

Education Committee Meeting Minutes: **January 25, 2022**

Attendance: Lisa Baker, Angie DePuydt, Lisa Domeier, Tracy Estes, Caron Osborn, Marion Troyer, Eric Smith (Board liaison)

Absent: Mario Casarez

Strategic Planning Goal:

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.

1.2.2 Lead Assignment-Education Committee

1.2.2.1 Support Assignment: Board of Directors, Editorial Committee, Staff

Action: No update.

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.

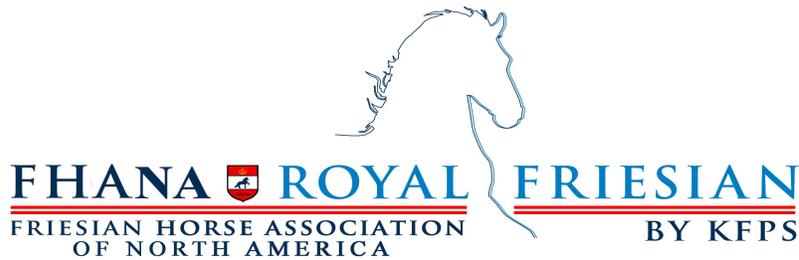
3.4.2 Lead Assignment-Education Committee

3.4.2.2 Support Assignment-Board of Directors, Rules & Regulations Committee, Membership Committee, Staff

Action: No update.

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.



7.2.2 Lead Assignment-Education Committee

1. Support Assignment-Board of Directors, Membership Committee, Staff

Action: Ms. DePuydt asked Mr. Troyer if the amish community in his area would be interested in having the FHANA 101 presented in person at some point in the future. If not this program then perhaps Mr. Troyer could ask the community what subjects would be of interest for in person presentation. Ms. Baker suggested that a plan might be to do it in conjunction with the sales events. Ms. DePuydt also suggested having something like the KFPS online judging videos playing on a large screen at the FHANA booth at the sales events.

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.

7.3.2 Lead Assignment-AGM Committee, Education Committee

- 7.3.2.1 Support Assignment-Board of Directors, Breeding Committee, Membership Committee, Staff

Action: Ms. Osborn notified the committee that Ms. DePuydt has made the template file for the FHANA 101 webinar and it is loaded on the google drive. Ms. DePuydt has load the slides for the history of FHANA portion of the presentation.

The following identifies sections currently in the works:

Ms. DePuydt - Care of the Friesian Horse

Ms. Osborn - Registration of the Friesian Horse

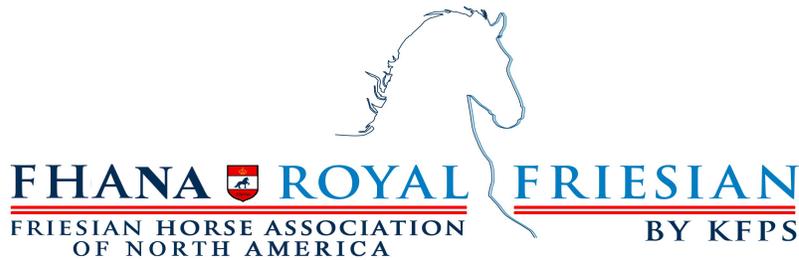
Navigating the FHANA Website

Ms. Domeier - History of the Friesian Horse

The following sections were assigned:

Ms. Estes - Sport for the Friesian Horse

Ms. Osborn - Registry Books



Inspection and Breeding sections are still unassigned. We will discuss these at the next meeting. It was suggested that Mr. Smith would be an excellent person to write up the Breeding section.

Mr. Troyer asked that committee rethink the use of the term keuring vs inspection in the FHANA 101 information. Perhaps explain in the beginning of the section what the term keuring means then use the term inspection in the remainder of context.

7.4 Make all FHANA educational material available

7.4.1. Goal-Make the FHANA educational resources readily available to all members and potential members.

7.4.2. Lead Assignment-Education Committee

7.4.2.1 Support Assignment-Board of Directors, Membership Committee, Marketing Committee, Editorial Committee, Staff

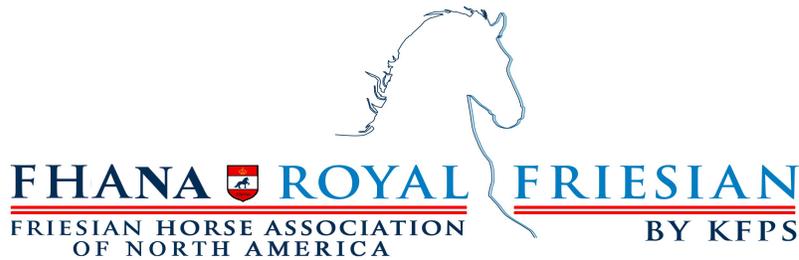
Action: No update.

Miscellaneous/Additional Information

Ms. Osborn informed the committee that Dr. Jennifer Melgey has joined the committee with full approval of the FHANA Board. Ms. DePuydt gave a brief background of Dr. Melgey and notified the committee that she would be joining the meeting next month. Dr. Melgey is a veterinarian with Rood & Riddle in Florida. She has had Friesians for many years and will be a great addition. Thank you to Ms. DePuydt for recruiting Dr. Melgey to the committee.

Ms. Osborn discussed the AGM which will be held in February, 2022 in Mashantucket, CT. Ms. DePuydt and Mr. Smith will be attending the AGM. There will be a meet & greet for all the membership on the day of arrival.

Mr. Smith inquired as to whether FHANA 101 would be discussed. It was planned to discuss this with new members at the 2 hour block for the new member meet & greet. Ms. DePuydt also suggested that we ask new members if they have been connected with a mentor. Ms. DePuydt also suggested that the name tags have a sticker or some sort of identification on "new" members so that we can make a point of speaking with them throughout the AGM. **Subsequent to our January 25, 2022 committee meeting per discussion with Mr. Tice, the 2 hour meet & greet for new members is no longer on the schedule. The name tags will list the year that the attending member joined FHANA making it easier to identify new members and reach out to them.**



Ms. DePuydt will host the breakout session for the Education Committee at the AGM. It is a brief 30 minute session and will allow members to learn more about the committee and help identify potential members who might be interested in joining the committee.

Mr. Smith notified the committee that there was discussion about possibly cancelling the Level II course and the inspection in North Carolina due to low participation. It was decided that they would both be held as planned.

Mr. Smith noted that the new Resource Magazine has been printed and won't be distributed until the AGM. However, it will be sent to the Michiana Event Center for the inspection and sale do to the high attendance at these events by membership who need FHANA material in print form. Lauren will be bringing the copies with her to the event along with the FHANA booth.

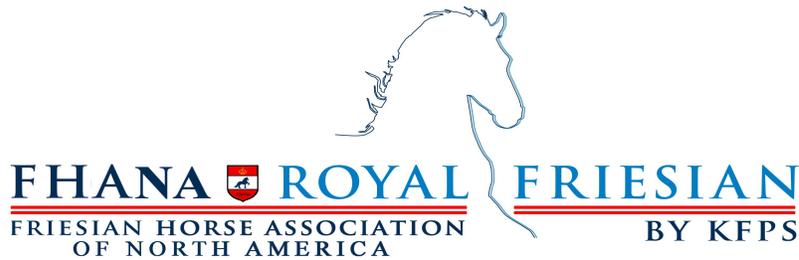
Mr. Smith stated that the Board talked about the donation link for the Research Grant Program at length. First issue was that many of the renewals have already been completed. In addition there are not any funds budgeted this year for the website development that would be necessary on the renewal/membership form. However, possible solution would be for Mr. Tice to add a hyper link on the renewal screen that takes the member to a separate page where they could make a direct donation to the program. This link could be added to the existing pages allowing this to be available year round for donation. The Board has passed this change to be made. This link could also be used in the newsletters and social media post.

Mr. Smith also informed the committee that FHANA is looking for additional candidates for the new member mentor program. Bi lingual candidates are also needed for the program. Interested candidates should contact Mr. Tice or Marvel Jeffcoat.

Ms. Osborn noted that due to the high registration numbers of the inspection at the Michiana Event Center there will not be time available to do the mini clinic with the judges at the event.

Ms. Baker asked a question for the Board to Mr. Smith if the Resource Magazine will be made available to current FHANA members or just to new members and available at inspections via the Chapters? Mr. Smith will follow up and believes that it is intended to be made available to all members.

Ms. Osborn brought up the discussion of goals for the Committee for 2022. The topic was discussed at length and consensus was that we would continue to work the FHANA Strategic Goals until we were directed otherwise by the FHANA Board. Many of the goals are underway but remain fluid and the committee will strive to refine the actions directed toward the goals. Mr. Smith pointed out that many of our goals have gone from conception to implementation but are not sustainable and/or complete. Marketing committee is also in favor of getting these files in digital format to assist in increasing our website ranking. (For example the photocopy of past articles does not help the search engine optimization whereas the digital form would.)



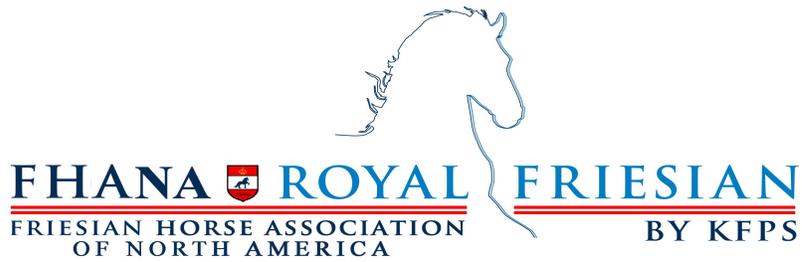
Ms. DePuydt also suggested that it might be possible to merge efforts on 3.4 Improve communication with French and Hispanic members through member liaisons and 7.2 Outreach programs to non-traditional communities and education tailored to their respective needs. She also pointed out that good effort has been made on 7.4 Make all FHANA materials available by loading back issue articles from The Friesian magazine to the website as well as loading webinars to the website after they are presented. She pointed out that using photocopy of previous issue articles is not the most professional look and should not be continued. We need to use clean digital files to load the articles to the website. Holdup seems to be in getting these files from the Editorial Committee in order to load them to the website. Ms. DePuydt will follow up with the Editorial Committee to find out what we need to do to continue the work on this goal. Copyright considerations will have to be taken into account.

Ms. DePuydt pointed out that many of the goals require involvement of multiple committees. She asked if the Board has considered holding a zoom meeting 1-2 times a year with all the committee chairs to discuss the overall progress of the goals. This way the committees could inform the others of what they are working on and ask for assistance from applicable committees with specific tasks needed to achieve the goal(s).

Mr. Michielli has requested that a Judging the Friesian Horse Level I be held in conjunction with their inspection in the Fall of 2022. Mr. Tice did inform him that the courses had already been scheduled for 2022. The committee submits their request via the budget and Mr. Tice works with the judges to see what can be accommodated. It is suggested that an application form be made so that request have a formal process to complete for consideration. This will help inform the membership of the costs, minimum attendance and advanced timing needed in order to put a course together. Location of the site, judges schedule, how long the judges can stay, which circuit the judges are on, where the location site inspection is on the circuit schedule (to try and avoid back tracking to the site for the course) all have to be considered in trying to get a course planned and scheduled. Mr. Smith suggested that might be possible to put them on stand by if the scheduled Level I course should fall thru. Ms. Osborn will follow up with Mr. Michielli.

Ms. DePuydt reported that she wrote an article on continuing care and estate planning for horse owners. She also spoke with Dr. Amelia White at Auburn University College of Veterinary Medicine about doing a webinar on equine allergies. She suggested that it might be good to do it with a panel of equine dermatologists. She further suggested that it be a 2 part webinar with the first being environmental issues then following it up with general dermatology issues including food issues. Ms. DePuydt also has arranged for Dr. Rebecca Bellone UC Davis to do a webinar on distichiasis. Committee agreed for Ms. DePuydt to start looking at their schedules to do these 3 webinars late spring or summer of 2022.

Mr. Smith also suggested the committee address the issue of hyperkeratosis vs CPL so as to assist owners in distinguishing the difference where there might be confusion.



Ms. Baker respectfully informed the committee that she will be resigning from the committee this year. We appreciate your time and contribution to the committee.

The meeting closed. The proposed next Education committee meeting is February 15, 2022 at 7 PM EST/6 PM CST.