



Board Conference Call Minutes

September 12, 2017 8:00PM (Eastern)

BOARD MEMBERS

Present:

Will Covert, Doug Smith, Kari Pietsch-Wangard, Linda Templeton,
Jess Haynsworth, Lori Cretney

Excused:

Andrea Barber, Leslie Chambers, Alex Dannenmann

OBSERVERS

Martina Gates

MEETING CALLED TO ORDER [WILL COVERT 8:04PM]

SECRETARY'S REPORT (DOUG SMITH)

The USIHC lists 653 members in 467 households as of September 3.

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 8/31/17:</u>	\$126,806.83
<u>Unrestricted funds as of 8/31/17:</u>	\$114,380.90
<u>Net increase (decrease) since 6/30/17:</u>	(\$7,257.69)

STANDING COMMITTEE REPORTS

- Affiliated Clubs (Leslie Chambers chair)

The Renewals are as follows:

- 12 clubs completed the renewal process by the end of August deadline.
- Kraftur and Cascade Clubs received extensions until Sept. 15.
- Ohio Valley is unresponsive.

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

2018 Breeding Evaluations:

May 2018 in KY

We are pleased to announce that the judges for the Breeding evaluation will be Porvaldur Kristjánsson and Marlise Grimm. Both judges were mentioned by various committee members as preferred judges and both judged the breeding Evaluations at the WC this year. Maggie Brandt and Lettleiki are continuing to keep us informed about details for this event as it develops. Currently, the plan is to do two days of breeding evaluations, one day of seminar, and then two days of sport showing. I plan to submit the formal application to FEIF for sanctioning shortly. We are discussing ideas for the educational sessions as well as whether or not to follow Germany's lead and hold a riders' meeting with the judges between the first and second runs of the ridden portion of the test.

September 2018 in Iowa

While the details are yet to be worked out, I was quite excited a couple of days ago when Virginia Lauridsen agreed to host a breeding evaluation at her new farm in Iowa! The earth-moving machines are working as we speak to build a pace track according to the exacting specifications of FEIF! The tentative plan is that this event will be co-hosted by the new Iowa club and Flugnir. The thought is that there will be a breeding evaluation followed by a sport show. The exact dates are yet to be determined, but early September is the expectation. I have spoken with some owners and trainers, and they all felt that, rather than hurting participation in the May evaluation, holding a second evaluation would help as owners and trainers would know that there was a "second chance" for their horses a few months later.

Young Horse Linear Descriptions

Several of these events are scheduled throughout the US including WI, two in MN, one in NY, and one in KY. The Flugnir Club and their willing judge put together an evening program that included a formal sanctioned YHLD as well as demonstrations/discussions regarding full Breeding Evaluations and the new Riding Horse Profile system. It is likely that something similar will occur at at least two of the other YHLD events.

Breeder Recognition

Members of the Breeding Committee continue to discuss ways to recognize and support breeders of excellence within the US. A consensus has not yet been reached on the best way(s) to do this.

- Education (Alex Dannenmann chair)

Nothing to report.

- Leisure (Linda Templeton acting chair)

Kristina Behringer resigned as Committee Chair. She accepted a new job and doesn't have the time to chair the committee.

Linda Templeton will continue as interim chair until we can find someone else.

For now, focus will be solely on the S2SS program and coordinating our riders as a team on the virtual Ride to Reykjavik.

The Spirit Award and other initiatives are shelved until we are able to get more committee participation. .

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

[Received after the agenda was published.]

The new USIHC decals were received and they are very nice looking and of good quality. Many thanks to Sherry Hoover for designing the new decals. 960 decals were provided to the printer of the USIHC Quarterly for inclusion in the 2017 September mailing. Each USIHC member receiving a Quarterly will also receive 2 decals. A short write-up explaining how members can request additional decals is in the September Quarterly.

250 decals were also sent to Nicki Esdorn to use in the USIHC welcome packets sent to all new members. She will include 2 decals per packet. There are 286 decals left as of this report.

The supply of USIHC brochures was depleted due to a request for a large number to accommodate a promotional display at the very busy and prominent Washington State Fair. A member of the Promotion Committee is gathering pricing information for some different styles of brochures and the plan is to redesign the brochures with a fresh updated look and new photos. This of course will take some time to accomplish and it would most likely be a good idea to order a smaller quantity of brochures so that some are available to fill any requests that may arise, especially as trade show season is coming up quickly.

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

The Quarterly Committee is currently working on compiling stories and advertisements for our December 2017 issue. The deadline is October 1. Board members and committee chairs, please let us know if you want us to save space for anything. We will be printing 600 copies of this issue. Extras will be made available for promotional purposes; contact quarterly@icelandics.org.

Thanks to Doug Smith for catching a problem with the image quality of the September e-Quarterly. The printed copies of the September issue are in the mail; each envelope also contains two of the new USIHC decals. Our e-Quarterly was released 10 days late due to the problem Doug pointed out; the printed copies were mailed 6 days late due to a delay in getting the decals for inclusion. None of these problems will affect the December issue, so we will be back on schedule.

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

[Report prepared and submitted by Ásta Covert before the chairmanship reverted to Will as agreed by the Board when Will had to step aside to be the World Championships Deputy Chief Judge.]

The World Championships were held in the beginning of August in Oirschot, the Netherlands. The USA sent 3 riders that had qualified in our tryouts this spring. Ayla Green flew her horse from California to compete as a young rider. Jenny Melville and Chrissy Seipolt both brought their horses from Germany. Katrin Sheehan was the Team Leader. Ayla rode in Fivegait F1 on her horse Mári frá Kolgerði and Jenny Melville rode her horse Feykir frá Ey I in Tölt T1 and Four gait V1. Unfortunately Chrissy's horse did not pass fit to compete and she was therefore not able to compete this time. .

Youth (Kelly Blough chair, Lori Cretney liaison)

[Received after the agenda was published.]

The Youth Committee is working on getting the details for the FEIF Youth Cup 2018 out to youth. FEIF has not set the date for the competition yet, so we are waiting on that minor detail before communicating to the group. *[Note: The dates and venue have been published: 28th July - 4th August 2018 in Axevalla, Sweden.]*

Video submissions will be due by December 1 (as we have done in past years.).

Meanwhile, the participants from the 2017 AYC are working on an article for the December Quarterly. I just got my first young author submission this morning.

AD HOC COMMITTEE REPORTS

- Blood Profile Project [Andrea Barber]

Bettina Wagner has provided me with the following update on the project:

The data analysis has been finished. Ashleigh and Tracy are meeting one more time this coming week to finalize the data table. Ashleigh told me that they excluded one horse because of numerous outliers (very likely this horse wasn't healthy when the sample was submitted). So, the total horse number will be one less.

Next steps: Tracy and I will work on the report for USIHC for publication in the Quarterly. We will also decide with Ashleigh if we go for a publication in a peer-reviewed journal (which might delay the Quarterly publication a little bit). If we decide to go for a peer-reviewed publication, please consider the following as trade-off for the delay. 1) If we do it this way, the broader (international) Icelandic horse community will benefit from the data and vets without any connections to USIHC. 2) I have been, and will continue to respond to requests from people who write to me about normal blood values in Icelandics. These were mostly single horse value requests from owners/vets working on a specific case. This will cover in the meantime. 3) it shouldn't cause too much delay - couple of months - but more value :)

EMAIL VOTING

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

No email votes were held since the July conference call.

OLD BUSINESS

- Breeder of Merit [Kydee Sheetz]

See comment in committee report.

The Board considers this tabled for now and will wait for them to come back as future new business.

- Spirit Award [Linda Templeton]

Put on hold by Linda until the Leisure Committee is better equipped to take on the project.

The Board considers this tabled for now and will wait for them to come back as future new business.

- Proposal on Proposals [Jess Haynsworth]

Original text proposed by Andrea & Doug is attached.

Tabled until October.

- General Policy for WC Horse Support [Ásta Covert / Kydee Sheetz]
- WC Team leader designation (future) [Ásta Covert / Kydee Sheetz]
- Limited print run of old promotion brochures [Juli Cole]

The Promotion Committee Chair requests approval to print 500 USIHC brochures using overnightprints.com (the same printer used for the last order of brochures) at a cost of \$111.25 including shipping. [nb: 1,000 would cost \$170.26]

Board approves printing 1,000 copies and instructs Doug to place the order with delivery to Juli Cole.

NEW BUSINESS

- Status of Kraftur, Cascade, and Ohio Valley Affiliated Clubs [Leslie Chambers]

- Ohio Valley notified the Board they no longer wish to be affiliated with the USIHC.

- Renaming Registered Horse [Will Covert]

Another request from Martina to change the farm name on her horse based on a recent rule revision by WorldFengur below:

G5.3.6 The naming of Icelandic horses in WorldFengur.

Horse owners can register a name for their horse in WorldFengur. Horses must be given names before (and cannot be changed after) they are shown at a breeding field test or they compete in an official FEIF competition registered in WorldFengur. The name of a horse can not be changed after they have a registered offspring in WorldFengur.

WorldFengur has confirmed with Àsta that the rule now allows Martina's request for their purposes.

Tabled until October.

- 2018 Members' Meeting Venue [Will Covert]

The Board approves using the Holiday Inn option negotiated our hosts, Klettafjalla.

NEXT MEETING (THURSDAY) OCTOBER 12 AT 8PM (EASTERN)

OPEN SESSION ADJOURNED 8:25PM

EXECUTIVE SESSION POSTPONED.

USIHC General Membership Funds

6/30/17		8/31/17
\$ 4,390.40	Checking	\$ 3,254.16
\$ 121,283.95	Money Market	\$ 113,311.41
\$ 10,229.52	CDs	\$ 10,241.26
\$ 135,903.87	subtotal	\$ 126,806.83
\$ (6,425.94)	Youth Fund	\$ (4,567.17)
\$ (4,000.00)	Judge Scholarship Fund	\$ (4,000.00)
\$ (3,839.34)	World Champ. Team Fund	\$ (3,858.76)
\$ 121,638.59	USIHC Unrestricted Membership Funds	\$ 114,380.90

Net Decrease from 6/30/17

-\$7,257.69

09/08/17

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

	<u>Aug 31, '17</u>
ASSETS	
Current Assets	
Checking/Savings	
Associated Checking acct.	3,254.16
Associated Money Market Acct.	113,311.41
Total Checking/Savings	<u>116,565.57</u>
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	3,168.09
CD-matures 10/5/18	3,073.17
Total CDs for Judge Scholarship ...	<u>6,241.26</u>
Total Other Current Assets	<u>10,241.26</u>
Total Current Assets	<u>126,806.83</u>
TOTAL ASSETS	<u>126,806.83</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Unexpended Judge Schlshp. Fund	4,000.00
Unexpended World Champshp F...	3,858.76
Unexpended Youth Funds	4,567.17
Total Other Current Liabilities	<u>12,425.93</u>
Total Current Liabilities	<u>12,425.93</u>
Total Liabilities	12,425.93
Equity	
Opening Bal Equity	96,926.56
Retained Earnings	27,417.80
Net Income	-9,963.46
Total Equity	<u>114,380.90</u>
TOTAL LIABILITIES & EQUITY	<u>126,806.83</u>

United States Icelandic Horse Congress Inc.
Income & Expense Report
July through August 2017

Income		Expense	
Competition Inc.		Competition Comm. Expense	
Sanction Competition fee	150.00	World Championship Expenses	
		WC 2017 Holland Exp.	3,445.10
Interest Income	42.93		
		Funding Programs	
		Flagship Funding exp.	
		Flagship Event - Sanction Show	2,000.00
Leisure Committee Income			
S2SS income	181.57	Grant Funding Expense	1,800.00
		Total Funding Programs	3,800.00
Membership Related Income			
Farm Listing	213.62	Leisure Committee Expense	
Membership Dues		Sea2ShiningSea expense	936.23
Family Memberships	565.29		
Individual Memberships	1,130.02	Membership Related Expenses	
Total Membership Dues	1,695.31	Toll Free line	25.90
Quarterly Inc.			
Quarterly Adv. Inc.	476.14	Promotional Exp.	
Total Membership Related Income	2,385.07	Promotional Advertising	695.24
		Regional Club Clinic exp	1,000.00
Registry Income			
Registration fees	320.75	Registry Expenses	
Transfer fees	129.08	Clerical for registry	423.00
Total Registry Income	449.83	Registry Office supplies	50.62
		Registry Postage	119.00
USIHC Non-Member fees	28.00	Total Registry Expenses	592.62
Total Income	3,237.40	Total Expense	10,495.09

Net Income (Loss) : -7,257.69

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

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Income		Expense	
Competition Inc.		Competition Comm. Expense	
Sanction Competition fee	300.00	National Ranking Award Expense	634.26
WC Team Tryout Inc.		World Championship Expenses	
WC 2017 Tryout Inc.	518.34	WC 2017 Holland Exp.	3,445.10
Total Competition Inc.	818.34	Total Competition Comm. Expense	4,079.36
Education-Riding Badge		Education Seminar exp.	
Riding Badge Inc.	20.00	Judging Seminar exp.	
		2017 Judge Seminar	468.24
Interest Income		Funding Programs	
	158.05	Flagship Funding exp.	
		Flagship Event - Sanction Show	4,000.00
		Grant Funding Expense	1,800.00
		Schooling Show support funding	500.00
		Total Funding Programs	6,300.00
Leisure Committee Income		Leisure Committee Expense	
S2SS income	181.57	Sea2ShiningSea expense	936.23
Membership Related Income		Membership Related Expenses	
Farm Listing	2,365.47	Administration	
Membership Dues		Mbshp. Postage	132.30
Family Memberships	4,994.84	Office/Supplies Exp.	44.11
Individual Memberships	10,130.40	Total Administration	176.41
Youth membership	235.76	Annual Meeting Exp.	
Total Membership Dues	15,361.00	2017 Annual Meeting exp.	2,742.72
		FEIF related expenses	
		FEIF Mbshp fees	1,523.60
Quarterly Inc.		Quarterly Expenses	
Quarterly Adv. Inc.	2,132.21	Graphics	2,000.00
Total Membership Related Income	19,858.68	Postage for Quarterly	830.77
		Quarterly Printing	5,024.56
		Total Quarterly Expenses	7,855.33
		Toll Free line	103.60
		Website	330.47
		WorldFengur Exp.	505.00
		Total Membership Related Expenses	13,237.13

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

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<u>Income</u>		<u>Expense</u>	
		Misc. Exp.	-0.10
		Pleasure Rider Program Exp.	171.39
		Promotional Exp.	
		Ambassador award	340.75
		Promotion Material Printing exp	839.27
		Promotional Advertising	695.24
		Promotional postage expenses	145.05
		RC Co-op promo exp.	125.00
		Total Promotional Exp.	2,145.31
		Regional Club Clinic exp	6,000.00
Registry Income		Registry Expenses	
Duplicate Registration fees	100.00	Clerical for registry	1,793.00
Late Stallion Report fees	881.40	Printing & reproduction-Regist.	439.67
Registration fees	2,040.17	Reg. WorldFengur Sbscrptn exp.	136.00
Transfer fees	1,628.31	Registry Office supplies	92.09
Total Registry Income	4,649.88	Registry Postage	299.78
USIHC Non-Member fees	448.12	Total Registry Expenses	2,760.54
Total Income	26,134.64	Total Expense	36,098.10

Net Income (Loss) : -9,963.46

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

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

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

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

Stage One – Concept

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

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

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

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

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

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

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

Stage Two – Program Design and Implementation

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

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

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

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

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

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

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

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

Program Refinements

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

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

Tips –

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

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

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