



FHANA Editorial Committee
July 8, 2021
Meeting Minutes

In Attendance: Charlotte Dumford, Annette Carpenter, Jason Tice, Heather Bonser-Blaylock, Angie DePuydt, and John Dumford

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

Mr. Dumford noted that Dr. Kirk Steehler and Laurie Williams were unable to attend the meeting, and Jess Dodge will no longer be a member of the committee due to other commitments, including the formation of a new FHANA chapter.

Mr. Dumford continued by stating that Dr. Steehler had already submitted an article on equine dentistry.

Ms. Carpenter reported that her article on original FHANA members is progressing but may also focus on more recent members and shift the focus to more modern Friesian experiences by members.

Ms. Bonser-Blaylock reported that Part 2 of her article on Craniosacral therapy is progressing, and she is meeting soon with her CS therapist to finalize the article.

Ms. Bonser-Blaylock volunteered to write for the Special Edition an article on Friesians in the Arts and Entertainment world. The committee discussed particular members who might contribute to this article, and the entire committee was excited about this idea. The committee discussed including a discussion of Friesians in show business in other countries as well.

Ms. DePuydt suggesting an article on phototherapy for breeding. Ms. Carpenter raised the question of whether putting a stallion under lights would have any effect.

Ms. DePuydt noted that the Fenway Foundation has received several calls about sleep deprivation in horses, and this might be a good topic for an article.

Ms. DePuydt also said she had been working with a member whose horse has chronic proliferative dermatitis, and an article describing this condition and various treatments might be informative.

Ms. Dumford reported that breeding committee was working on the following articles, some of which might be more appropriate for a spring issue of the magazine:

1. an article on clostridium and its importance
2. an article on selenium deficiency in pregnant mares
3. an article on weaning practices. For this article, breeding committee members planned to submit their own experiences, and their contributions will be compiled by Ms. Dumford



The committee discussed the fact that Lori Ann Thwing is proceeding with her article on older Friesians and has three photo shoots scheduled. The committee noted Scott Kelnhofer might be willing to talk about Anton, who lived to 25, and Scott also knows Jasper's owner, who might also be willing to speak to the subject.

Mr. Tice reported that he had sent reminders to advertisers but received no additional advertisements. The magazine is not doing well financially, and the price of publishing the physical magazine is increasing while advertising is declining. In the past, advertising has been sufficient without any marketing because the magazine has been a big enough draw to attract advertisers on its own. However, this is now no longer the case. Mr. Tice has limited his orders to 2000 copies of the magazine recently, but he has been running out, and expenses continue to increase.

Mr. Tice said the magazine needs eight more advertisements to correct the problem.

To address this problem, the committee agreed to enlist the assistance of the marketing and sponsorship committees. Ms. Dumford agreed to raise the issue at the Board meeting next week.

Mr. Tice agreed to put in the online newsletter a call for advertisers in the magazine and post the rates.

The committee discussed the inclusion of lower-cost business-card-sized advertisements in the back of the magazine. After discussing the idea, the committee agreed this idea had been brought up before but tabled after Ms. Williams brought up formatting considerations that would pose a problem.

Ms. DePuydt mentioned that marketing committee had discussed a way to develop a marketing package for smaller breeders/sellers that would include posting their classified ads to the FHANA Facebook page.

Next Zoom Meeting: July 29, 2021