

UNITED STATES ICELANDIC



HORSE CONGRESS

United States Icelandic Horse Congress 2017 Annual Committee / Officer Reports

- Treasurer
- Registrar
- Affiliated Clubs
- Breeding
- Education
- Leisure
- Magazine
- Promotion
- Sport
- Youth

Treasurer

**United States Icelandic Horse Congress Inc.
Income & Expense Report
January through December 2017
Page 1**

Income		Expense	
Competition Inc.		Competition Comm. Expense	
Sanction Competition fee	600.00	National Ranking Award Expense	634.26
WC 2017 Tryout Inc.	518.34	World Championship Expenses	
Total Competition Inc.	1,118.34	WC 2017 Holland Exp.	3,843.04
		Competition Comm. Expense - Other	486.28
		Total Competition Comm. Expense	4,963.58
Education-Riding Badge		Education Seminar exp.	
Riding Badge Inc.	140.00	Judging Seminar exp.	
		2017 Judge Seminar	468.24
Interest Income	225.12	Funding Programs	
		Flagship Funding exp.	
		Flagship Event - Sanction Show	8,000.00
		Grant Funding Expense	1,800.00
		Schooling Show support funding	500.00
		Young Horse Eval. funding suppo	1,500.00
		Total Funding Programs	11,800.00
Leisure Committee Income		Leisure Committee Expense	
S2SS income	287.57	Sea2ShiningSea expense	936.23
Membership Related Income		Membership Related Expenses	
Farm Listing	3,543.27	Administration	
Membership Dues		Mbshp. Postage	308.18
Family Memberships	7,575.65	Office/Supplies Exp.	44.11
Foreign Friend mbshp	133.24	Tax. Prep. Services	375.00
Individual Memberships	15,461.65	Total Administration	727.29
Youth membership	304.44		
Total Membership Dues	23,474.98	Annual Meeting Exp.	
		2017 Annual Meeting exp.	2,742.72
		FEIF related expenses	
		FEIF Mbshp fees	1,523.60
		Insurance	715.00
		Quarterly Expenses	
		Graphics	4,000.00
Quarterly Inc.		Postage for Quarterly	1,674.57
Quarterly Adv. Inc.	3,773.71	Quarterly Printing	10,275.12
		Total Quarterly Expenses	15,949.69
		Toll Free line	155.40
		Website	330.47
		WorldFengur Exp.	505.00
Total Membership Related Income	30,791.96	Total Membership Related Expenses	22,649.17

Treasurer, Cont.

**United States Icelandic Horse Congress Inc.
Income & Expense Report
January through December 2017
Page 2**

<u>Income</u>		<u>Expense</u>	
		Unknown exp.	-0.10
		Pleasure Rider Program Exp.	171.39
		Promotional Exp.	
		Ambassador award	340.75
		Promotion Material Printing exp	1,009.53
		Promotional Advertising	695.24
		Promotional postage expenses	320.85
		RC Co-op promo exp.	325.00
		Total Promotional Exp.	2,691.37
Registry Income		Regional Club Clinic exp	8,500.00
Duplicate Registration fees	150.00	Registry Expenses	
Horse name change fee	50.00	Clerical for registry	2,687.00
Late Stallion Report fees	1,081.40	Printing & reproduction-Regist.	439.67
Registration fees	3,968.03	Reg. WorldFengur Sbscrptn exp.	136.00
Transfer fees	2,547.03	Registry Office supplies	92.09
Total Registry Income	7,796.46	Registry Postage	299.78
USIHC Non-Member fees	570.24	Total Registry Expenses	3,654.54
Total Income	40,929.69	Total Expense	55,834.42

Net Income (Loss) : -14,904.73

Treasurer, Cont.

**United States Icelandic Horse Congress Inc.
Income & Expense Comparison
2017 compared to 2016**

	Jan 1 - Dec. 31 '17	Jan 1 - Dec. 31 '16	\$ Change	% Change	Notes
Income					
Breeding Committee Income	0.00	0.00	0.00	0.0%	
Competition Inc.					
Sanction Competition fee	600.00	600.00	0.00	0.0%	
WC Team Tryout Inc.	518.34	0.00	518.34	N/A	
WC 2017 Team Tryout Inc.					
Total Competition Inc.	1,118.34	600.00	518.34	N/A	
Education Seminar Inc.					
Riding Badge Inc.	140.00	80.00	60.00	75.0%	
Interest Income	225.12	246.87	-21.75	-8.8%	
Leisure Committee Income					
S2SS Income	287.57	0.00	287.57	N/A	New program in 2017
Membership Related Income					
Farm Listing	3,543.27	3,275.25	268.02	8.2%	
Membership Dues					
Family Memberships	7,575.65	6,511.04	1,064.61	16.4%	
Individual Memberships	15,461.65	14,909.21	552.44	3.7%	
Foreign Friend Memberships	133.24	133.63	-0.39	-0.3%	
Youth Memberships	304.44	372.11	-67.67	-18.2%	
Total Membership Dues	23,474.98	21,925.99	1,548.99	7.1%	
Quarterly Inc.					
Quarterly Adv. Inc.	3,773.71	6,457.69	-2,683.98	-41.6%	Actual 2017 ads sold is up 21% from 2016
Quarterly back issue sales	0.00	44.11	-44.11	-100.0%	All back issues used for promotion
Total Quarterly Inc.	3,773.71	6,501.80	-2,728.09	-42.0%	
Website Inc.					
Website Ad Inc.	0.00	564.51	-564.51	-100.0%	Discontinued Web sponsor ads in 2017
Total Membership Related Income	30,791.96	32,267.55	-1,475.59	-4.6%	
Other Income					
Booth Deposit/Refund	0.00	0.00	0.00	N/A	
Misc. Other Income	0.00	309.42	-309.42	N/A	RC dissolution funds given to USIHC
Total Other Income	0.00	309.42	-309.42	N/A	
Registry Income					
Duplicate Registration fees	150.00	196.80	-46.80	-23.8%	
Horse name change fee	50.00	0.00	50.00	N/A	New fee in 2017
Late Stallion Report fees	1,081.40	1,083.30	-1.90	-0.2%	
Registration fees	3,968.03	3,213.63	754.40	23.5%	
Transfer fees	2,547.03	2,308.37	238.66	10.3%	
Total Registry Income	7,796.46	6,802.10	994.36	14.6%	
USIHC Non-Member fees	570.24	494.32	75.92	15.4%	
Youth Committee Inc.					
FEIF Youth Cup Reimbursement	0.00	1,676.48	-1,676.48	N/A	
Youth Cup Tryout Fees	0.00	660.00	-660.00	N/A	
Total Youth Committee Inc.	0.00	2,336.48	-2,336.48	N/A	
Total Income	40,929.69	43,136.74	-2,207.05	-5.1%	

Treasurer, Cont.

**United States Icelandic Horse Congress Inc.
Income & Expense Comparison
2017 compared to 2016**

Expense	Jan 1 - Dec. 31 '17	Jan 1 - Dec. 31, '16	\$ Change	% Change	Notes
Expense					
Blood Profile Project exp.	0.00	5,000.00	-5,000.00	N/A	We expect to get this back as a refund in 2018
Breeding Comm. Equipment Exp.	0.00	0.00	0.00	N/A	
Cantella YH Evaluation Award	0.00	56.98	-56.98	N/A	No award given in 2017
FEIF Evaluation fees	0.00	81.03	-81.03	N/A	
Elwell Breeding Award	0.00	17.23	-17.23	N/A	
Total Breeding Exp.	0.00	5,155.24	-5,155.24	N/A	
Competition Expense					
National Ranking Award Expense	634.26	774.40	-140.14	-18.1%	
WC 2017 Holland Expenses	3,843.04	0.00	3,843.04	N/A	
Icetest user fee exp.	486.28	0.00	486.28	N/A	New fee in 2017
Total Competition Expense	4,963.58	774.40	4,189.18	N/A	
Education Comm. exp.					
Judging Seminar exp.	468.24	1,431.63	-963.39	-67.3%	Well filled Judging seminar in 2017
FEIF Conference exp.	0.00	1,768.00	-1,768.00	N/A	No one attended the 2017 FEIF Conference
FEIF Seminar Fee Stipend	0.00	600.00	-600.00	N/A	No one attended the FEIF Seminar in 2017
Funding Programs					
Young Horse Eval. funding support	1,500.00	1,000.00	500.00	50%	
Grant Funding Expense	1,800.00	0.00	1,800.00	N/A	2017 American Youth Cup support
Flagship Funding exp.					
Flagship Event - Evaluation	0.00	0.00	0.00	0.0%	
Flagship Event - Sanction Show	8,000.00	8,000.00	0.00	0.0%	
Flagship Event - Schooling Show	500.00	250.00	250.00	100%	
Total Flagship Funding exp.	8,500.00	8,250.00	250.00	3.0%	
Total Funding Programs	11,800.00	9,250.00	2,550.00	27.6%	
Leisure Committee Expense					
Sea2ShiningSea program exp.	936.23	0.00	936.23	N/A	New Program in 2017
Membership Related Expenses					
Administration					
Mbshp. Postage	308.18	244.73	63.45	25.9%	
Office/Supplies Exp.	44.11	0.00	-44.11	N/A	
Tax. Prep. Services	375.00	375.00	0.00	0.0%	
Total Administration	727.29	619.73	107.56	17.4%	
Annual Meeting Exp.	2,742.72	2,514.91	227.81	9.1%	
FEIF Mbshp fees	1,523.60	1,396.17	127.43	9.1%	
Insurance	715.00	715.00	0.00	0.0%	
Quarterly Expenses					
Graphics	4,000.00	4,000.00	0.00	0.0%	
Postage for Quarterly	1,674.57	1,639.74	34.83	2.1%	
Quarterly Printing	10,049.12	9,538.38	510.74	5.35%	
Quarterly Printing - Mailing Envelopes	226.00	226.00	0.00	N/A	
Total Quarterly Expenses	15,949.69	15,404.12	545.57	3.5%	
Other Membership Expenses	-0.10	935.43	-935.53	N/A	Projector and Screen purchased in 2016
Toll Free line	155.40	155.40	0.00	0.0%	
Website	330.47	181.40	149.07	82.2%	Registered additional domain names
WorldFengur Exp.	505.00	515.08	-10.08	-2.0%	
Total Membership Related Expenses	22,649.07	22,437.24	211.83	0.9%	

Treasurer, Cont.

**United States Icelandic Horse Congress Inc.
Income & Expense Comparison
2017 compared to 2016**

Expense	Jan 1 - Dec. 31 '17	Jan 1 - Dec. 31, '16	\$ Change	% Change	Notes
Pleasure Rider Program from prior years	171.39	0.00	171.39	N/A	
Promotional Exp.					
Ambassador award	340.75	377.30	-36.55	-9.7%	
Promotional postage expenses	320.85	271.36	49.49	18.2%	
Promotion Advertising	695.24	0.00	695.24	N/A	New-Horses of Iceland program
Promotion Material Printing exp	1,009.53	0.00	1,009.53	N/A	2017 exp. Is for sticker & brochures printing for Promo use
RC Co-op promo exp.	325.00	0.00	325.00	N/A	
Total Promotional Exp.	2,691.37	648.66	2,042.71	314.9%	
Regional/Leisure Club Clinic Support exp	8,500.00	4,000.00	4,500.00	112.5%	Doubled amount of LC Clinic Support in 2017
Registry Expenses					
Clerical for registry	2,687.00	2,098.00	589.00	28.1%	For 11 months in 2016/12 months in 2017
Printing & reproduction-Regist.	439.67	188.09	251.58	133.8%	
Registry Office supplies	92.09	116.92	-24.83	-21.2%	
Reg. WorldFengur Sbscrptn exp.	136.00	291.86	-155.86	-53.4%	
Registry Postage	299.78	307.07	-7.29	-2.4%	
Total Registry Expenses	3,654.54	3,001.94	652.60	21.7%	Registry Income also increased in 2017
Youth Exp.					
Spaejari Award	0.00	98.15	-98.15	N/A	
2016 Youth Cup expense	0.00	3,434.26	-3,434.26	N/A	
Total Youth Exp.	0.00	3,532.41	-3,532.41	N/A	
Total Expense	55,834.42	52,599.52	3,234.90	6.2%	
Net Income (Loss)	-14,904.73	-9,462.78	-5,441.95	57.5%	Loss increase from prior year

Treasurer, Cont.

01/03/18

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

	<u>Dec 31, '17</u>
ASSETS	
Current Assets	
Checking/Savings	
Associated Checking acct.	5,268.24
Associated Money Market Acct.	106,362.80
Total Checking/Savings	111,631.04
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 10/5/18	3,075.88
CD-matures 4/13/20	3,000.00
Total CDs for Judge Scholarship ...	6,075.88
Total Other Current Assets	10,075.88
Total Current Assets	121,706.92
TOTAL ASSETS	121,706.92
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Unexpended Judge Schlshp. Fund	4,000.00
Unexpended World Champshp F...	3,403.38
Unexpended Youth Funds	4,863.91
Total Other Current Liabilities	12,267.29
Total Current Liabilities	12,267.29
Total Liabilities	12,267.29
Equity	
Opening Bal Equity	96,926.56
Retained Earnings	27,417.80
Net Income	-14,904.73
Total Equity	109,439.63
TOTAL LIABILITIES & EQUITY	121,706.92

Treasurer, Cont.

Cash Balance history USIHC

Year (end)	Registry	Membership	Total	Profit (loss)	% change	Notes
2004	\$ 54,214.94	\$ 13,030.75	\$ 67,245.69	\$ 1,403.28		Actual loss from report
2005	\$ 56,614.66	\$ 16,833.75	\$ 73,448.41	\$ 6,202.72	9.22%	actual balances from report
2006	\$ 64,208.84	\$ 28,405.58	\$ 92,614.42	\$ 19,166.01	26.09%	actual balances from report
2007	\$ 67,791.38	\$ 18,011.39	\$ 85,802.77	-\$ 6,811.65	-7.35%	actual balances from report
2008			\$ 92,267.13	\$ 6,464.36	7.53%	actual less Judge fund & Youth
2009			\$ 105,022.29	\$ 12,755.16	13.82%	
2010			\$ 119,885.26	\$ 14,862.97	14.15%	
2011			\$ 127,975.56	\$ 8,090.30	6.75%	
2012			\$ 138,096.17	\$ 10,120.61	7.91%	
2013			\$ 145,151.00	\$ 7,054.83	5.11%	
2014			\$ 143,656.12	-\$ 1,494.88	-1.03%	
2015			\$ 133,807.14	-\$ 9,848.98	-6.86%	
2016			\$ 124,344.36	-\$ 9,462.78	-7.07%	
2017			\$ 109,439.63	-\$ 14,904.73	-11.99%	

Registrar

Annual Report: Icelandic Horses Registered for year 2017

	Domestic Bred Under 12 Months	Imported Under 12 Months	Domestic Bred	Imported from Iceland	Imported from Canada	Imported from other countries	Total Registered		Total Transfers
Mares	18	0	11	22	3	1	55		90
Stallions	18	0	5	2	0	1	26		20
Geldings	0	0	9	7	1	0	17		56
Total 2017	36	0	25	31	4	2	Total	98	166
Total 2016	38	0	11	19	6	2	Total	76	157
	-2	0	14	12	-2	0		22	9

2017: Total number of horses registered: 98

2017: Total number of horses transferred 166

Domestic Horses registered **3243**

Imported Horses registered in Worldfengur **2734**

Total number of Icelandic horses registered in WorldFengur 12/31/2017 **5977**

Affiliated Clubs

Defining the duties of the Affiliated Club Committee (ACC) and Chair

The purpose of the Affiliated club is to promote the knowledge of the Icelandic Horse and its correct use as a competition and riding horse in accord with the policies of FEIF and the United States Icelandic Horse Congress. If the club's by-laws are revised at any time during the life of the club, they must be re-submitted for approval.

Duties of the Affiliated Club Committee Chair:

1. Review applications of clubs seeking recognition as an Affiliated Club of the USIHC. Maintain records of required documents.
2. Review renewal applications of clubs seeking to maintain their status as an Affiliated Club of the USIHC. Renewal period begins the first of August and ends the last day of August of each year.
3. Maintain club member lists of each Affiliated Club, these lists are required of clubs renewing and applying for recognition as an Affiliated Club of the USIHC.
4. Assist in calculating the USIHC/regional club census for FEIF renewal documents (Fall of each year)
5. Oversee committee discussions and present any proposals to USIHC board of directors, act as liaison between the clubs and the board.
6. Oversee any programs dedicated to the Affiliated Clubs.
7. Review icelandic.org website pages dedicated to Affiliated Clubs on a Quarterly basis and submit any necessary changes or updates.
8. Keep the clubs informed of information from the board meetings.
9. Promote and facilitate club to club interactions.
10. Arbitrate any club to club issues, if needed.

Affiliated Clubs, Cont.

Duties of the Affiliated Club Committee Members:

1. Encourage clubs to share ideas and discuss them in a constructive manner.
2. Encourage clubs to promote USIHC membership among their members.
3. Review club information on the icelandics.org website for accuracy on a quarterly basis, report any needed changes to ACC chair.
4. Share information back to your Affiliated Club, report any relevant feedback or comment back to this committee.

Review of 2017

- We began the year with 12 regional clubs:
 1. Alaska Icelandic Horse Association
 2. California Icelandic Horse Association
 3. Cascade Icelandic Horse Club
 4. Flugnir Icelandic Horse Club
 5. Frida Icelandic Riding Club
 6. Hestafolk
 7. Klettafjalla Icelandic Horse Club
 8. Kraftur
 9. NEIHC
 10. NWIHC
 11. Ohio Valley Icelandic Horse Club
 12. Saint Skutla Icelandic Horse Club
- We lost Ohio Valley IHC but gained Glitfaxes, Sirius and Toppur regional clubs.
- We gained our first activity club, Gaedingar. (This drove our name change from the regional club to the affiliated club committee).
- We changed the club renewal period from January to August and we added the requirement of each club providing their members names, city and states.
- We ended with 14 regional and 1 activity club (with a total of 667 members):
 1. Alaska Icelandic Horse Association
 2. California Icelandic Horse Association
 3. Cascade Icelandic Horse Club
 4. Flugnir Icelandic Horse Club

Affiliated Clubs, Cont.

5. Frida Icelandic Riding Club
6. Gaedingar (Breeding) Activity Club
7. Glitfaxa Icelandic Horse Club
8. Hestafolk
9. Klettafjalla Icelandic Horse Club
10. Kraftur
11. NEIHC
12. NWIHC
13. Saint Skutla Icelandic Horse Club
14. Sirius Icelandic Kentucky and Ohio Horse Club
15. Toppur

FEIF News/USIHC Board meeting

Early this year (2017), FEIF redefined what they consider "membership". The new definition allows the USIHC to count all those who can be identified as part of the US Icelandic horse community. Previously, we only counted those members that paid dues to the USIHC, but with the new definition we can now count all those who are members of our affiliated clubs, even those who choose not to be USIHC members.

FEIF asks all member organizations to report their membership number each Fall. In order to provide the most accurate number possible, the USIHC BOD (July 17, 2017 meeting) unanimously approved the following change to the affiliated club renewal process: the renewals will now take place in August of each year (rather than January), clubs will also be required to submit a membership list to include: first and last names along with city and state. This information is necessary in order to perform a cross check with the USIHC member list. We want to ensure that we are counting each person only once, so we can provide FEIF with the most accurate census possible.

This Fall, the USIHC reported 1,008 members once all the lists were combined and duplicates removed. (Last year we could only report about 650 members). This moves us up to 3 votes in FEIF. (1500 would get a 4th vote.)

Affiliated Clubs, Cont.

Our increased census number is due to the change in the FEIF process and not growth in actual USIHC memberships. Data does suggest we have a large number of folks who belong to an affiliated club and not the USIHC and the converse, many folks who belong to the USIHC and not an affiliated club.

Regional Club Clinic Support - Policy #31, 2017

Summary of 2017 Clinics:

Ten (of 14) Regional Clubs held 17 clinics which were supported by Policy #31 funding in 2017. The USIHC paid out \$8500 of the \$12000 budgeted for this program. Each club was eligible for two \$500 grants in 2017. (No more than two grants/club were approved. Each at a maximum of \$500.)

1. Alaska IHA: 2 clinics both in Wasilla, AK
2. Flugnir IHC: 1 clinic in Proctor, MN
3. Frida IRC: 2 clinics both in Middleburg, VA
4. Glitfaxa: 1 clinic in Fairfield, CA
5. Hestafolk: 2 clinics both in Bellingham, WA
6. Klettafjalla IHC: 2 clinics, in Oakley, UT and in Brighton, CO
7. NEIHC: 2 clinics, in Hudson, NY and in Granby, CT
8. NWIHC: 2 clinics, in Trout Lake, WA and in Ellensburg, WA
9. Saint Skutla IHC: 1 clinic in Mendon, NY
10. Toppur IHC: 2 clinics, in Des Moines and Peru, IA

There have been only positive responses from the Regional Clubs whose members have benefited from this educational initiative. Clinic themes ranged from enhancing basic skill sets to competition preparation and included, "Dressage to Improve Gaits", "Tolt in Harmony", "Improving Tolt on the Trail", "How to Communicate with your Horse", "From Ground to Saddle" and "The Horse as a Mirror of the Rider". Each Regional Club did an excellent job in choosing clinics, led by clinicians with Icelandic horse expertise, which best suited their members needs.

Affiliated Clubs, Cont.

Summary of 2016 Clinics:

Eight (of 12) Regional Clubs held 8 clinics which were supported by Policy #31 funding in 2016. The USIHC paid out \$4000 of the \$6000 budgeted for this program. Each club will be eligible for one \$500 grant in 2016. (No more than one grant/club will be approved. Each at a maximum of \$500.)

The committee plans to submit a request (to date 6 votes to request \$1000/club and 3 votes for \$500/club) to continue funding of Policy #31 for 2018.

Breeding

Breeding Goals - The Ideal Horse

- **Health, Fertility, Longevity.**
The official breeding goal is to breed a healthy, fertile and durable horse - a robust Icelandic horse.

- **Colors**
The official breeding goal is to preserve all possible varieties of coat colors within the breed.

- **Size**
The official breeding goal gives room for substantial variation in size. A preferred range in height is 135cm to 145cm when measured with a stick.

Vision

Support the Breeding Efforts in the US through ongoing education of our members and breeders, and strong advocacy for 'The Ideal Horse'.

This education can include but is not limited to:

- Breeding Shows
- Young Horse Linear Assessments
- Seminars and clinics on Breeding, Riding / Presenting in a Breeding Show
- Functions and Roles of Show Jobs
- Establishing Breeding Goals in Line with the desired role you want the horse to fulfill.

Duties of the Breeding Committee

- Administer Cantella and Elwell Awards
- Educate membership on the importance / value of Breed Evaluations (create interest)
- Support and Facilitate Breed Evaluations addressing geographical challenges
- Communicate news, new rules and regulations to all breeders
- Be a liaison between USIHC Breeders and FEIF
- Educate and create interest in the use and value of evaluations and WorldFengur
- Educate and try to influence Breeders to breed responsibly
- Communicate at least monthly to the membership at large regarding Breeding issues
- Create an active / inclusive committee which is geographically diverse

Breeding, Cont.

2017 Accomplishments

Gædingar Club - an activity club of the USIHC developed to create a setting for all breeders and those interested in breeding to connect and share.

Young Horse Linear Description - three completed events in Kentucky (Lettleiki), New York (NEIHC), and Wisconsin (Flugnir).

Breeding Evaluation Clinic - International Breeding Judge Herdis Reynisdottir was invited to New York by the NEIHC. She worked with breeders and owners at Bel Di Farm to educate them about the finer points of Breeding Evaluations using lectures and demonstrations.

Evaluation Clinic - Flugnir hosted a seminar with International Breeding and Sport Judge Silke Feuchthofen in which all three assessment forms were demonstrated and discussed: Breeding Evaluations, Young Horse Linear Descriptions, and the new Riding Horse Profile system.

Breeding Evaluations Slated for 2018 –

Kentucky (scheduled for May 23-24)

Iowa (scheduled for September 6-7)

New York (scheduled for September 10-11)

Education

2017 Certifications

Riding badge, April 2017

Host: Harmony Icelandics with Gudmundur Skulason as instructor

Examiner: Gudmundur Skulason

Participant passing the exam and getting certified:

Riding badge Basic Level 1&2

Virginia Lauridsen

Riding badges, September 2017

Education, Cont.

Host: Alaska Icelandic Horse Association with Bernie Willis as instructor

Examiner: Janet Mulder

Participants passing the exam and getting certified:

Riding badge Basic Level 1:

Robin Marquiss

Susan Tilly

Jenny Wappett

Riding badge Basic Level 2:

Kerry Wappett

Wells Wappett

Mia Mulder

2017 Projects & Accomplishments:

Textbook Basic Riding Badge - Has been finished and released to be purchased

Update Sport Judges Requirements - New, clear structure with logic, consecutive steps to become a USIHC sport judge that meets our needs in the US.

Developing and Establishing License Renewal Requirements

Trainers

- Proof of minimum one (1) educational pre-approved seminar every 2 years
 - Pre-approved by the Education Leader
 - Total a combined minimum of 16 hours
 - Can be local, national or international
 - Topic has to be applicable to the work of an Icelandic horse riding instructor and trainer

Education, Cont.

Judges

- Proof of minimum one (1) educational pre-approved seminar every 3 years
 - Pre-approved by the Education Leader
 - Total a combined minimum of 16 hours
 - Can be local, national or international
 - Minimum of two (2) days of judging or scribing at a US Sanctioned or FEIF WorldRanking show, in a time frame of 2 years

Sport Judge Seminar

with Þorgeir Guðlaugsson in Claverack, New York.

4th sport judge seminar

Was held along a clinic and schooling show at Thor Icelandics.

Resulting in two new B-licenses:

- Jana Meyer and Freija Thye

2018 Planned Activities

Major duty → trainer education

Including Knapamerki materials from Iceland

Updating online trainer list

Sending out reminders for certification renewals for trainers & judges

Sport judges seminar

Offering educational events

Building judges and trainers groups for sharing input and information

Leisure

Leisure Riding Mission

Securing a continued interest in leisure riding among a broad base of leisure riders is of paramount importance for the future of both breeding and competing at professional level.

The Icelandic horse is ideal for leisure riding thanks to its physical and mental characteristics and the culture around the Icelandic horse world.

2017 Leisure Riding Accomplishments

Sea 2 Shining Sea Program

- 71 Riders Participating
- 10,000 Mile Circuit
- 7 Teams Riding
- 13 Individual Riders
- 35,209 Miles Ridden
- 5,030 Hours Logged
- 15 Landmarks
- 6 Rider of the Month Awards to date

Leisure Riding Committee Duties

- To serve and represent the Leisure Riders in the US (this is the vast majority of our riders / members)
- To create and run programs that allow for a ‘community’ for our Leisure Riders in this vast country (Sea2Shining Sea)
- To promote and educate on the Riding Profile Tool
- To promote and market September as Leisure Riding Month, reflecting all types of leisure riding, such as pleasure riding, camping with your horse, trail riding and any other horse activities
- Encourage Riders to participate in FEIF’s Virtual Ride
- To Support members / clubs working to preserve riding privileges on trails
- To Promote Leisure Riders as Breed Ambassadors - As leisure riders, we are the forefront of exposure and introduction of these special horses to the public.

Magazine

USIHC QUARTERLY COMMITTEE 2017 ANNUAL REPORT

Nancy Brown and Nicki Esdorn, co-chairs



DUTIES OF THE QUARTERLY CHAIR

The job of the Quarterly Committee is to produce 4 issues per year of *The Icelandic Horse Quarterly*, the official breed magazine of the USIHC. In general, we work independently and in an environment of trust and cooperation, guided by the USIHC mission statement: “To promote the knowledge of the Icelandic horse within the United States and its correct use as a competition and riding horse; to keep a registry of purebred Icelandic horses in the United States; to facilitate communication among all USIHC members; and to represent the United States in FEIF.”

- The chair (currently 2 co-chairs) is responsible for organizing and running a committee to gather ideas, articles, photos/artwork, and advertisements all year.
- The chair sets and enforces deadlines and establishes the editorial guidelines, following the mission statement of the USIHC and the yearly budget, as approved by the USIHC Board.
- The chair edits all submissions for grammar and style.
- The chair approves all advertisements (except for the Farm List, which is approved by the USIHC secretary/webmaster and printed as received) and works with the ad representative (if there is one) and USIHC treasurer to see that payment is received (again, except for the Farm List).
- The chair is responsible for compiling and checking the accuracy of the USIHC News and FEIF News section; the accuracy of other submissions is the responsibility of their authors, as per the disclaimer published in our masthead, although we will make every effort to fact-check and correct them, and will publish corrections in the next issue as needed.

Magazine, Cont.

- At least one month before the deadline, the chair will choose and post a list of the ideas scheduled for the upcoming issue to the committee email list. For two weeks after the deadline, all submissions are posted on the USIHC server for all committee members to read and comment on; the text of each submission is also shared on the Quarterly email list, where submissions can be discussed. The committee, by consensus, approves or rejects submissions and votes on the cover image.
- The chair re-edits the reviewed and revised/approved submissions and compiles the issue in the form requested by the designer; chooses the designer, works with them on layout, proofreads, and is responsible for the quality of the designer's work; chooses the printer, works with them on printing specs, proofreads, and is responsible for the print quality.
- The chair confers with the USIHC Board on print quality, quantity, and distribution methods through the yearly budget process, and bids the design, printing, and mailing jobs on a yearly basis. The chair sends all invoices to the USIHC treasurer and is responsible for seeing that they are paid.
- The chair works with the USIHC secretary/webmaster to compile the mailing lists for delivery of printed copies; the secretary/webmaster is responsible for the members and foreign members mailing lists, to which the Quarterly chair adds the contributors and advertisers and forwards the compiled list to the printer.
- The chair receives the balance of the printed copies (print run minus mailing lists), usually between 100 and 150 copies. The chair hand-mails free copies requested by members for promotion, as well as replacement copies, new member copies, and purchased back issues, and coordinates with the USIHC treasurer about payment and reimbursement of mailing expenses.
- The chair works with the USIHC secretary/webmaster to publish the eQuarterly on the USIHC website and to announce its availability on the website and through Facebook. The chair separately emails the eQuarterly to a mailing list of FEIF directors, supplied by the secretary.
- At this time, the chair is also responsible for compiling and sending Welcome Packets (which include a copy of the Quarterly, our promotional brochure, decals, and letter from the president) to new USIHC members, with the addresses provided by the secretary/webmaster and other materials supplied by the Promotion chair and the president.

Magazine, Cont.

REVIEW OF 2017

In 2017 our 19 committee members, led by co-chairs Nicki Esdorn and Nancy Brown, produced four 52-page full-color issues of *The Icelandic Horse Quarterly*. Between 50 and 60 contributors per issue (over 10% of the USIHC membership) provided the exceptional content and editorial oversight that makes the *Quarterly* such an effective “face” of the USIHC.

Our committee membership itself is widely representative of Icelandic horse owners in the U.S. We have members from Maine to Alaska. We are professional writers and editors, photographers, illustrators, and graphic designers, but also horse trainers, veterinarians, college professors, and business people. We are trail riders, competition riders, and breeders. Some of us have many horses, and some only one. Some are new to the breed, and some have over 20 years’ of experience with Icelandics. The only thing we don’t have on the *Quarterly* committee are any men! We’d love to have you join us (male or female).

In keeping with the USIHC mission statement, the *Quarterly* committee has three broad goals:

- to promote the knowledge of the Icelandic horse within the United States and its correct use as a competition and riding horse;
- to facilitate communication among all USIHC members;
- and to encourage Icelandic horse owners in the US to join the USIHC.

As one of our goals is to educate Icelandic horse owners, we focus on printing stories about training (basics, groundwork, training methods, and fitness), stories highlighting the versatility of the Icelandic horse, and stories that promote the welfare of the horse. In 2017, we printed stories, for example, on:

- the natural asymmetry of horses;
- Centered Riding;
- seat schooling exercises;
- agility training;
- understanding horse emotions;
- the USIHC Riding Badge Program;
- the FEIF Riding Horse Profile;
- teaching your Icelandic horse to drive;
- competing in the Eastern Regional Championships, the NEIHC Open, and the American Youth Cup;
- learning to judge sport competitions;
- equine-assisted therapy;
- the effect of the rider’s weight on horse performance;
- the USIHC Blood Profile Project;
- the Cornell eczema study;
- and how to use the international WorldFengur registry database.

Magazine, Cont.

In keeping with our goal of providing a two-way communication channel for the Board, the Committees, and the members, we dedicated 104 of the total 208 pages printed in 2017, or exactly 50% of our content, to USIHC News and announcements, FEIF News, and Affiliated Club News.

Paid advertising accounted for another 33 pages, up from 27 pages in 2016. We'd like to thank Jean Ervasti for taking on the difficult job of being our advertising representative. With Jean's help, we hope to continue to

Magazine, Cont.

increase our advertising pages and revenue in 2018. We thank, as well, Kari Pietsch-Wangard for helping us keep our advertising income (and all our bills) on track.

The e-Quarterly of each issue was posted on the USIHC website, and announced on Facebook, on approximately February 15, May 15, August 15, and November 15; we thank Doug Smith and Emily Potts for their help. The issues were simultaneously added to our online archive of back issues, which includes all issues from 2008 to the present.

Thanks to Doug Smith and Nicki Esdorn, all online issues are indexed in our Topic Index (<https://www.icelandics.org/quarterly/topicIndex.php>), with the articles grouped into 12 topics: Horse Keeping and Health, Training and Riding Instruction, Tack and Equipment, Breeding, Events and Competition, Pleasure or Leisure Riding, Youth, Trainer Profiles, History and Personal Stories, Riding in Iceland and Other Countries, Books and Films, and About the USIHC.

We printed 600 copies of each issue this year. Member households received 428 copies in March, 443 in June, 441 in September, and 452 in December. The printed copies of each issue were mailed approximately two weeks after the e-Quarterly was posted; as they are mailed at the most economical bulk rate, copies were received by all members by approximately March 15, June 15, September 15, and December 15.

The additional copies printed each quarter support the third goal of our committee: to promote the USIHC and the Icelandic horse in the US. We accomplish this through our policy of giving out free copies of the magazine to *Quarterly* contributors and to other USIHC members for distribution to prospective new members. Contributors who requested extra copies received 1-2 free copies each (the issue totals were 21, 28, 36, and 33 copies, respectively).

Members who requested copies for Promotion (to give away at expos and clinics) received 317 copies (down from 447 in 2016). Copies of the *Quarterly* were given away at Equine Affaire in Massachusetts and Ohio, the Iowa Horse Fair, the Rocky Mountain Horse Expo, the Minnesota Horse Expo, the Washington Expo, and clinics organized by Barb Riva, Florie Miller, Sigrun Brynjarsdottir, Jenny Tuthill, and Alice Ryan. As of January 6, we have 90 copies of the December issue and 1 copy of September on hand, of which at least 60 copies will be needed for the Spring Expos. We welcome requests from any USIHC member for copies of the magazine to

Magazine, Cont.

use to promote the USIHC and the Icelandic horse, but get your order in early, because they run out fast.

These additional copies are also used for Welcome Packets for new members. In 2017, we mailed 125 Welcome Packets, each containing one issue of the *Quarterly*; this is a considerable increase from the 81 Welcome Packets mailed in 2016.

Finally, we'd like to announce the winners of the USIHC's yearly Spaeri Youth Award, a collaboration between the Quarterly Committee and the Youth Committee. This award honors USIHC youth members under the age of 18 who contribute to the *Quarterly*. For 2017, we are giving two awards: The winners are Gray Strausser of Pennsylvania and Olivia Rasmussen of California for their reports on the 2017 American Youth Cup, published in the December issue. Honorable mention goes to Payton Black, Eden Hendricks, Jay Maio, Isabelle Maranda, Karli Schmutz, and Robyn Schmutz for their contributions.

To close the Quarterly Committee's 2017 Annual Report, we'd like to share a slideshow of highlights, which will also be available on the USIHC Facebook page.

Promotions

Promotions Report - 2017

Goal: *To further the growth of the Icelandic horse breed in the US, increase USIHC membership, and to engage with and build community amongst current members.*

Why?

- As an organization, over half of our income is based on membership dues and registration fees
- To continue to grow and serve our members, our success is based on increasing membership and registered horses
- Without enthusiastic, engaged members, we do not have an organization

Promotions, Cont.

How?

- Being an active and up-to-date presence on the USIHC website
- Creating social media campaigns
- Expanding social media presence
- Providing representation at major events
- Working with Horses of Iceland
- Working closely with clubs and farms (What are the trends they are seeing in event attendance, lesson programs, sales, etc.?)
- Creating and distributing promotional materials such as brochures, clothing, swag, etc.
- Identifying advertising and outreach opportunities and developing a marketing strategy

2017 In Review

Horses of Iceland

- Marketing program to promote the Icelandic horse managed out of Iceland
- Promotes the breed digitally via Facebook, Instagram, and YouTube
- Currently a supporting partner and USIHC is listed on the partners page
- They are creating content that we do not have the resources to create
- We are able to use their content for our promotional purposes
- This allows us to reach new audiences on a grander scale- including people who would never have otherwise seen an Icelandic Horse
- Their vision aligns with our mission

Decals

- Sherry Hoover designed decals for our members
- 960 were sent out with the September 2017 Quarterly mailing (2 for each magazine)
- 260 went to Nicki Esdorn for welcome packets
- As of Sept. 2017 there are 286 left
- Successful project as it is inexpensive to mail to members because they fit in the Quarterly packaging. And it's nice to give members swag to encourage a sense of pride and community for being a part of USIHC

What's Next

Branding

- The USIHC has had the same look and logo for 20+ years
- Time for new photos on the website, new brand colors, new logo and brochures as it would help the organization evolve visually to appeal to a modern audience

Social Media

- Make social presence more active by implementing a posting schedule on Facebook
- Create Instagram as well as well as consider other social platforms
 - *New Facebook Campaign* - Features different registered horses to encourage members to register their horses as well as increase engagement on Facebook
- Members would submit a story about their horse and several photos

Website

- Evaluate the content on the promotions page
- Implement a more effective way for members to connect
- Many members have questions about how to renew membership as well as set up automatic renewal. Updating FAQ to add new questions
- Add member benefits page

#SWAG

- Selling merchandise is one of the best forms of marketing
 - ZAZZLE
 - Offers user friendly store front
 - Customizable options for consumers
 - Thousands of product options
 - Royalties are earned on each sale
 - No packaging, shipping, storing required

Promotions Calendar

- Establish calendar system between promotions and quarterly to help determine print numbers
- Build each year to have consistent number of promotional materials going out to events

Contact

promotion@icelandics.org
epotts3@gmail.com
yes2jess@gmail.co

Sport

Responsibilities

- Sport Rules both FEIF and USIHC local rules
 - Communicate and update sport rules in an easy to find location
- Sanctioned Show Program
- National Ranking
- World Championships Sport Tryouts & Team
- FEIF World Ranking Registration
- Assist Education Committee with USIHC Sport Judge Program
- Assist with schooling show program
- Promote Sport competitions through the website and social media (photos, results, etc.) in cooperation the Promotion Committee
- Work closely with Clubs and Youth to identify opportunities for Schooling/Sanctioned shows
- Identify locations to possibly increase the geographical areas for shows
- Assist Youth Committee with FEIF Youth Cup Tryout and add results to National Ranking
- Create an 'anybody can do this' program to entice more riders to consider sport riding

Sanctioned Events in 2017

Location	Date	Judge(s)
Santa Ynez, CA	April	Valdimar Audunsson
WC Tryout	June	Florian Schneider
Shelbyville, KY	June	Will Covert, Alexandra Dannenmann
Claverack, NY	June	Alexandra Dannenmann, Alex Pregitzer
Santa Cruz, CA	July	Will Covert
Eagle, WI	August	Silke Feuchthofen
Wasilla, AK	September	Pétur Jökull Hákonarson
Shelbyville, KY*^	October	Alexandra Dannenmann, Pétur Jökull Hákonarson, Þorgeir Guðlaugsson, Nicolai Thye, Hulda Geirsdottir, Will Covert
Santa Ynez, CA	October	Nicolai Thye

*FEIF World Ranking competitions ^3 separate Sanctioned Shows Held
2017 There were a total of 10 Sanctioned Events vs. 9 in 2016

National Rankings

Year End National Ranking 2016			Year End National Ranking 2017		
Award Winners			Award Winners		
Test	Rider	Avg.	Test	Rider	Avg.
T1	Asta Covert	7.35	T1	Asta Covert	7.50
T2	Asta Covert	7.40	T2	Asta Covert	7.45
T3	Laurie Prestine	6.45	T3	Laurie Prestine	6.45
T4	Alexandra Venable	5.95	T4	Gabrielle Pittman	5.93
T5	Elizabeth Robertson & Alicia Flanigan	5.90	T5	Alicia Flanigan	5.83
T6	Jessica Blough	6.40	T6	Jessica Blough	6.30
T7	Hannah Bailey	5.75	T7	Hannah Bailey	5.75
T8	Alicia Flanigan	5.70	T8	Alicia Flanigan	5.70
V1	Asta Covert	7.55	V1	Asta Covert	7.55
V2	Kathy Love	6.35	V2	Kathryn Love	6.35
V3	Jessica Blough	6.05	V3	Jessica Blough	6.05
V5	Jess Berman	5.28	V5	Orianna Bradley	5.85
V6	Alicia Flanigan	6.03	V6	Alicia Flanigan	6.03
F1	Terral Hill	6.45	F1	Ayla Green	6.60
F2	Gabrielle Pittman	4.69	F2	Gabrielle Pittman	4.88

Word Championships Tryout 2017

Judge: Florian Schneider

Riders in Bold have qualified for the World Championships Team

Riders in Italics rode for scores only

F1 - Five Gait - Preliminary Round

01	Chrissy Seipolt	Dreki vom Wotanshof	6.93 *
02	Ayla Green	Mári Frá Kolgerði	6.90 +

T1 - Tölt - Preliminary Round

01	Terral Hill	Sporður frá Bergi	6.30 +
02	<i>Jennifer Melville</i>	<i>Feykir Frá Ey</i>	<i>5.73 *</i>

T2 - Tölt - Preliminary Round

01	Chrissy Seipolt	Dreki vom Wotanshof	6.80 *
02	Jennifer Melville	Lýsingur frá Eystri-Hól	6.60 *

V1 - Four Gait - Preliminary Round

01	Jennifer Melville	Feykir Frá Ey	6.33*
02	Jennifer Melville	Lýsingur frá Eystri-Hól	5.80 *

+ Video Submission

*** World Ranking Competition Submission**

World Championships Team 2017 & Results

Team Leader: Katrin Sheehan

Ayla Green & Mári Frá Kolgerði

Jennifer Melville & Lýsingur frá Eystri-Hól – Did not pass fit to compete check

Jennifer Melville & Feykir Frá Ey – Reserve Horse

Chrissy Seipolt & Dreki vom Wotanshof - Withdrew do to lameness

From the FEIF website <https://www.feif.org/files/documents/WC2017.pdf>

F1-Five Gait Preliminary

Ayla Green [YR] / Mári frá Kolgerði [IS2006166584] / US

28th Place 5,0 - 5,2 - 5,4 - 4,6 - 5,1 **5,10**

T1 – Tolt Preliminary

Jennifer Melville / Feykir frá Ey I [IS2008184726] / US

47th Place 4,7 - 5,0 - 4,8 - 5,2 - 5,3 **5,00**

V1 – Four Gait Preliminary

Jennifer Melville / Feykir frá Ey I [IS2008184726] / US

45th Place 5,9 - 5,8 - 5,4 - 5,6 - 5,3 5,60

Youth

Mission

To promote the youth work in the United States including the Spaeri Award, the FEIF Youth Cup, the FEIF Youth Camp, and the American Youth Cup. The committee serves the greater mission of the USIHC by promoting the knowledge of the Icelandic Horse and its correct use as a competition and riding horse to young riders.

Vision

The future of the Icelandic horse in the United States depends on future competitors, trainers, instructors, and breeders. The members of the youth committee organize events and programs that educate, engage, and inspire young Icelandic horse enthusiasts so that they may continue to enjoy and protect the Icelandic horse throughout their lives.

Highlight of 2017

The second American Youth Cup was held in Santa Cruz, California. The event was again a great success. Nineteen talented young riders spent a week learning about the Icelandic horse, improving their horsemanship, and creating important connections to other young equestrian athletes.

Committee Work for 2018

FEIF Youth Cup Sweden 2018 – July 28th – August 4th

- Applications and videos due – January 12th
- Team selected – February 28th
- Pre-entry form due – April 9th
- Horse rental form due – April 9th
- Entry forms due – June 25th American Youth Cup 2019

American Youth Cup 2019