



FHANA Editorial Committee  
March 11, 2021  
Meeting Minutes

**In Attendance:** Charlotte Dumford, Laurie Williams, Dr. Kirk Steehler, Annette Carpenter, Heather Bonser-Blaylock, Jason Tice, and John Dumford

Meeting called to order at 6:00 p.m. CST by Mr. Dumford

Mr. Dumford welcomed everyone and started the meeting by stating that the following articles were already finished and ready for inclusion in the next issue of the magazine:

1. An article submitted by a Florida lawyer regarding liability waivers
2. “Do Your Homework” article by Lisa Baker regarding training at home.
3. An article on training a foal with an eye towards eventually training the foal as a driving horse

Mr. Dumford asked about the status of articles that were previously in development.

Ms. Dumford stated that Allison Thomas was still working on an article about pre-purchase exams, and she would check on the status of the article on limb abnormalities in foals. Ms. Dumford also said she would check up on the status of the article on Ringteken being developed by the Alberta chapter.

Dr. Steehler said he was working on an article about “roaring” in horses and an article concerning stem cell research into megaesophagus. Dr. Steehler said he would contact the Fenway Foundation about the megaesophagus article.

Mr. Dumford asked Ms. Williams about the deadline for the next issue, which is May 1.

Mr. Dumford brought up the idea of strategically choosing articles of general interest to be included in a single issue of the magazine that could then be reprinted and distributed as a promotional issue in the same way that brochures are currently used. Mr. Dumford proposed that, by dedicating a regular issue of the magazine to this purpose, FHANA would not incur any extra expense, only the normal expense of putting out the magazine.

Mr. Tice suggested the idea of creating a Special Edition of the magazine, separate from the four annual issues, to use for promotional purposes. Mr. Tice said we already have the materials to create a Special Edition: we can draw from articles previously published and choose “general interest” articles that fit the plan from all available articles. Thus, the Special Edition would be a kind of compilation of the “Best Of” articles.

Mr. Dumford said the Special Edition could be especially useful in promoting FHANA to people without internet access.



Ms. Carpenter said she would like to have copies of such an issue to show new clients and give them an idea what FHANA is all about. Ms. Carpenter said the Special Edition would not only be valuable to people without internet access. The Special Edition would also be a great resource for people unsure about why they should join FHANA. In the past, Ms. Carpenter had printed some materials out from the FHANA website to show people, but a Special Edition would be much more effective.

Mr. Tice commented that the Editorial Committee could be responsible for the content of the Special Edition, and the Marketing Committee could assist with securing advertising.

Ms. Dumford commented that the committee could produce a Special Edition every so often as a kind of “greatest hits” issue and update the content as necessary.

Ms. Williams confirmed she will be willing to update and possibly expand her article on the history of FHANA for inclusion in the Special Edition.

Ms. Bonser-Blaylock suggested giving a copy of the Special Edition to every member in addition to warehousing copies for promotional purposes. Ms. Bonser-Blaylock also suggested the Special Edition should explain the awards FHANA gives out and the ways in which members can qualify for awards.

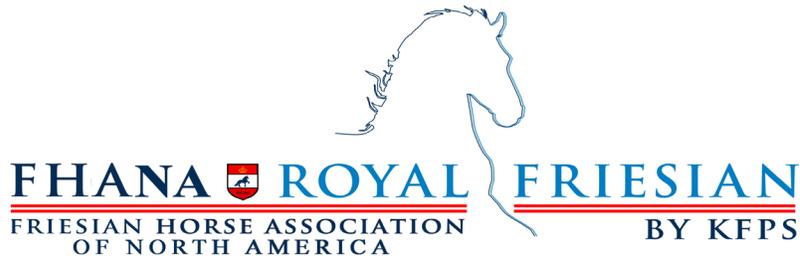
The committee agreed the Special Edition should also include information regarding Young FHANA.

Ms. Williams asked how FHANA could finance the Special Edition, and Mr. Tice said financing would have to come from sales of advertising. Mr. Tice estimated that 7500 copies of a 60-page Special Edition would cost approximately \$20,000.

Mr. Tice suggested the Special Edition could be an initiative set to proceed in January 2022, and the issue could be provided to new members instead of the book about Friesians published by the KFPS. Mr. Tice stated the KFPS recently gave FHANA the last 90 copies of the book, which will arrive in June, and there are no plans to reprint the book. Thus, FHANA needs a replacement for the book, and the Special Edition will suit this purpose.

Mr. Dumford asked Ms. Williams what the impact would be on her as the Editor-in Chief responsible for laying out the Special Edition. Ms. Williams responded that a Special Edition would be a huge, expensive project that would involve extensive extra work. Ms. Williams suggested a cost-saving measure: by choosing ahead of time the articles in a “regular” issue that would eventually be included in the Special Edition, Ms. Williams could group those articles together and save them in files as “chunks” that could be dropped into the Special Edition file at a later date. For instance, a 30-page section of a regular issue could be saved in a way that made it easy to “drop the section in” to the Special Edition file. In this way, Ms. Williams would not have to create from scratch the entire 60-page Special Edition. Mr. Tice suggested, and the committee agreed, that further consideration is required concerning Ms. Williams’ compensation for her work on a Special Edition.

Mr. Tice suggested using a printing company near the FHANA office to print the Special Edition rather than pay for 7500 issues to be shipped from the magazine’s regular printer. In this way, the issues can be delivered to the FHANA office at very low cost and warehoused there for future distribution.



Ms. Williams suggested announcing the Special Edition in the regular issues of the magazine and soliciting advertisements for the Special Edition.

Regarding the current issue of the magazine, Ms. Williams said the issue was being printed and should be mailed soon.

Ms. Carpenter said she is developing an article about CPL in Friesian horses. Dr. Williams, a veterinarian at UC Davis, is currently working on the article.

Ms. Bonser-Blaylock said she is working on part two of her article about craniosacral issues in Friesians and an article about Mark and Beverly McGowan's youth project with young Friesian riders. Ms. Bonser-Blaylock clarified that the latter article would focus on the riders and their Friesian horses.

The committee once again expressed its collective enthusiasm for the Special Edition project and agreed the idea is very promising in many different ways. Mr. Dumford then concluded the meeting.

**Next Zoom Meeting:** April 22, 2021