



Education Committee Meeting: October 20th, 2020

Present: Lisa Baker (Chair), Marion Troyer, Caron Osborn, Will Bron, Marion Troyer.

Absent: Angie DePuydt (Board Liaison), Sharon Bechler, Eliese Tillman.

Budget Information

Measure Goal: N/A at this time	Measure Actual: \$0
Revenue Budget: \$0	Revenue Actual: \$0
Expense Budget: \$0	Expense Actual: \$0

Education Classes (Cancelled for 2020)

Measure Goal: Number of Students	Measure Actual: 0 Students
Revenue Budget: \$0	Revenue Actual: \$0
Expense Budget: \$0	Expense Actual: \$0

FHANA STRATEGIC PLANNING GOALS

1.1 Leader in genetic research and equine wellness.

1.2.1 Goal: To be the leader in the equine industry within the Friesian horse in genetic research and equine wellness. We want to work hand in hand with other Agencies, Universities, Non-Profits, and Foundations to be the leaders in research and help support them with their research.

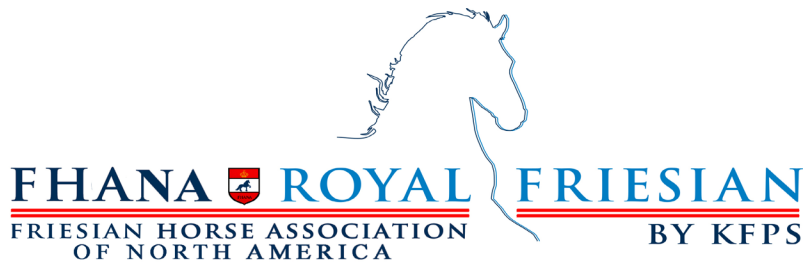
Action Update: No updates reported at this meeting.

3.4 Improve communication with French and Hispanic members through member liaisons.

3.4.1 Goal: Establish liaisons to help communicate with both the French and Hispanic communities to help them better understand the Rules and Regulations of FHANA/KFPS. Translate information from the website in both French and Spanish.

Action Update: No updates reported at this meeting.

7.2 Outreach programs to non-traditional communities and education tailored to their respective needs.



7.2.1 Goal: Establish a program to help non-traditional communities (Amish & Spanish) to help them gain a better understanding of the Breed and the Association.

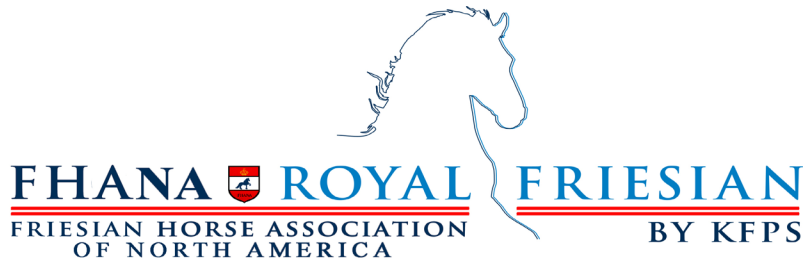
Action Update: Mr. Troyer provided an update on the promotion of FHANA and use of the FHANA booth at the Friesian Fall Classic in Topeka, IN (October 15th – 17th 2020). Mr. Troyer reported they passed out literature about FHANA and the Friesian horse and answered questions to people interested in the association and those with Friesian Sporthorses who were interested in KFPS Friesians. Members from the Michigan Friesian Horse Club came to help run the booth and speak to interested attendees. Mr. Troyer reported the material sent by the FHANA office for the booth was a very good mix of marketing collateral and specific forms such as registration forms and new member forms. People especially enjoyed the FHANA calendar and the Friesian Magazine. Mr. Tice sent Mr. Troyer the annual KFPS stallion report and he was able to print several copies out in a pamphlet format and those were very popular as well. Mr. Troyer reported despite COVID-19, the sale was full (standing room only) and the prices were very good compared to recent years. The highest sale for a KFPS registered Main Book horse was a mare that sold for \$25,000. KFPS registered B Book horse sales ranged from \$8,000 - \$17,000. Crossbreds are popular with this auction, particularly Standardbred/Friesian crosses which ranged \$7,000 - \$15,000. The highest sale price of a Standardbred/Friesian cross was a mare that sold for \$20,000. Mr. Troyer reported B Book horse sales were high at one time when they initially became popular but the market price for them has fallen in recent years. He estimated the sale was attended by 80% Amish with English and Mexican making up the remainder of attendees.

Mr. Troyer reported Ms. Barnes from the FHANA office will be in attendance at the Michiana Friesian Sale in February 2021 to assist with horse registrations and new member sign ups. There will be a small show/demo at the sale with a number of KFPS Approved Friesian Stallions. To promote the auction, the auction organizer will send the portion of the sales catalog with KFPS registered horses to Mr. Tice for publication in the FHANA newsletter. In exchange, the sale has agreed to give FHANA a full-page advertisement.

Future Auction Dates/Locations for FHANA Booth:

1. Michiana Friesian Sale. Shipshewana, IN. February 19-20, 2021 (T)
2. Superior Friesian Sale. Mount Hope, OH. April 30th – May 1st, 2021 (T)

7.3 Orientation to FHANA 101



7.3.1 Goal: Establish a basic 101 class that can be easily shared with “New” to the breed members to better understand the breed and the association.

Action Update: Ms. Baker reported the intent for this course is to unveil it at the 2022 AGM. Ms. Osborn commented it will be important to also offer this course in an online format for those who cannot attend the AGM in person. Ms. Baker and Ms. Osborn agreed it would be good to contact Ms. Jeffcoat from the Membership Committee to coordinate efforts for the course

7.4. Make all FHANA educational material available

Action Update: The committee discussed the various options for making more information and education material available to members who don’t frequently use the internet or do not have access to it such as the Amish community. There is a concern about cost for producing printed material to be mailed and that would require a budget request. The committee agreed to continue discussing this issue and creative ways to solve it.

COMMITTEE PROJECTS

1. Updating the FHANA History on the FHANA Website. Ms. Barnes in the FHANA office has taken over this project.

2. Inspection Videos. Mr. Bron reported he has coordinated with Petra Zeelen and Doeke Hoekstra to produce a series of video webinars (5 total) that will begin in November and conclude in May 2021. A video will proceed each webinar to give the attendees an opportunity to view the video and the webinar will allow members to ask questions. Mr. Bron will work with Ms. Zeelen and Mr. Hoekstra to choose a date for the first webinar and then coordinate with Mr. Tice to set up the webinar.

3. Articles for The Friesian Magazine. Mr. Troyer commented Mr. Miller of Hopeful Harvest Farms is willing to collaborate with Mr. Troyer to educate the FHANA membership about horse auctions. The committee agreed the Editorial Committee should be contacted and see if this is an article they would like to have in the magazine. Ms. Baker would like to write an article on how owners can best work with their horses at home on a daily basis to prepare them for inspections by doing daily general handling, conditioning, groundwork and manners.



4. **Webinars.** Ms. DePuydt was not at the meeting but reported previously a webinar titled “Recent Update in the Management of the Problem Mare” with Dr. Maria Schnobrich from Rood and Riddle has been scheduled for Thursday, November 12th at 7pm EST.

5. **Education Courses.** No updates reported at this meeting.

Next Meeting. Wednesday, November 18th 7pm EST.