

NFHR BOARD OF DIRECTORS MEETING
Tuesday May 7, 2024 @ 6:00 p.m. MST

I. Call to Order 6:02 pm MST

- a. Kelsey Sayers (President), Beth German (Vice President), Cherrie Nolden (Secretary), Holly Durst (Treasurer), Cynthia Madden, Teresa Kandianis, Ardeth Obernaf, Jeanne Poirier (Registrar).
- b. Not present: Lisa Otten (unexcused), Margaret Bogie (on suspension).

II. Approval of Agenda

- a. Teresa moved to approve the agenda. Beth seconded.
- b. Beth moved to amend to add discussion of timeout practices. Cynthia seconded. 3 voted Aye (Holly, Beth, Cynthia), 4 Nay (Cherrie, Kelsey, Teresa, Ardeth). Amendment failed.
- c. Teresa moved to add a discussion item of a hardship case after the budget is voted on. Beth seconded. Teresa called the question. Passed unanimously
- d. Unanimously approved the amended agenda.

III. Approval of Board Meeting Minutes

- a. Teresa moved to approve the April 2024 Minutes. Cynthia seconded. Teresa called the question. Passed unanimously.

IV. Officer Reports

- a. President – will provide the report to Cherrie later.
- b. Registrar – Jeanne received 2 more memberships, 1 more subscription and 5 more foal registrations relative to the report she shared last week. The prior report was: 2024 Foals presented for registration – 17, 2024 Membership: Annual Family – 56, Annual Single – 203, Life Family – 52, Life Single – 175, Subscriptions - 94
- c. Treasurer – Holly. \$17,592.07 checking, \$18,333.94 in savings.

V. Committee Updates

- a. Awards Committee, Chair: Lisa Otten – No report.
- b. Breeders Committee, Chair: Cherrie Nolden – Still working on the NFHR COI change chart, to compare to the pedigree-based COI from Norway. Cherrie attended a Dutch seminar on inbreeding in Fjords and Norway noted that their pedigree-based COI average was 7%, but when COI was evaluated genomically, it was 13%. Cherrie submitted an idea for a fundraiser of donations for a drawing for a foal or cash, in duplication of the Suffolk breed fundraiser.
- c. Bylaws Review Committee, Chairs: Teresa Kandianis – The Herald could be reduced in expense by making a Bylaws change that allows the minutes be printed on the website, and not in the Herald.
- d. Education Committee, Chairs: Cherrie Nolden has shared information on social media about grazing Fjords, has been invited to present to University of Maine on management of easy keeper equines, and helped put up a booth promoting the Fjord at the Midwest Horse Fair, which received an outstanding display award from the Horse Fair organizers.
- e. Elections Committee, Chair: Kelsey Sayers – No report.
- f. Evaluation Committee, Chair: Beth German – Ideas and comments from the evaluators, trainee, technical delegate, and past chair to put a summary report together. A form is in development for evaluator trainee evaluation to evaluator status.
- g. Executive Committee, Members: Officers (Kelsey Sayers, Beth German, Cherrie Nolden & Holly Durst)
- h. Finance Committee, Chair: Holly Durst – discussed below
- i. Fjord Herald Committee, Chair: Kelsey Sayers and Jeanne. Erin is the new editor, Angela is helping her, the summer issue is in progress and looking great.
- j. Fjord Horse International, Liaison: Cherrie Nolden attended the FjHI General Assembly via zoom at the annual stallion show at Nordfjordeid, attended the FjHI judges training, and shared the breed statistics with the Board that were summarized by FjHI.

- k. Membership Committee, Chairs: TBD
- l. Promotion Committee: Chairs: Cynthia Madden
 - i. Cynthia is looking for feedback and volunteers for the promotion committee report of the survey (Attachment 1).
 - ii. The member who was drawn as a survey respondent was sent the painted Fjord figure.
 - iii. Cynthia moved to put the survey on the NFHR website and in the Fjord Herald. Holly seconded.
 - iv. Beth moved that the Board acknowledge that we appreciate all fundraising efforts, and if funds are earmarked for particular efforts, then the Board needs to approve the use of those funds. Holly seconded. Teresa amended to strike the second part. Beth and Holly accepted the friendly amendment. Unanimously passed.

VI. Unfinished Business

- a. 2024 Budget - Beth moved to approve the Budget as amended (Attachment 3). Seconded by Cynthia. Approved unanimously
- b. Hardship registration – Jeanne presented a mare with 4 prior owners where paperwork has not been documented properly. Teresa moved to not accept this as a hardship case. Cynthia seconded. Passed unanimously.

VII. Adjournment

- a. At 7:30, Teresa moved and Beth seconded to adjourn the meeting. Unanimously passed.

Next NFHR Board Meeting: June 4, 2024 (6:00 p.m. MST.)

**Attachment 1
Jan-April 2024 Management Report**

Attachment 2

**Norwegian Fjord Horse Registry
PROMOTION COMMITTEE SURVEY REPORT
April 23, 2024**

Presented by

Cynthia Madden, Chair NFHR Promotion Committee

Steve McIlree, Data & Design Consultant

Introduction

A survey of members of the Norwegian Fjord Horse Registry was conducted in March-April of 2024. The survey was emailed to all members. 23% of members responded which provides a valid statistical overview of NFHR members in order to validate the results of the survey.

This survey data provides valuable insights from the Norwegian Fjord Horse community of enthusiasts. This will help inform a targeted marketing plan for the most effective way of reaching a new audience.

Survey Results Summarized

The information below contains responses from 87 Norwegian Fjord Horse owners aimed at gathering information to develop a marketing plan for the breed. The survey covers various

aspects of how owners became acquainted with, acquired and utilized their horses, as well as their engagement with horse-related media and online platforms.

The most popular use by Norwegian Fjord Horse owners were for: Pleasure riding, Breeding, Dressage, Pleasure Driving, and Pasture Ornaments.

This survey provides valuable insights into the Norwegian Fjord Horse community and can inform a targeted marketing plan that leverages the most effective channels for reaching potential owners, emphasizes the breed's desirable characteristics, and engages with the existing community of enthusiasts.

Survey Insights

Here are the key findings that were summarized from survey responses utilizing AI (artificial intelligence) assistant:

1. Acquaintance with the Breed:

Owners became acquainted with Norwegian Fjord Horses through diverse means, including personal experiences, research, media, events, organizational connections, direct ownership, and cultural ties.

2. Acquisition Methods:

The majority of owners acquired their first Fjord Horse through purchase, either from breeders or private sales. Other methods included receiving them as gifts, adoption, trading for lessons, and leasing before purchasing.

3. Factors Influencing Acquisition:

Owners were drawn to the breed's characteristics such as temperament, versatility, and unique appearance. Other factors included the breed's reputation as an "easy keeper," suitability for specific uses and historical significance.

4. Geographical Distribution:

Survey respondents were primarily located in the United States, with a few from Canada. The widespread distribution of owners across North America indicates a broad interest in the breed.

5. Online Engagement:

Owners actively participate in various online platforms related to Norwegian Fjord Horses, including social media groups, forums, websites, and newsletters. Facebook groups dedicated to the breed are particularly popular.

6. Print Media:

While some owners subscribe to horse-related print media, particularly the "Norwegian Fjord Herald," a significant portion of the community does not engage with print media, potentially preferring digital content.

7. Sales Channels:

Owners who sold horses in the past two years found buyers through various channels, with social media, word of mouth, and online marketplaces being the most common.

8. Sources for Finding Horses:

Owners found their horses through a diverse array of sources, including print and online advertisements, social media, direct contacts, organizations, events, and personal encounters.

Develop an Action Plan

The next step with this information is for the NFHR Board of Directors, Registrar, and Promotion Committee to review these results and recommend a marketing plan to achieve the goal of increased recognition of the Norwegian Fjord Horse and its qualities in the equine community to achieve to more recognition of our breed, increase the size of the Norwegian Fjord Horse owners and users community, and overall growth of the NFHR.

Many thanks again to Steve McIlree whose computer expertise and Perplexity AI contributed in large measure to this survey. Ccm

SUMMARY OF DATA FROM THE PROMOTION COMMITTEE SURVEY

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Attachment 3 Budget

Norwegian Fjord Horse Registry, Inc.
Overview: Budget_FY24_P&L - FY24 P&L
 January - December 2024

Income

4000 AWARDS		
4000.03 Register of Excellence	\$	60.00
Total 4000 AWARDS	\$	60.00
4010 EVALUATION COMMITTEE		
4010.1 Evaluation Entry Fees & Clinics	\$	-
Total 4010 EVALUATION COMMITTEE	\$	-
4020 MEMBERSHIPS	\$	-
4020.03 Individual Membership	\$	8,865.00
4020.05 Family Membership	\$	3,040.00
4020.08 Life	\$	1,400.00
4020.10 Gift Memberships	\$	960.00
Total 4020 MEMBERSHIPS	\$	14,265.00
4035 PUBLICATIONS/OUTREACH	\$	-
4040 Herald	\$	-
4040.01 Classified Ads	\$	170.00
4040.02 Subscriptions	\$	6,285.00
4040.03 Display Ads	\$	3,145.00
4040.04 Farm Listings	\$	2,380.00
4040.05 Friend of Fjord Herald Donations	\$	2,247.00
4040.06 Back issues	\$	507.50
Total 4040 Herald	\$	14,734.50
4040.10 Web Site	\$	-
4040.11 Links	\$	420.00
Total 4040.10 Web Site	\$	420.00
Total 4035 PUBLICATIONS/OUTREACH	\$	15,154.50
4060 REGISTRAR	\$	-
4060.01 DNA Recording	\$	420.00
4060.03 Lease Recording	\$	175.00
4060.04 Semen Transfer Permits	\$	105.00
4060.06 DNA Kits	\$	4,913.25
4060.07 Lost Registration Certificates	\$	490.00
4060.08 Registrations	\$	6,745.00
Credit Card Processing Fees (4%)	\$	2,000.00
4060.09 Transfers	\$	13,500.00
Total 4060 REGISTRAR	\$	28,348.25
4150 DONATIONS	\$	-
4150.05 Donations-Awards	\$	165.00
4150.10 Donations-Evaluation Committee	\$	-
4150.15 Donations-Promotions	\$	1,374.61
4150.20 Donations - Youth	\$	50.00
4150.25 Donations-Membership Committee	\$	-
4150.40 Donation-Breeders Committee	\$	35.00

Total 4150 DONATIONS	\$	1,624.61
4200 Shipping Income	\$	148.34
4200.2 Dividends and Interest	\$	6.02
4999 Uncategorized Income	\$	-
Total Income	\$	59,606.72
Cost of Goods Sold		
5005.04 PayPal Fees	\$	2,115.00
5005.3 Discounts given	\$	270.00
Total Cost of Goods Sold	\$	2,385.00
Gross Profit	\$	57,221.72
Expenses		
6000 DIRECT EXPENSES	\$	-
6015 EVALUATION COMMITTEE-	\$	-
6015.3 Evaluation Supplies-General	\$	-
Total 6015 EVALUATION COMMITTEE-	\$	-
6080 AWARDS-Expense	\$	-
6080.01 NFHR Awards	\$	37.10
6080.03 USDF Awards	\$	154.50
Total 6080 AWARDS-Expense	\$	191.60
6085 REGISTRAR-	\$	25.00
7125 PUBLICATIONS/OUTREACH	\$	-
7105 WEB SITE	\$	-
7105.02 Hosting	\$	245.34
Total 7105 WEB SITE	\$	245.34
7128 Herald	\$	-
7128.01 Design & Layout	\$	3,900.00
7128.02 Editor Fee	\$	3,900.00
7128.04 Postage	\$	-
7128.05 Printing	\$	4,200.00
Total 7128 Herald	\$	12,000.00
Total 7125 PUBLICATIONS/OUTREACH	\$	12,245.34
PROMOTIONS COMMITTEE EXPENSES	\$	200.00
Total 6000 DIRECT EXPENSES	\$	12,661.94
6035 NFHR OPERATIONS/INDIRECT EXPENSES	\$	-
6035.1 Annual BOD Face2Face Meeting	\$	1,390.00
6035.2 Bank Fees	\$	13.00
6044 Communications	\$	-
6044.02 Fax Service	\$	144.00
6044.04 Telephone	\$	767.08
6044.09 Zoom	\$	196.88
Total 6044 Communications	\$	1,107.96
6049 Insurance	\$	2,081.00
6052 Office Supplies	\$	2,173.84
6057 Postage - General / Stamps.com	\$	1,216.25
6068 Professional Fees	\$	-
6068.02 Accounting	\$	4,081.47
6068.03 Attorney	\$	-
Total 6068 Professional Fees	\$	4,081.47
6070 Software	\$	2,463.00

6071 Travel	\$	-
Total 6035 NFHR OPERATIONS/INDIRECT EXPENSES	\$	14,526.52
6054 Payroll Expenses	\$	-
6054.1 Payroll Taxes	\$	2,767.36
6054.2 Payroll Wages	\$	33,726.60
6054.3 Payroll fees	\$	448.00
Total Contract Employee	\$	1,500.00
Total 6054 Payroll Expenses	\$	38,441.96
Total Expenses	\$	65,630.42
Net Operating Income	-\$	8,408.70
Other Income		
Misc. Income	\$	-
Total Other Income	\$	0.00
Other Expenses		
Other Miscellaneous Expense	\$	-
Total Other Expenses	\$	0.00
Net Other Income	\$	0.00
Net Income		(\$8,408.70)