

NFHR BOARD OF DIRECTORS MEETING MINUTES
Tuesday June 4th, 2024 @ 6:00 p.m. MST

I. Call to Order, 6:26 pm MST

Kelsey Sayers (President), Beth German (Vice President), Cherrie Nolden (Secretary), Holly Durst (Treasurer), Cynthia Madden, Teressa Kandianis, Ardeth Obenauf, Lisa Otten, Jeanne Poirier (Registrar).

Not present: Lisa Otten (unexcused), Margaret Bogie (on suspension).

II. Approval of Agenda

Kelsey moved to approve the agenda with an addition of the ratification of the May minutes. Teressa seconded. Unanimously approved.

III. Ratify Motions

Beth moved to ratify the approval of the minutes from May, 2024. Teressa seconded. Unanimously approved.

IV. Officer Reports

a. President – new Bonfire campaign in the works, for NFHR logo items

b. Registrar

2024 foals presented for registration: 35. 2024 Transfers of ownership: 131. Total membership, including subscriptions: 536. Of those, 168 are life members.

c. Treasurer (See Attachment 1; Management Report January through May, and Attachment 2: Budget v Actual Jan-May 2024)

Checking: \$15,662.37

Savings: \$18,334.24

V. Committee Updates

a. Awards Committee, Chair: Lisa Otten – No report.

b. Breeders Committee, Chair: Cherrie Nolden – Working on a coefficient of inbreeding (COI) article for the Herald, based on the presentation at the General Assembly of Fjord Horse International. Calculating a COI change chart, to compare to the pedigree-based COI from Norway. Cherrie presented 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, Chair: Teressa Kandianis – Individual issues will be addressed. Will compose and present a motion to approve sending out the change to allowing non-registry members to register their horses at double cost of members. Also placing the minutes online and not take up space in the Fjord Herald.

d. Education Committee, Chair: Cherrie Nolden is working on an educational article for the Herald, based on her presentation to the University of Maine Extension group on easy keeping of easy keepers.

e. Elections Committee, Chair: Kelsey Sayers – No report.

f. Evaluation Committee, Chair: Beth German – Have not received the forms from Curt Piercer for evaluating the trainees. Pilot evaluation report in progress.

g. Executive Committee, Members: Officers (Kelsey Sayers, Beth German, Cherrie Nolden & Holly Durst)

h. Finance Committee, Chair: Holly Durst – no update

i. Fjord Herald Committee, Chair: Kelsey Sayers and Jeanne. About to send the new Herald to print. Erin is the new editor and is doing great. Need to find more advertising recruitment folks.

j. Fjord Horse International, Liaison: Cherrie Nolden and Jeanne Poirier attended the FjHI Secretaries meeting via zoom on 5/22/2024. Jeanne's microphone wasn't working. The FjHI website is still not updated. Australia is a new member of FjHI. Meetings are monthly by zoom. Imported horse pedigrees are accessible through the list of secretaries and

connections made through FjHI have been invaluable to Jeanne for building pedigrees of imported Fjords. Recent activity in FjHI has been really valuable to the NFHR.

- k. Membership Committee, Chair: TBD
- l. Promotion Committee: Chair: Cynthia Madden. Would like feedback on goals of Ambassador program. Sent out ideas about layout and items for promotions. It will be a kit that can be used repeatedly and refilled as needed. Working on venders. We all appreciate Cynthia's work on this.

VI. Discussion

- a. Promotion Committee presentation – please give Cynthia feedback. See Attachments 3 and 4.
- b. Herald advertising – Kelsey – The ad coordinator resigned and Jeanne stepped in for this issue. Banner ads on the website aren't active anymore. There are just 3 ads in the current Herald. **Teressa moved to make ad space available in the Herald, but no longer have an advertising coordinator position. Ardeth seconded. Unanimously approved. Teressa moved to make the fee structure less expensive and effective January 1st. Beth seconded. Approved unanimously.**
- c. Fundraising
 - a. Holly has donated a walking stick with a Fjord on it. Ashley Ralph will auction it off and provide a donation to the NFHR.
 - b. Foal Drawing – Cherrie
 - c. Donated Breeding - Kelsey
- d. Personnel issues
 - a. **Kelsey moved to enter executive session at 7:38 pm. Teressa seconded. Passed unanimously. Executive session ended at 8:17 pm MST.**

VII. Adjournment

Teressa moved and Holly seconded to adjourn the meeting. Passed unanimously.

Next NFHR Board Meeting: July 2, 2024 (6:00 p.m. MST.)

Attachment 1

Financial Statement from Holly: Management Report January through May

Attachment 2

Budget v Actual Jan-May 2024

Attachment 3

NFHR Ambassador Program proposal

Attachment 4

Ambassador Program poster

Management Report

Norwegian Fjord Horse Registry
Jan - May 2024



Prepared by

Pearl Accounting Services

Prepared on

June 3, 2024

Table of Contents

Statement of Activity May3

Jan - May 2024 Comp Jan - May 20235

Jan - May 2024 Comp Jan - May 20238

Statement of Activity May

May 2024

	Total
INCOME	
4020 MEMBERSHIPS	
4020.03 Individual Membership	280.00
4020.05 Family Membership	255.00
4020.10 Gift Memberships	120.00
Total 4020 MEMBERSHIPS	655.00
4035 PUBLICATIONS/OUTREACH	
4040 Herald	
4040.02 Subscriptions	60.00
Total 4040 Herald	60.00
Total 4035 PUBLICATIONS/OUTREACH	60.00
4060 REGISTRAR	
4060.01 DNA Recording	30.00
4060.06 DNA Kits	670.00
4060.07 Lost Registration Certificates	55.00
4060.08 Registrations	450.00
4060.09 Transfers	1,665.00
Total 4060 REGISTRAR	2,870.00
4200.2 Dividends and Interest	0.75
4950 Service/Fee Income	52.60
Total Income	3,638.35
COST OF GOODS SOLD	
5005.04 PayPal Fees	106.29
5005.3 Discounts given	20.00
Total Cost of Goods Sold	126.29
GROSS PROFIT	
	3,512.06
EXPENSES	
6035 NFHR OPERATIONS/INDIRECT EXPENSES	
6044 Communications	
6044.02 Fax Service	12.00
6044.04 Telephone	59.06
6044.09 Zoom	16.58
Total 6044 Communications	87.64
6052 Office Supplies	237.26
6057 Postage - General / Stamps.com	29.99
6068 Professional Fees	
6068.02 Accounting	471.25
Total 6068 Professional Fees	471.25
Total 6035 NFHR OPERATIONS/INDIRECT EXPENSES	826.14

	Total
6054 Payroll Expenses	
6054.1 Payroll Taxes	215.00
6054.2 Payroll Wages	2,810.55
6054.3 Payroll fees	41.00
Total 6054 Payroll Expenses	3,066.55
Total Expenses	3,892.69
NET OPERATING INCOME	-380.63
NET INCOME	\$ -380.63

Jan - May 2024 Comp Jan - May 2023

January - May, 2024

		Total
	Jan - May, 2024	Jan - May, 2023 (PY)
INCOME		
4000 AWARDS		
4000.02 Hours of Fun	50.00	
Total 4000 AWARDS	50.00	
4010 EVALUATION COMMITTEE		
4010.1 Evaluation Entry Fees & Clinics		775.00
Total 4010 EVALUATION COMMITTEE		775.00
4020 MEMBERSHIPS		
4020.03 Individual Membership	13,665.00	
4020.05 Family Membership	4,525.00	2,080.00
4020.08 Life	2,200.00	
4020.10 Gift Memberships	420.00	450.00
Individual Memberships		7,535.00
Total 4020 MEMBERSHIPS	20,810.00	10,065.00
4035 PUBLICATIONS/OUTREACH		
4040 Herald		
4040.02 Subscriptions	1,932.00	327.00
4040.03 Display Ads	1,525.00	2,455.00
4040.04 Farm Listings	910.00	1,260.00
4040.05 Friend of Fjord Herald Donations	100.00	1,012.00
4040.06 Back issues	144.29	287.50
Total 4040 Herald	4,611.29	5,341.50
4040.10 Web Site		
4040.11 Links	70.00	140.00
Total 4040.10 Web Site	70.00	140.00
Total 4035 PUBLICATIONS/OUTREACH	4,681.29	5,481.50
4060 REGISTRAR	20.80	
4060.01 DNA Recording	60.00	360.00
4060.03 Lease Recording	105.00	35.00
4060.06 DNA Kits	3,196.00	2,014.25
4060.07 Lost Registration Certificates	220.00	220.00
4060.08 Registrations	3,480.00	2,110.00
4060.09 Transfers	6,435.00	6,120.00
Total 4060 REGISTRAR	13,516.80	10,859.25
4150 DONATIONS		
4150.10 Donations-Evaluation Committee		50.00
4150.15 Donations-Promotions	125.00	919.52

		Total
	Jan - May, 2024	Jan - May, 2023 (PY)
4150.20 Donations - Youth	60.00	
4150.25 Donations-Membership Committee		25.00
4150.30 Donations-Education	80.00	
4150.5 Donations-General Unrestricted	40.12	
Total 4150 DONATIONS	305.12	994.52
4200 Shipping Income		61.29
4200.2 Dividends and Interest	3.72	0.67
4950 Service/Fee Income	164.48	
4999 Uncategorized Income	20.00	
Total Income	39,551.41	28,237.23
COST OF GOODS SOLD		
5005.04 PayPal Fees	817.47	776.05
5005.3 Discounts given	130.00	10.00
Total Cost of Goods Sold	947.47	786.05
GROSS PROFIT	38,603.94	27,451.18
EXPENSES		
6000 DIRECT EXPENSES		
6030 MEMBERSHIP COMMITTEE		
6030.1 Membership Stickers	779.07	
Total 6030 MEMBERSHIP COMMITTEE	779.07	
6080 AWARDS-Expense		
6080.01 NFHR Awards		37.10
6080.03 USDF Awards		154.50
Total 6080 AWARDS-Expense		191.60
7125 PUBLICATIONS/OUTREACH		
7105 WEB SITE		
7105.02 Hosting	139.50	139.50
Total 7105 WEB SITE	139.50	139.50
7128 Herald		
7128.01 Design & Layout	1,969.70	
7128.02 Editor Fee	1,200.00	1,200.00
7128.04 Postage		683.85
7128.05 Printing		5,075.00
Total 7128 Herald	3,232.70	6,958.85
Total 7125 PUBLICATIONS/OUTREACH	3,372.20	7,098.35
Total 6000 DIRECT EXPENSES	4,151.27	7,289.95
6035 NFHR OPERATIONS/INDIRECT EXPENSES		
6035.1 Annual BOD Face2Face Meeting	964.51	1,390.00

		Total
	Jan - May, 2024	Jan - May, 2023 (PY)
6035.2 Bank Fees	5.00	8.00
6044 Communications		
6044.02 Fax Service	60.00	60.00
6044.04 Telephone	295.81	353.73
6044.09 Zoom	82.90	80.82
Total 6044 Communications	438.71	494.55
6046 Dues and Subscriptions	753.43	
6047.1 Elections	107.32	
6049 Insurance	1,754.00	1,568.00
6052 Office Supplies	770.89	793.56
6056 Postage (deleted)		807.35
6057 Postage - General / Stamps.com	549.95	124.95
6068 Professional Fees		
6068.02 Accounting	2,011.25	2,001.47
6068.03 Attorney		1,000.00
Total 6068 Professional Fees	2,011.25	3,001.47
6070 Software	2,199.00	2,260.00
Other Business Expenses	10.00	
Total 6035 NFHR OPERATIONS/INDIRECT EXPENSES	9,564.06	10,447.88
6054 Payroll Expenses		
6054.1 Payroll Taxes	1,315.06	1,262.30
6054.2 Payroll Wages	14,052.75	14,052.75
6054.3 Payroll fees	182.51	120.00
Total 6054 Payroll Expenses	15,550.32	15,435.05
Total Expenses	29,265.65	33,172.88
NET OPERATING INCOME	9,338.29	-5,721.70
OTHER INCOME		
6085 REGISTRAR-Donation-Support (deleted)		370.00
Total Other Income	0.00	370.00
NET OTHER INCOME	0.00	370.00
NET INCOME	\$9,338.29	\$ -5,351.70

Jan - May 2024 Comp Jan - May 2023

As of May 31, 2024

		Total
	As of May 31, 2024	As of May 31, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
1000 US Bank Checking	15,674.22	8,309.88
1030 PayPal	612.52	
1070 US Bank Savings-0218	18,334.24	14,325.17
1070.5 Restricted Donations	125.00	
Total 1070 US Bank Savings-0218	18,459.24	14,325.17
Total Bank Accounts	34,745.98	22,635.05
Other Current Assets		
1022 Undeposited Funds	0.00	340.00
Total Other Current Assets	0.00	340.00
Total Current Assets	34,745.98	22,975.05
TOTAL ASSETS	\$34,745.98	\$22,975.05
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (A/P)	154.75	0.00
Total Accounts Payable	154.75	0.00
Other Current Liabilities		
2100 Payroll Liabilities	-8.23	8.23
Total Other Current Liabilities	-8.23	8.23
Total Current Liabilities	146.52	8.23
Total Liabilities	146.52	8.23
Equity		
3900 Retained Earnings	25,261.17	28,318.52
Net Income	9,338.29	-5,351.70
Total Equity	34,599.46	22,966.82
TOTAL LIABILITIES AND EQUITY	\$34,745.98	\$22,975.05

Norwegian Fjord Horse Registry, Inc.

Budget vs. Actuals: Jan - May 2024

January - May, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4000 AWARDS				
4000.02 Hours of Fun	50.00		50.00	
4000.03 Register of Excellence		0.00	0.00	
Total 4000 AWARDS	50.00	0.00	50.00	
4020 MEMBERSHIPS				
4020.03 Individual Membership	13,665.00	5,540.64	8,124.36	246.63 %
4020.05 Family Membership	4,525.00	1,688.92	2,836.08	267.92 %
4020.08 Life	2,200.00	1,400.00	800.00	157.14 %
4020.10 Gift Memberships	420.00	600.00	-180.00	70.00 %
Total 4020 MEMBERSHIPS	20,810.00	9,229.56	11,580.44	225.47 %
4035 PUBLICATIONS/OUTREACH				
4040 Herald				
4040.01 Classified Ads		170.00	-170.00	
4040.02 Subscriptions	1,932.00	2,618.75	-686.75	73.78 %
4040.03 Display Ads	1,525.00	1,310.44	214.56	116.37 %
4040.04 Farm Listings	910.00	991.69	-81.69	91.76 %
4040.05 Friend of Fjord Herald Donations	100.00	936.25	-836.25	10.68 %
4040.06 Back issues	144.29	211.45	-67.16	68.24 %
Total 4040 Herald	4,611.29	6,238.58	-1,627.29	73.92 %
4040.10 Web Site				
4040.11 Links	70.00	175.00	-105.00	40.00 %
Total 4040.10 Web Site	70.00	175.00	-105.00	40.00 %
Total 4035 PUBLICATIONS/OUTREACH	4,681.29	6,413.58	-1,732.29	72.99 %
4060 REGISTRAR				
4060.01 DNA Recording	60.00	175.00	-115.00	34.29 %
4060.03 Lease Recording	105.00	72.90	32.10	144.03 %
4060.04 Semen Transfer Permits		43.75	-43.75	
4060.06 DNA Kits	3,196.00	2,047.75	1,148.25	156.07 %
4060.07 Lost Registration Certificates	220.00	204.15	15.85	107.76 %
4060.08 Registrations	3,480.00	2,810.40	669.60	123.83 %
4060.09 Transfers	6,435.00	5,625.00	810.00	114.40 %
Total 4060 REGISTRAR	13,516.80	10,978.95	2,537.85	123.12 %
4150 DONATIONS				
4150.05 Donations-Awards		165.00	-165.00	
4150.15 Donations-Promotions	125.00	572.75	-447.75	21.82 %
4150.20 Donations - Youth	60.00	0.00	60.00	
4150.30 Donations-Education	80.00		80.00	
4150.40 Donation-Breeders Committee		35.00	-35.00	
4150.5 Donations-General Unrestricted	40.12		40.12	
Total 4150 DONATIONS	305.12	772.75	-467.63	39.48 %
4200 Shipping Income		61.80	-61.80	

Norwegian Fjord Horse Registry, Inc.

Budget vs. Actuals: Jan - May 2024

January - May, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
4200.2 Dividends and Interest	3.72		3.72	
4950 Service/Fee Income	164.48	833.35	-668.87	19.74 %
4999 Uncategorized Income	20.00	2.50	17.50	800.00 %
Total Income	\$39,551.41	\$28,292.49	\$11,258.92	139.79 %
Cost of Goods Sold				
5005.04 PayPal Fees	817.47	881.25	-63.78	92.76 %
5005.3 Discounts given	130.00	112.50	17.50	115.56 %
Total Cost of Goods Sold	\$947.47	\$993.75	\$ -46.28	95.34 %
GROSS PROFIT	\$38,603.94	\$27,298.74	\$11,305.20	141.41 %
Expenses				
6000 DIRECT EXPENSES				
6030 MEMBERSHIP COMMITTEE				
6030.1 Membership Stickers	779.07		779.07	
Total 6030 MEMBERSHIP COMMITTEE	779.07		779.07	
6080 AWARDS-Expense				
6080.01 NFHR Awards		0.00	0.00	
6080.03 USDF Awards		0.00	0.00	
Total 6080 AWARDS-Expense		0.00	0.00	
6085 REGISTRAR-		25.00	-25.00	
7125 PUBLICATIONS/OUTREACH				
7105 WEB SITE				
7105.02 Hosting	139.50	245.34	-105.84	56.86 %
Total 7105 WEB SITE	139.50	245.34	-105.84	56.86 %
7128 Herald	63.00		63.00	
7128.01 Design & Layout	1,969.70	1,950.00	19.70	101.01 %
7128.02 Editor Fee	1,200.00	1,950.00	-750.00	61.54 %
7128.05 Printing		2,100.00	-2,100.00	
Total 7128 Herald	3,232.70	6,000.00	-2,767.30	53.88 %
Total 7125 PUBLICATIONS/OUTREACH	3,372.20	6,245.34	-2,873.14	54.00 %
Total 6000 DIRECT EXPENSES	4,151.27	6,270.34	-2,119.07	66.20 %
6035 NFHR OPERATIONS/INDIRECT EXPENSES				
6035.1 Annual BOD Face2Face Meeting	964.51	1,390.00	-425.49	69.39 %
6035.2 Bank Fees	5.00	5.40	-0.40	92.59 %
6044 Communications				
6044.02 Fax Service	60.00	60.00	0.00	100.00 %
6044.04 Telephone	295.81	319.60	-23.79	92.56 %
6044.09 Zoom	82.90	82.05	0.85	101.04 %
Total 6044 Communications	438.71	461.65	-22.94	95.03 %
6046 Dues and Subscriptions	753.43		753.43	
6047.1 Elections	107.32		107.32	
6049 Insurance	1,754.00	867.10	886.90	202.28 %

Norwegian Fjord Horse Registry, Inc.

Budget vs. Actuals: Jan - May 2024

January - May, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
6051 Marketing/Promotions		83.35	-83.35	
6052 Office Supplies	770.89	905.75	-134.86	85.11 %
6057 Postage - General / Stamps.com	549.95	506.75	43.20	108.52 %
6068 Professional Fees				
6068.01 Contract Labor		625.00	-625.00	
6068.02 Accounting	2,011.25	1,700.60	310.65	118.27 %
Total 6068 Professional Fees	2,011.25	2,325.60	-314.35	86.48 %
6070 Software	2,199.00	1,026.25	1,172.75	214.28 %
Other Business Expenses	10.00		10.00	
Total 6035 NFHR OPERATIONS/INDIRECT EXPENSES	9,564.06	7,571.85	1,992.21	126.31 %
6054 Payroll Expenses				
6054.1 Payroll Taxes	1,315.06	1,153.05	162.01	114.05 %
6054.2 Payroll Wages	14,052.75	14,052.75	0.00	100.00 %
6054.3 Payroll fees	182.51	186.65	-4.14	97.78 %
Total 6054 Payroll Expenses	15,550.32	15,392.45	157.87	101.03 %
Total Expenses	\$29,265.65	\$29,234.64	\$31.01	100.11 %
NET OPERATING INCOME	\$9,338.29	\$ -1,935.90	\$11,274.19	-482.37 %
NET INCOME	\$9,338.29	\$ -1,935.90	\$11,274.19	-482.37 %

INTRODUCTIG THE NFHR AMBASSADOR PROGRAM 1

Cynthia Madden, NFHR Promotion Committee

Dear NFHR Member:

Thank you to all who participated in the NFHR Member Survey for the Promotion Committee.

*The first step in developing more interest in Fjords starts with you!
Seeing a Fjord creates the magic and desire to find out more.*

What can I do? Become an NFHR AMBASSADOR!

Here are some suggestions and helpfu tools we've prepared to aid you in introducing Norwegian Fjords to new audiences:

MEMBER PROMOTIONAL MATERIALS

It's actually very simple: The NFHR Promotion Committee has developed two Promotion Kits for you:

- If you do not exhibit your Fjords but enjoy them on the trail or rail: here is a package desgined for you to have on hand when anyone admires your horse/s:

The NFHR **Flyer** - always have a few on hand. You can request them from the NFHR office for free.

Refer them to the NFHR website and Facebook page:

www.nfhr.com

www.facebook.com/groups/NFHRGroup (business cards???)

- Donate \$5? to the NFHR Promotion Committee and receive our new bumper sticker. (You'll be amazed how often someone expresses curiosity.)

EXHIBITOR PACKAGE:

BANNER for big shows *

STALI/ TRAILER POSTER smaller venues

Sample Fjord Heralds Flyers

* Large Banners require return shipping costs STALL POSTERS are \$5 donation each

INDIVIDUAL PACKETT:

Flyer

Stall Poster for Tack Room, etc.

Sample Heralds to show

TALKING POINTS

- Emphasize the Fjord's gentle temperament, intelligence, and versatility
- Highlight the breed's unique appearance, including size and color
- Showcase Fjord suitability for various activitiesdriving, farming, trail riding, and famiy use

Page 2 Bumper Sticker Design

PROPOSED BUMPER STICKER - Red Background \$10 Donation

**ASK
ME
ABOUT**



27x40

Norwegian Fjord Horse

THE ALL IN ONE HORSE

Personality
Versatility
History
Beauty



Norwegian Fjord Horse Registry
801 W. County Rd 4
Berthoud, CO 80513