

Editorial Committee Minutes: 14 October 2021

Attendance: John Dumford (Chair), Charlotte Dumford (Board Liaison), Laurie Williams (Editor), Annette Carpenter, Angie DePuydt, Jason Tice, Heather Bonser-Blaylock, Lori Ann Thwing

Absent: Danielle Barrasso, Dr. Kirk Steehler.

Budget Information:

Measure-Goal: 60	Actual:23
Revenue-Budget: \$3,00.00	Revenue Actual: \$1,350.00
Expense-Budget: \$54,000.00	Expense Actual: \$47,508.54

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

January/February 2022 Regular Issue Planning Meeting.

Ms. Williams said this upcoming issue faces the greatest challenge getting shipped out in a timely manner due to the holidays. Mr. Tice said that it is important for fiscal reasons to bill everything for the upcoming issue in December before the end of the year. The committee agreed that a hard deadline of November 11 should be strictly observed.

Articles ready for this next issue:

Mr. Dumford noted that Dr. Kirk Steehler has written the following two articles for inclusion in the next regular issue of the magazine:

1. Equine Allergy: Horse and Human
2. Equine Strangles

Articles for next issue:

Ms. Dumford said Breeding Committee was working on the following articles:

1. Friesian Reproductive Cycles
2. A reprint of an article that appeared in Phryso concerning a technique for assisting mares who have retained placenta. Ms. DePuydt said that Fenway had a translated version of this article that might be useful.

Ms. Carpenter reported she is working on the following articles:

1. Part 2 of the Foal to Drive article with Teresa Bron. This article should be ready by the November 1 deadline.
2. A My First Friesian article and accompanying pictures that is already on the Google Drive.
3. An article profiling an 87-year-old woman who is still riding Friesians. This article is delayed due to difficulty in contacting the woman. The committee agreed this article is worth pursuing and would be a good addition to a future edition.
4. A blurb regarding the inspections scheduled for early next year to accompany the schedule itself.

Ms. Thwing reported that she is working on the following article:

1. An article geared toward new Friesian owners discussing items they should have on hand in a medical kit and issues they should be certain to discuss with their veterinarians.

Ms. DePuydt reported that she is working on the following article:

1. An article on mites.
2. An article on the foal squeeze technique.

Ms. Bonser-Blaylock reported that she is not working on an article for the next regular issue.

Mr. Tice reported that Gail Aumiller is working on an article reporting on the IFSHA World Show.

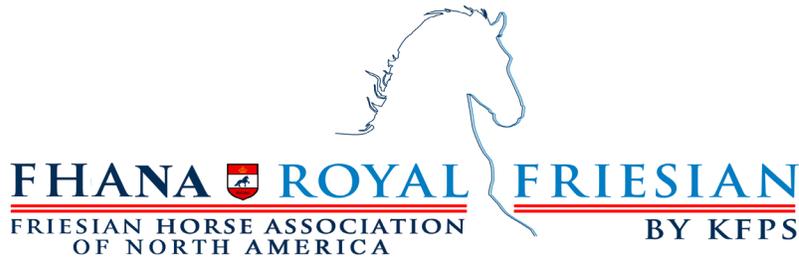
Mr. Tice also said he would send out a call for photo submissions to Let's Friesian and written submissions for What the Friesian Horse Means to Me.

Finally, Mr. Tice said the next regular issue should push the AGM, but in future the AGM Committee will be required to pay the advertising rate to advertise their event in the magazine.

The committee discussed that the cover for the upcoming issue has been purchased by Tiffany van der Kooi, and Mr. Dumford said he would follow up with her to check on the status of the cover article.

Deadline for next regular issue:

November 1, 2021. Again, the committee agreed that a strict deadline of November 11 should be met if at all possible. Mr. Tice said billing for the Special Edition should be complete before the end of the year. Also, the November 11 deadline will help ensure that the Special Edition is available for distribution at the AGM in February.



Resource Book Update:

Mr. Tice reported that he has ALL of the advertising necessary to support the publication of the Resource Book, 7500 copies of a 112-page issue. Mr. Tice has requested from the printer an updated price quote to make sure nothing has changed.

Ms. Williams reported she is tweaking the Resource Book layout to make it look less like the magazine and to feature color-coded sections for different subjects. The committee agreed the Resource Book should have as many photographs as possible and avoid text-heavy articles that might be appropriate for a regular issue. Ms. Thwing volunteered to provide high-resolution photos.

The committee reviewed the list of articles for inclusion in the Resource Book, and Ms. Williams confirmed that most of the articles should be available on the google drive and should not require accessing her remote storage. Ms. Williams estimated that the list contains sufficient articles to fill the Resource Book after the advertisements are included. Ms. Williams said that, at a future date, a reprint of the Resource Book could easily include additional advertisements by simply adding additional pages. This would allow a future reprint to be funded by new advertising.

Ms. Bonser-Blaylock said she is in the process of writing a new article on Friesians in the Entertainment Industry for the Resource Book, but she is having difficulty securing photographs to go with the article. The committee agreed that the article could also go in a regular edition of the magazine if it is not finished in time to go in the Resource Book.

Next Meeting. Tuesday, November 9 at 7pm EST. This next meeting will be BOTH a meeting for the upcoming regular issue and the Resource Book.

