014 before any young horse evaluations have taken place. Note that my original budget estimate for this award was a little high as I was basing the cost on the Anne Ewell Award. As this award will not have a perpetual trophy (which is a nightmare to administrate) the initial cost and the annual cost will be lower.

The Caryn Cantella Breeding Award

The Award

The Caryn Cantella Breeding award is given annually to the breeder of the highest evaluated young horse bred in the United States of America. The winner of the award gets a commemorative trophy to keep.

Eligibility

- The horse must have been born in the United States of America and be currently registered (by the close of the calendar year the award represents) with a registry recognized by the International Federation of Icelandic Horse Associations (FEIF).
- The young horse must have been evaluated under the [FEIF General Rules for Young Horse and Foal Assessments](#) in the calendar year that the award represents.
- The winning young horse must have the highest overall score of any young horse born in the United States and evaluated in the same year.
- The winner must be a current member in good standing of a FEIF recognized breed association.

About Caryn Cantella

Caryn Cantella is one of the founding members of the United States Icelandic Horse Congress (USIHC) and served as its first Registrar. Her tireless efforts to insure the integrity of the USIHC registry and the purity of the breed in the United States coupled with her long dedication to the USIHC are commemorated by this award.

Youth Committee Report

The youth committee met by conference call in February and email in March.

A. FEIF Youth Cup Update

1. Number of Riders: Our award winning country report written by Kelly Blough enabled us to win an extra spot for the FYCup because we won FEIF Youth Country of the Year! We are now sending four riders to the FYCup. We have one alternate that we hope to send as well. Getting more spots for the FYCup for the US was a main goal of the youth committee this past year and we are proud of our accomplishment. Way to go everyone!

2. Communication: Colleen Monsef is doing a fantastic job of being our Youth Cup Coordinator and representing the USIHC youth committee for this event.

a. Quarterly profiles: Colleen invited us all to check out the young rider profiles in the March issue of the Quarterly. She gathered photos and essays from everyone who tired out for the FYCup. If a candidate did not submit a report or photo, she took information from their application and Laurie worked with Nancy to find photos of them so all our applicants are represented. We hope this will help to build community with our young riders around the country and help others learn about the FYCup and what it takes to try-out.

b. Youth Cup Coordinator Update: Colleen has submitted the first form due to FEIF for the FYCup. She plans to give the CL a document that includes all the kids flights, contact info, horse info, US documents and anything else needed so that the trip will go smoothly. She has presented three options to the riders for horse rental. TL Lucy Nold has set up a facebook page for the young riders. Colleen will have a conference call with the team after March 15th. Colleen is working on our team uniforms. Jana has been to Iceland in the summer and she agrees that a medium weight rain suit would be perfect for our team. Laurie has let the FEIF director know that we desire one more spot for the FYCup.

c. FYCup alternate update: FEIF has let all participating countries know: "unfortunately there are simply no free places available this year, almost all countries used the maximum of seats they can get and we even added an additional team (normally 72 participants, this year 78)."

3. Financial Support:

a. Team Leader & Country Leader: The team and country leader have been informed about the USIHC generous travel stipends and in the case of the CL, her participation stipend.

b. Riders: The youth committee voted yes to use funds from the

USIHC youth fund and will be reimbursing each rider \$500.00 from the youth fund.

4. 2016 Forms and Applications:

a. Laurie will do this update. We also decided to add a rule to our forms that says riders living in the US will be given first priority for the youth cup team. We discussed the differences between the WC and the FYCup. Laurie looked for guidance in the FEIF document: FEIF – Youth Activities Work and Philosophy. You can see it here: <http://www.feif.org/Download/YouthWork/tabid/207/Default.aspx>

b. We decided that the FYCup is designed to give US riders an opportunity to build community with the rest of the world and bring back those connections to our country. We will send drafts of new forms to the youth committee and after we all give our ideas we will send them to USIHC board for their approval.

B. Future Plans:

1. Badge Program: We are interested in the badge program. Jana volunteered to collaborate with the education committee. Our ideas:

a. Materials: We would like to offer all trainers access to at least one of the educational programs currently being used in Europe and Iceland. We think that currently most of the trainers that are doing badge programs are taking European materials and translating them to English. We want to give universal access.

b. Promotion & education: We would like to promote the badge programs to riders in the US and explain what they are by writing an article for the Quarterly for the next issue.

c. Information: We will try and get input from other instructors on what they need and how we can help.

d. Venues: We wondered if we could do testing for the first and second levels of the badge programs at our summer shows. We realize that we usually have many young riders at these events and we may be able to include badge testing.

e. Financial Support: Please think about how we can help financially.

f. See below for excerpt from youth committee member Nicki about the badge programs:

"I have a bit of input for #4B - I have spoken with Jana Meyer, Coralie Denmeade, Alex Pregitzer, and education committee head Katrin Sheehan about the riding badge program. I think it would be a very good idea to collaborate with the education committee on this. It is a great program. We need to contact the trainers who teach youth to find out who is doing riding badge courses. Carrie Brandt of Lettleiki now has Knapamerki courses on her calendar, which is the Icelandic

version. Maybe she should be asked why that and not the riding badge? The problem is the missing teaching material and the education committee is working on that. They need input from the instructors and the youth committee what the instructors need and what the level of interest is. "

2. 2015 US Youth Camp/Youth Cup in the USA for US riders. Everyone rides on borrowed horses. Does this sound interesting to anyone? Need volunteer to explore this idea.

Please see below for input from youth committee member Nicki:
4 c - How about a national "exchange program" - small groups of kids from different areas visiting others and doing return visits. I think Heidi/Laura Benson, Jana Meyer, and Carrie Brandt would have the facilities to put this on. The youth committee could sponsor and facilitate this. This might be a good first step before putting on a national youth cup/camp?"

We like this idea. We need a volunteer to explore this idea please.

3. Youth Horsemanship award:

Colleen introduced a great idea for a youth horsemanship award. We realize that our shows are very popular with our young riders and we would like to offer participants a way to be recognized for horsemanship and hard work even if they are not first in their class. We discussed different ideas for award programs. Colleen is going to look around at other equestrian breeds and see if we can model a program after one of them. Jana and her posse had this innovative idea for a youth horsemanship prize:

"...the kids could send in a video to a committee to determine a youth horsemanship prize. I don't think it is quite that simple but it is a great idea to do it with an application process in which kids have to submit an essay about them and their horse/ the horses they are riding and taking care of and maybe how they make it possible, some pictures, possibly a little video clip and a recommendation of a trainer. That together could give a pretty good picture about someone's determination, commitment and compassion." We will discuss this further at our next meeting

Proposed Breed Ambassador Program Rules & Procedures

The USIHC Breed Ambassador Program runs from January 1 - December 31 of each calendar year. This program awards prizes via a "drawing" method to USIHC members who have submitted their entries according to the rules below. The drawing will take place each year in mid-January. All winners will be listed on the USIHC website, the USIHC Facebook page, and published in the March issue of the Quarterly. Winners will also be contacted directly & prizes will be sent by USPS First Class mail.

Rules and qualifications are as follows:

- 1) Participants must be current USIHC members in good standing at the time each event is submitted for entry AND at the time of the prize drawing.
- 2) Participating horses must be registered with the USIHC or any other FEIF recognized country.
- 3) Qualifying events are any organized ALL BREED events. Examples: Open Horse Shows, Parades and Hunter Paces, Trail Rides (including Competitive and Endurance Rides, Poker, Ride-A-Thon or other fundraising type rides and Trail Trials).
- 4) Events that are "Icelandic Horse only" do not qualify for entry. Examples: Sanctioned Shows, Breeding Evaluations, Regional Club member only Trail Rides, Schooling Shows, Breed Demo and Drill Team practices.
- 5) Entries may be submitted by either emailing a photo showing the USIHC member and their horse at the event to (promotion@icelandics.org) OR by posting the photo to the USIHC Facebook page
- 6) Each event shall count as one (1) entry in the drawing. There is no limit to the number of entries a member may submit during the contest period and the more eligible events a member participates in, the more chances that member has to win. Participating members are eligible to win more than one (1) prize per drawing.
- 7) Completed entry forms must be submitted within 2 weeks of the day of the event. The final deadline for all entries will be January 5 of the year following the contest period. (Example: the final deadline for events in 2014 is January 5, 2015). Entries date stamped after January 5 shall not be valid.

Grant Proposal to USIHC
March 10, 2014
Leslie Chambers, NEIHC Treasurer

The Northeast Icelandic Horse Club (the NEIHC) is requesting a grant of \$900 to fund stalls for Youth riders at our NEIHC Open Sanctioned Show to be held Sept 20-21, 2014.

How does this request meet the Congress Mission Statement?

A focus on Youth is the foundation for advancement of interest in the Icelandic horse in North America. Giving Youth the opportunity to participate in events (*sanctioned shows being a form of exhibition*) by the USIHC, and thereby FEIF, is an excellent place to start. Icelandic competitions often start with schooling shows, progress to sanctioned shows and ultimately end in world ranking shows. *Participation in these events encourages the use of the Icelandic horse according to international standards.* Most Youth are drawn to competition and providing as many opportunities as possible is a must. The Icelandic horse community in North America is small and spread out, making a show circuit difficult. Obviously just traveling to the various shows affects the cost of competition, so the NEIHC began working on this issue last year. We raised money to support Youth Days and to financially assist Youth participation in our sanctioned show held in Sept of 2013. Last year we were able to offer 2 free classes to each Youth rider and to pay for stalls for a majority of those Youth as well.

How does this activity advance the Icelandic Horse's presence in the US and/or how likely is it to increase membership in the USIHC?

Efforts to build show circuits throughout the US will increase the Icelandic horse's presence wherever these shows are held. Particular effort will be made to advertise these events in local newspapers to promote the breed to new comers. Increased opportunity for our Youth will generate more interest in the Icelandic horse and thereby increase membership in the USIHC.

Who does this grant serve?

The NEIHC does not charge dues to Youth members. Additionally, every effort to remove financial barriers from participation in NEIHC events is being made. There will be no charge for participation in V8, V8J, T6 and T6J classes. This grant would also allow us to provide stalls for Youth horses at no charge. We hope that by reducing expenses to just the cost of travelling to our event that we will increase Youth participation.

Youth will ultimately grow up and become adult members to both NEIHC and USIHC. The earlier we can involve Youth in Icelandic horse competition, the more advanced riders we will produce. Youth participation also drives interest in the general public, as Youth draw many spectators such as parents, grandparents, friends and other relations.

How many will benefit from this grant?

We are asking for funding for 10 horses. The stalls for the show period are \$90. Therefore we are requesting \$900.

We would like to offer one free stall to each Youth competitor. Last year we had 9 Youth participate in the show, not counting the 2 toddlers in Lead Line. We hope that we will have even more Youth this year and the NEIHC will support any Youth riders not covered by a USIHC grant.

Thank you for your consideration.

Northeast Icelandic Horse Club Grant Proposal to USIHC

The Northeast Icelandic Horse Club (“NEIHC” or the “Club”) is requesting grant funding from the USIHC to offset the expense of holding a Breed Evaluation at Thor Icelandics, Hudson, New York on September 23-24, 2014. Specifically, the NEIHC requests the USIHC cover any loss associated with the Breed Evaluation up to \$2,000.

The NEIHC last held a Breed Evaluation in June of 2012 and incurred a loss of \$765.97, this loss was covered by the USIHC.

How does this request meet the USIHC mission statement?

The first two missions listed by the USIHC deal with maintaining international standards for the Icelandic horse. Breed evaluations are the primary test of how breeders in the United States (US) are progressing.

How does this activity advance the Icelandic Horse's presence in the U.S. or how likely is it to increase membership in the USIHC?

Breed evaluations provide a benchmark for US breeders of where they stand in comparison to the rest of the world. Periodic Breed evaluations are necessary to ensure the continued improvement of Icelandic horse breeding in the US. This activity advances the quality of the Icelandic horse in the US, but is unlikely to increase membership in the USHIC.

Who does this activity serve?

Breeders of Icelandic horses in the US are the primary benefactors of this type of event. However, there are many secondary benefactors. The first being anyone who purchases a US-bred Icelandic horse, will be ensured the best quality horse available. Every Icelandic horse serves as an ambassador of the breed, and having more top quality US bred horses improves the opportunity to entice horse enthusiasts from other breeds to try Icelandics.

How many will benefit or be reached by this activity?

All USIHC members will benefit from a steadily improving domestic Icelandic horse population as higher quality horses bring more respect both nationally and internationally.

Include a specific dollar amount for the requested funding, including estimated expenses/income.

We estimate the following expenses for this activity:

Projected Expenses for NEIHC sponsored Breed Evaluation
 Thor Icelandics, Hudson NY September 23-24, 2014

Total Expenses Expenses are estimated and some are known as of 4/6/14
Total Income Incomes estimates based on 2012 numbers

Gain/Loss

Judges: Sigbjorn Bjarnsson and Thorvaldur Kristjansson

Income item	cost	how many	total
full evaluation	\$325	15	\$4,875
conformation only	\$225	5	\$1,125
young horse eval	\$125	2	\$250
stall fee	\$90	22	\$1,980
award sponsor	\$50	13	\$650
program ads	\$20-\$85		\$1,000
program sales	\$5	36	\$180
dinner/seminar			
USIHC grant			

Total Income (rounded) \$10,060

** Tent and Stall rentals based on 40% of total costs
 the other 60% to be covered by Sports Competition

Expense item	cost
Judge fee, 2 judges (3 days)	\$3,700
Judges flights	\$1,262
Judges lodging (3 nights)	\$900
Judges food (3 days)	\$390
Judges transportation	\$175
Vet	\$310
Awards	\$100
Advertising	\$300
Tent rental/port-potties**	\$731
Stall rental**	\$2,240
Facility fee	\$1,500
Insurance	
Programs	\$300
misc. (office supplies etc)	\$150

Total expenses (rounded) \$12,058

NEIHC projects a loss of \$2000.00 for this event. Normally, the NEIHC strives to price our events such that they will break even. Breed Evaluations need to be priced to encourage maximum participation. While we (NEIHC and USIHC) are striving to grow the numbers and quality of Icelandic horses in the US, as well as the number of Icelandic horse owners, we have to recognize some of our events will suffer losses. We are asking the USIHC to cover any losses up to \$2000.00 for this event.

MEMORANDUM

TO: Lori Cretney, Vice President
USIHC Board of Directors
FROM: Patricia A. Moore, President and Show Manager
FRIDA Icelandic Riding Club (FIRC)
DATE: March 14, 2014
RE: USIHC Grant Request

Request

The Board of Directors for the FRIDA Icelandic Riding Club, a regional club of the USIHC, and the FIRC Show Committee request a grant in the amount of \$750.00 from the United States Icelandic Horse Congress.

Background

On May 17 and 18, 2014, the FIRC will hold its third annual USIHC sanctioned show at Frying Pan Farm Park in Herndon Virginia. The anticipated expenses, based on those of previous years, should exceed \$8000.00. To raise the necessary funds for this show, we seek contributions, class sponsorships, conduct a silent auction, hold a raffle at the show and sell show clothing. While class fees are also collected, we make every effort to keep them reasonable and as a result they do not approach the amount necessary for full funding of the show.

Use of the Grant

\$450.00 of the amount requested will be allocated to the rental of the show facility. The site of the show is Frying Pan Farm Park a large public park with multiple attractions. The equestrian center takes up part of that park. We are fortunate that not only is there a large indoor arena with good lighting, adequate footing, brand new sound system and warm up area there are bleachers for spectators, a show office and public rest rooms. The use of this facility comes at a cost of \$1450.00 for the show.

\$300.00 of the amount requested will be used for publicity efforts which includes posters and flyers at 20 commercial establishments in the Northern Virginia area such as tack shops, restaurants, large horse boarding facilities, grocery stores, hardware stores and at public events. We will also produce a four page show program (11x17 glossy color bi fold printed on all sides). The USIHC logo and web site address will be displayed prominently on all publicity efforts. The budget for publicity is currently planned for \$600.00.

Relevancy to USIHC Mission

Support the use and health of the Icelandic horse according to international standards: The role of a sanctioned show is critical to this mission statement. The

FIRC is using an international judge in a facility that is safe and conducive to a successful show. The park staff is sensitive to our issues with regard to footing and works with us to ensure even, not too deep footing before and during the show. The spectator area is separated from the show ring by 8 foot high cattle fencing again to ensure both the safety of the horses and riders and the spectators. The sound system allows for an announcer to clearly describe what is happening and to use music that encourages the right atmosphere. The rental fee covers all this. With regard to the show itself we are offering the fifteen required classes, two experimental classes and six fun classes. While the required classes attract the serious riders, the fun classes are there to attract the less confident or experienced rider/horse combos. Honestly, it is the fun classes that are the crowd pleasers. Again the facility permits us to offer a variety of classes that show off the Icelandic breed in a very favorable light while supporting the correct use and health of the participant horses.

Advance the study, breeding and exhibition of the Icelandic horse: Both aspects of our request pertain to this goal. Before the show we saturate the area with our posters and flyers, including Frying Pan Farm Park itself. Every person who attends the show receives a copy of the show program that not only lists the class schedule, displays the USIHC logo and web site address but also explains each class in layman terms – cliff notes if you will. Frying Pan Farm Park is a very large public facility that encourages everyone to stop in the shows held there. **Admission to the shows and barns is free to everyone.** As a result, we see equestrians who are interested or curious about Icelandics. We also see families who spend the day at the park and generally stop by a least once during the day to watch the show and visit with the horses in the large horse barns designed so that people can visit, ask questions of the riders, etc. Our goal for the show program is that it be an introduction and tutorial to the Icelandic breed while seeing the breed in action.

Maintain a registry of purebred Icelandic horses: Now you may think that this part is an exercise in creative writing but what we have found is that the desire to participate in the sanctioned show at any level has caused our Icelandic horse owners to get their acts together, to correct any registration irregularities and to register any horses previously not registered with the USIHC. We expect that this situation will occur in 2014 also.

In conclusion, we believe that this request meets the USIHC mission statement, definitely enhances the presence of the Icelandic horse in our area, could potentially increase membership in both the FIRC and the USIHC and serves not only current USIHC members but has the potential to reach the general public in numbers well over what any other Icelandic horse show does. Based on the tally from previous years the total number of visitors to the barns, and spectators at the show will exceed 200.

We thank you for your prompt consideration of our grant request and look forward to a positive response.

VIDEO AND THE USIHC

I am requesting that the USIHC Board revisit its October 23, 2007 decision regarding Hestakaup.com:

Bernie asked about the website Hestakaup? He indicated that it shows the use and history of the Icelandic Horse in a user friendly way. It's not a sales promotion but very educational.

Some board members didn't like the website at all and others were concerned that the board had no control over its content.

Katrin suggested that we allow a page of links for a fee with a disclaimer that would allow such links as well as advertising for Icelandic related items for sale such as horses, tack etc. She will follow up on this with the website committee.

from bod0710.pdf

USIHC BOD Minutes 7-24-07
Listed as minutes for October 23, 2007

This is the only reference to Hestakaup.com or any of my videos that can be found by searching the Icelandics.org website.

At that time I was negotiating with the Icelandic Trade Council for a grant that would have allowed me to continue the production of Hestakaup.com on a self-sustaining basis for at least 5 years. My proposal was rejected. I have reason to believe it was because I could not show that the videos were recognized in the U.S. as helpful in the promotion of the Icelandic horse. What better source than the USIHC? Paying for a link would have been worthless and I never asked for one.

As I had already invested tens of thousands of dollars and countless hours of work in Hestakaup.com, I did not want to let it die yet I did not have the funds to keep filming in Iceland so I continued making videos about the Icelandic horse here in the States. (I have not been to Iceland since 2006.)

At present over a hundred of my videos about the Icelandic horse are on Hestakaup.com, various channels of Youtube and Vimeo as well as additional websites such as Thokkiblog, which tracks the progress of 2 horses from birth through training, and Life With Horses.

It is impossible to give precise metrics on how many views the videos have generated, but on Youtube one video has become iconic with over 1,150,000 views. That is exceptional. But many of the others have views in the tens of thousands. Hestakaup and the websites have generated several hundred thousand page views and on many pages there are

multiple videos.

All the videos have been discovered only through web searches or suggested by Youtube. There has been no mention on Icelandics.org that videos are available as educational or promotional resources. There has been no curatorial recommendation from Icelandic horse institutions. This has stunted the diffusion of the videos; after all, if they were any good, why wouldn't any authority say so?

I have been offering videos to the USIHC since 2003 when I made a DVD of the evaluations in Wisconsin as a contribution to the Congress. I have had discussions over the years with various committee chairs in order to encourage the adoption of video in their materials for education and promotion. These efforts and those of others on my behalf are well known to most of the current members of the Board.

Nothing has happened.

Now some active members of the Congress are urging me to apply to the new Grant Program. Although my experiences over the years make me hesitant, I would like to see us all move forward.

I propose that:

the Board reconsider its earlier rejection of the videos in a transparent (at least to me) process. I never got any constructive feedback from that first decision.

Pending the outcome of the above, I would like to embed some videos into the Icelandics.org website and post links to others.

As for new work, I admit that I am not at all sure if I still have the emotional connection and ties to the culture of the Icelandic horse world here and in Iceland in order to continue where I have left off. People that I intended to document have died and others have moved on to different stages in life. Lack of traction has been an on-going disappointment and cooled off much of my passion.

Perhaps some public acknowledgement would rekindle some of my former enthusiasm. No promises. I would have to explore that on site in Iceland.

I have been contributing my resources without any reciprocation from the Congress. After I have evaluated the response to the above, I can perhaps offer proposals for the Grant Program. But I think it is only fair that -- after all the resources I have expended -- the Congress make the next move.

At any rate, I look forward to a discussion with the Board as a whole.

Stan Hirson
February 24, 2014

Hestakaup.com
[Life With Horses](#)