



I. Welcome & Call to order

- a. In Attendance: Dr. Rosanne Palermo, President, Angie DePuydt, Vice President, Charlotte Dumford, Secretary, Amy Rogala-Hobbs, Treasurer, Marquis Laude, Director, Eric Smith, Director, Allison Thomas, Director, Jason Tice, Executive Director
- b. Conflicts of Interest: No Conflicts of Interest were identified for this meeting

II. Correspondence- No Correspondence was presented for this meeting

III. Treasurer's Report-Due to a reconciliation error, there were no financials available for Oct. 2019.

IV. Consent Agenda-Motion made by Ms. Thomas to accept the Consent Agenda with the exclusions of Finance Committee and Inspection Committee. Motion second by Mr. Smith. Motion passed unanimously

- a. Board of Directors Minutes 10.15.19
- b. Annual General Meeting Committee 10.17.19
- c. Annual General Meeting Committee 11.7.19
- d. Education Committee 10.17.19 & 11.14.19
- e. Membership Committee 9.18.19 and 10.16.19
- f. Marketing Committee 11.4.19
- g. Editorial Committee 10.24.19

V. Executive Director's Report

- a. **Membership:** Current membership is 1634 which represents a decline of 9 members compared to 2018.
- b. **DNA Issues:** No DNA issues currently
- c. **Registration Issue:** One horse is missing a microchip. Currently, we are working out the DNA, and we will send a new chip to be inserted once verified.
- d. **Chapters:** No issues currently.
- e. **2020 Budget Items-**The Budget is in progress and will be available shortly.
- f. **Pending Legal Issue-**Currently searching for a time in January to schedule a mediation.
- g. **Stallion Update-**Zeus will not be attending the stallion testing in 2019. He may choose to attend testing in the NL in 2020. Currently, the following stallions have been selected as part of the 2019 inspections and have been asked to continue on in the program: Floris Majestic Friesians and Atze.
- h. **Inspection Papers-**These have all been mailed out for the 2019 inspection season. If someone has not received their papers, they might still be in the office pending a predicate fee. As per my policy, owners with 3 or more papers will receive theirs by certified mail. Anyone not receiving their papers within 90 days can contact us to receive a new set of papers.
- i. **Website update-** The website is live, and there are still a few bugs to work out, specifically with classified ads. Some other smaller issues exist which might not be noticeable to the membership but are noticeable to Mr. Tice. Mr. Tice is working on these issues, and hopefully they can be resolved in the next week or two.
- j. **Election/Nomination-**We have one nomination as of the date of this Board meeting: member Mathew Jenkins. Nominations close Nov. 29.
- k. **Reminder-**Sarah will return from her medical leave on Thursday, Nov. 21.
- l. **KFPS Meeting-**Mr. Tice reported that the meeting with the KFPS has been moved to Friday, and as soon as he has a time, he will let the Board know. He has requested that agenda items for this meeting be sent to him.
- m. **Outstanding Invoices-**Mr. Tice reported that he has several past due invoices. He is currently working with Ms. Rogala-Hobbs to clean these up.

VI. Committee Report

- a. **FHANA Member Council 10.16.19-**Ms. DePuydt presented the minutes from the FHANA Member Council. With these minutes was a submission of the form for the FHANA Chapter Affiliation Renewal. The committee would like to extend the chapter renewal date to March 31 of the respective year. Another change is the officer criteria with the submission. The Council proposes having 3 officers and one member at large submitted with the renewal. Another change is the number of signatures required.



The Council recommends changing the requirement to just one signature for renewals. Ms. DePuydt asked for a response from Mr. Tice since he is the person that must work with the new process. Mr. Tice responded in favor of the new form and the change in officer and signature requirements. Mr. Smith requested the form follow the current FHANA Rules and Regulations regarding a chapter. Mr. Tice read the rule for the Board, and Ms. DePuydt suggested we insert the FHANA Rules into this document for the chapters to follow. Mr. Smith was agreeable to this action. **Motion made by Ms. DePuydt to accept the Chapter Renewal form submitted by the FHANA Member Council with the amendment to strike the second sentence under the Chapter Officers and to adopt the language that is currently in the FHANA Rules and Regulations. Motion seconded by Ms. Rogala-Hobbs. Motion passed unanimously.** Mr. Tice reminded the Board that a motion is needed to change the FHANA Rules and Regulations to reflect the change in Chapter Renewal date to March 31. **Motion made by Ms. DePuydt to change the deadline for Chapter Renewals from Jan. 31 to March 31. Motion seconded by Ms. Thomas. Motion approved unanimously.**

- b. Finance Committee 11.1.19- Ms. Rogala-Hobbs presented the minutes from the finance Committee. Ms. Smith questioned raising the ABFP fee for mare owners from \$500 to \$750. Mr. Smith asked what the ABFP/Stallion committee's thoughts are on this proposal. Ms. Rogala-Hobbs reported that this was just a suggestion by the committee during their recent Budget meeting. The goal of the committee is to bring a break-even budget for approval, and this was one way the committee thought might bring in additional income. Mr. Smith expressed his hope that the ABFP/Stallion committee gives their stamp of approval before this is brought before the board.
 - i. Dr. Palermo reported on the ABFP, indicating that Mr. Vanderkooy is bringing Julius 486 back to North America to stand at Wim Cazemier's facility. It was determined that this would be a conflict with our ABFP program. Dr. Palermo also reported that the remainder of the Julius 486 offspring will be tested in the Netherlands. Dr. Palermo added that Mr. Cazimier would like to have the ABFP testing earlier in the year to allow for him to train and work possible inspection horses. Mr. Smith requested a formal committee report on any updates. Ms. Depuydt supported this request. Dr. Palermo reported she would do this as soon as she has additional information.
- c. **Inspection Committee 11.12.19-** Mr. Laude presented the minutes from the Inspection Committee. Ms. Rogala-Hobbs inquired about an expense. Mr. Tice reported that this is a timing issue and that we have not received the expenses from the KFPS at this point. Mr. Smith inquired about updates to the inspection handbook and site host handbook, specifically, if these updates would be presented to the Board before adoption. Mr. Laude reported that these items will be presented upon completion. Mr. Smith inquired about the 2 options for the inspections and asked where we are in the process. Mr. Tice reported that option 2 is what we are working on at the moment and that the schedule is in the hands of the KFPS. We are waiting for additional feedback from them. As of this date, no sites have been contacted about possible dates. Mr. Tice reported that the planning of 2020 is backwards from how we have ever done this in the past due to a change in KFPS procedure this year. Dr. Palermo reported the judges have requested plenty of travel time before sites with afternoon flights. Mr. Smith strongly advised communicating these expectations to the site hosts. Ms. DePuydt inquired about the Texas inspection and what justification there was to continue with this site for 2020 based on low numbers in recent years. Dr. Palermo reported that this was a decision she made based on unique extenuating circumstances faced in Texas. Mr. Laude reported that Inspection committee has a proposal on its floor that, in future, each and every site, no matter how many horses they have had in the past, will need to submit an application to hold an inspection in their area. This is still under review, and the committee hopes to implement this in 2021. This will hopefully address the groups that consistently fall short of the numbers stated in current guidelines because of the geographical challenges they face. Ms. Dumford indicated that there are several areas like Texas that are geographically challenged, that numbers fluctuate from year to year, and that we need to continue to make sure these members are being adequately served. Ms. DePuydt inquired if some of the larger sites have thought about going to two days? Mr. Tice reported that he has spoken to both the judges and the site hosts at some of these locations, and they indicated that they prefer to stay as a one-day inspection. The judges reported to Mr. Tice that if the sites are organized, they can easily take care of 50 horses in one day. *But it is up to the sites to be organized.* Ms. Thomas reported that there are members in Canada that must travel 33+ hours if they wish to attend an inspection. Dr. Palermo asked Ms. Thomas to investigate these areas and see if there is an option for an inspection location to be added to some of these locations.



VII. Review Items

- a. **Strategic Planning Initiative**-Mr. Tice presented a financial budget to conduct a Strategic Planning session in 2020. A discussion took place on the criteria for selecting whom to invite and what should be required of them. Ms. DePuydt and Dr. Palermo suggested that those who do attend should be required to participate in a committee and give back to the association by helping to implement the plan. Ms. Rogala-Hobbs voiced her concern surrounding the expense of this and how it will affect the FHANA budget. Ms. DePuydt suggested that this money should be allocated from our FHANA Savings account. Mr. Smith suggested that regardless of where the money comes from, the budget should flesh this out. Ms. Rogala-Hobbs reported she would take these suggestions back to the committee as part of the budgeting process. **Motion made by Mr. Smith to proceed with the Strategic Planning Process as proposed. Motion seconded by Ms. Thomas. Motion approved unanimously.**
- b. **Mare Show East/West Financials**-Mr. Tice presented the financial statements from both events. Mr. Tice reported that he is still missing a few expense items, but that he has not received these invoices to pay. Mr. Smith inquired if both events had a positive return. Mr. Tice reported that was correct.
- c. **November KFPS Member Council Meeting**-Mr. Laude presented the information for the upcoming KFPS member Council Meeting. Items of concern to the council members are as follows:
 - i. KFPS Sports Committee wish to change the scoring of the IBOP to a letter designation "A", "AA", and "AAA". Dr. Palermo reported that she is happy to see this suggestion that she made to the KFPS come to fruition. Ms. Dumford requested some clarification. Dr. Palermo reported that the scores after completion of the test would result in one of the letter scores. Ms. Dumford inquired how this would impact our IBOP Cups. Dr. Palermo reported that the scores would still be available to help with the judging. The board recommended that the committee members vote in favor of this item.
 - ii. KFPS wants to make a change to the number of inspections a member/horse can attend in a calendar year from one to two. While FHANA continues to follow the rules of the KFPS, this might not be applicable in North America. Not all members would have the same opportunity to attend a second inspection if their initial inspection was later in the schedule. Mr. Tice asked for clarification that this new rule is being put in place for a member to attend a second inspection and receive an additional premie.
 - iii. KFPS is looking to reduce costs, so they are looking to reduce the deposit fee that members pay on expired horses. Mr. Laude reported that there is no need for discussion on this item because it is not applicable in North America.
- d. **FHANA Logo Project**-Dr. Palermo requested that we go to closed session and invite Mr. Scott Kelnhofer to the meeting to present a possible FHANA logo. After the presentation, Mr. Kelnhofer exited the meeting, and the board discussed the logo at length. **Motion made by Ms. Thomas to accept the logo as presented. Motion seconded by Mr. Smith. Roll Call Vote: Mr. Laude-Yes, Ms. DePuydt-Yes, Mr. Smith-Yes, Ms. Thomas-No, Ms. Rogala-Hobbs-No, Ms. Dumford-No, Dr. Palermo-No. Motion made by Mr. Smith to go back to Mr. Kelnhofer to amend the neck of the logo. Motion seconded by Dr. Palermo. Roll Call Vote: Mr. Smith-Yes, Ms. DePuydt-No, Ms. Dumford-Yes, Ms. Rogala-Hobbs-Yes, Mr. Laude-No, Ms. Thomas-No, Dr. Palermo-Yes**

VIII. Board Round Table Discussion

IX. Good of the Order

- a. Next Meeting December 17, 2019
- b. Future Meeting January 21, 2019

X. Adjourn

Mr. Smith motioned to adjourn. Ms. Rogala-Hobbs seconded. Meeting adjourned at 4:29 EST.



The FHANA Logo Project

History

The FHANA Logo project was undertaken with Board approval in 2018. It has been a project that has been worked on by the Marketing Committee over the past fifteen months. In 2018 the Committee engaged a university graphic arts class to develop a new logo for FHANA. The Committee supplied the artists with a clear understanding of our history and of where we wanted to go. Progress was very slow and upon completion the concepts were, in a word, disappointing.

In 2019 the Marketing committee embarked in a new direction and hoped to engage Laura Zugzda to develop a logo for FHANA. After much discussion she declined. She did suggest 99designs.com.

99designs.com

99designs.com is an Internet based graphic, website, book cover, etc. design website. It was engaged to develop a Logo and Brand Identity pack by way of contest. There are several options available. At a cost of \$1699.00, we opted for the Gold Package and guaranteed the pay out. Why? Better designers and more potential concepts. Better designers will participate if there is a guarantee versus a money back agreement. The source materials for the design concepts were a series of sketches of KFPS Approved Stallions. We received nearly 200 concepts. Some okay, some God-awful and some were incredible. It should be understood that the fees paid were not an unbudgeted expense borne out by FHANA, but contributed by a member of the Marketing Committee.

The process is run very professionally and on a very timely and in a matter of, I believe six days, we received nearly 200 designs. From there the selection process begins where the designs are narrowed down from two hundred designs to eight designers. From there, the tweaking/fine tuning of design begins, until there is consensus from the Committee and beyond on the most representative logo of this Association. As of now, this design has been acquired as the closing date for selection ended on April 28, 2019 and payment has been made to the designer.

Design

As reported at the 2019 AGM the concept of less is more is important in logo development. If you can't reproduce your logo on a lapel pin, you have failed in your design. The examples presented at the AGM in many cases were timeless, immediately recognizable and readily translated to a lapel pin.

Our message to the designers: We are the guardians of a magnificent breed of horse. A horse that is noble, charismatic, athletic and dynamic. We are also the oldest

Friesian registry in North America and the exclusive KFPS affiliate in the United States and Canada.

The designers used the submitted sketches, again of KFPS Approved Stallions (the best of the best) and created an image that the Committee strongly believes is representative of our breed. They included an "EST. 1984" for our age statement and a crown similar to the KFPS logo crown for our attachment to the KFPS, our mother registry.

Our selection

In a poll of the Marketing Committee and several others outside of the Committee the included image was overwhelmingly approved. Several factors were mentioned as to why. Clean, noble, several members saw their Friesian in the concept. What greater appeal but to see your horse as the logo for your Association?

Advantage of this design

FHANA hopes to reap the benefits of a new logo through apparel sales. This design will be relatively simple to embroider. In discussing the presented logo with Linda Hall from Carriage House, our current embroiderer from the FHANA Marketplace, she is confident that her costs would not change from the current FHANA logo and that there were less stitches in this logo than the original FHANA logo (shield). Prior to our introduction, we would suggest stitch outs to confirm that the image has been accurately digitized, reproduced and ready for commercial sale.

Closing

Speaking for the Marketing Committee we would appreciate the FHANA Board's considering this logo concept and accept our recommendation. We feel it successfully depicts the beauty and nobility of the magnificent KFPS Friesian horse. We feel the new logo will have an enduring quality that is timeless in its design. Being a compilation of Approved Stallions, we have modeled this image from the KFPS' best of the best. We also feel if members see their horse in our new logo, they now have ownership in a design that they will wear with pride in the horse and their breed association.

We appreciate your consideration of this proposal.



Final Statement

If the Board declines the presented logo, additional fees will be required for revisions to the design to become a farm logo. The original financier of this project will assume those costs and will have developed an excellent image for their Friesian operation. Bottom line, this concept won't be wasted.

Thank you for your consideration.