



Editorial Committee Minutes: April 28, 2021

**In Attendance:** Charlotte Dumford, Laurie Williams, Annette Carpenter, Jess Dodge, and John Dumford

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

**Budget Information:**

Measure-Goal: 60	Actual:
Revenue-Budget: \$3,00.00	Revenue Actual: \$900.00
Expense-Budget: \$54,000.00	Expense Actual: \$5,589.35

**Strategic Planning Goal:**

**4.4 Sponsor genetic research-**

- 4.4.1 Goal-Reach out to various Universities and Foundations to help support their research. Help promote their research through our magazine and social media channels to help get the information out to the public.
- 4.4.2 Lead Assignment-Editorial Committee
  - 4.4.2.1 Support Assignment-Board of Directors, Education Committee, Staff

FHANA Editorial Committee  
Meeting Minutes

Mr. Dumford welcomed everyone and started the meeting by thanking everyone for attending this meeting that was rescheduled to Wednesday night to accommodate a webinar rescheduling.

Mr. Dumford welcomed Jess Dodge as a new committee member. Ms. Dodge is an accomplished artist, and she expressed a willingness to create original artworks for the magazine. Mr. Dumford said it was too close to the deadline to create anything for this issue, but he asked the committee to think about possible ways to incorporate Ms. Dodge's talents into the magazine.

Mr. Dumford continued 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.
4. An article on vaccinations by Kirk Steehler.
5. An article on “roaring” by Kirk Steehler.
6. An article on the lifetime achievement award.

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

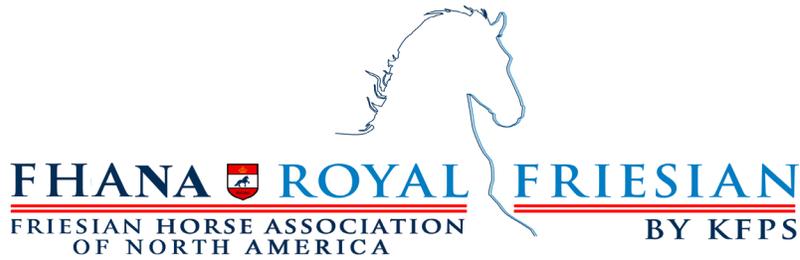
1. Limb abnormalities in foals. Ms. Dumford stated she would check on the status of the article. [update: article finished]
2. Sport predicate. Mr. Dumford said he would check with Alanna Bent, the author of the article. [update: article finished]
3. Megaesophagus article. Mr. Dumford said he would check with Angie DePuydt about the article. [update: article finished]
4. CPL article. Ms. Carpenter said she did not yet have the article, but UC Davis had published an article that might work. [update: article finished]
5. Special Edition announcement. Mr. Dumford said he would create an announcement soliciting advertisers for the upcoming Special Edition. Ms. Williams said she could create a layout for the announcement tiling past covers of the magazine.

Mr. Dumford asked Ms. Williams about the drop-dead deadline for this issue, which is May 8.

Ms. Carpenter told the committee that the Gypsy Vanner association also publishes a Special Edition filled with advertising. Through the magic of Zoom, Ms. Carpenter was able to show the committee the Gypsy special editions.

Based on the contents of the Gypsy special edition, the committee discussed the following features that might be incorporated into the Friesian Special Edition:

1. A list of breeders by state. The committee discussed whether each and every breeder known to FHANA should be included in the list or whether each breeder should be required to opt-in to be included on the list. The committee tentatively decided breeders should be required to take some action to be included on the list. The committee also discussed adding a list of brokers and Friesian-related businesses such as the Friesian Marketplace and Horses2fly.
2. A series of single-page spotlights on current and past breeding stallions. The committee agreed this would be helpful to new Friesian owners who see the names of past stallions and don't know what they mean.



3. Coupled with the stallion spotlights, a feature showing pictures of each stallion's offspring and what they are accomplishing. The committee expressed a goal of trying to explain the temperament shown in each stallion's offspring. The committee discussed asking the owner of each stallion to assist in describing the temperament of the offspring.

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:** June 3, 2021