

# 2015 USIHC Annual Meeting Minutes

March 7, 2015 Nokomis Room, Radisson Blu Hotel, Minneapolis, MN

The meeting was called to order at 9:30AM by USIHC President, Sara Lyter.

Sara thanked all participants for attending and the Flugnir Club for co-hosting the meeting, followed by introductions of the remainder of the current USIHC Board of Directors:

Andrea Barber, USIHC Breeding Committee Chair  
Juli Cole, USIHC Secretary, Promotion Committee Chair  
Will Covert, USIHC Sport Committee Chair  
Lori Cretney, USIHC Vice President  
Anne Elwell (excused)  
Kari Pietsch- Wangard, USIHC Treasurer  
Katrín Sheehan  
Doug Smith

To kick off the meeting, Barbara Frische gave a lecture about the Young Horse Evaluation Linear Form using three fictional horses to demonstrate how the process and form is used to help determine if the horse is ideal for show or leisure riding.

Following Barbara's presentation were summaries of the 2014 reports from the various USIHC committees, as presented by either the committee Chairs, or their BOD Liaison. Committee reports are attached to the minutes.

At the conclusion of the Breeding Report, Andrea Barber asked FEIF International Breeding Judge and member of the the Breeding Judges' Committee Barbara Frische to speak about the new procedure for selecting judges for breeding shows.

Andrea Barber gave a detailed background and explanation of the proposed Blood Profile Project which the USIHC is currently pursuing with the help of researchers from Cornell University.

Kari Pietsch-Wangard reviewed the 2014 Financial Report for USIHC, explaining all areas of USIHC income and expenses for that fiscal year.

Doug Smith reported on the status and trends of USIHC membership, including graph charts he developed that clearly demonstrated the numbers as he explained them.

Dave and Eve Loftness, members of the Flugnir Club, gave an interesting and entertaining presentation about American Competitive Trail Horse competitions, which are judged trail rides complete with obstacles that horses and riders navigate in a fun, yet competitive atmosphere.

Their presentation included demonstrations of some obstacles using two teams or “horses” and “riders”, balloons, hula-hoops, and even Icelandic chocolate bars.

Awards:

The 2014 National Ranking winners for FEIF Sport Competition were announced. They are as follows:

T1 – Asta Covert	V1 – Asta Covert
T2 – Anne-Marie Martin	V2 – Lucy Nold
T3 – Lucy Nold	V3 – Mitch Martin
T4 – Doug Smith	V5 – Alicia Flanigan
T5 – Mitch Martin	V6 – Emma Erickson
T6 – Olivia Rasmussen	F1 – Carrie Lyons Brandt
T7 – Kelly Blough and Tammy Martin	F2 – Kari Pietsch-Wangard
T8 – Julia Hasenauer	

USIHC has a very special award, the Sleipner Award, that is presented to a person who demonstrates going above and beyond for the benefit of the Icelandic Horse breed in this country, or for the USIHC. The USIHC BOD presents this award at those times a member has clearly demonstrated the spirit of the award.

Dawn Shaw was announced as a recipient of the Sleipner Award for her tremendous efforts assisting with the rehoming and registering of a very large number of Icelandic Horses over the past few years. Without her efforts of explaining to new owners why registration was so important, and the step by step assistance she gave them from start to finish of the registration process, it is possible that many of these horses would have remained unregistered and without any proof of their identity as purebred Icelandic Horses.

The winners of the 2014 Breed Ambassador Award were also named at the Annual Meeting, by way of a random drawing of all members who entered the contest. The Breed Ambassador Award acknowledges those members who participate in organized all-breed events with their Icelandic Horses with winners receiving a \$50 Visa gift card and an official USIHC Breed Ambassador shirt. The winners are as follows:

Jane Wasson – MDPFHA Judged Pleasure Trail Ride held June 28, 2014, in Somerset, PA  
Gloria Verecchio, DVM – Blockhouse Steeplechase held April 26, 2014, in Tyron, NC  
Grace Strausser – PPWHA Home Run Fun Show held June 28, 2014 in Dillsburg, PA  
Alice Ryan – Extreme Obstacle Clinic, held March 29, 2014 in Newfane, VT  
Dorothy Connors – May Day Gaited Classic Show held April 26, 2014, in Dillsburg, PA

Reeves International, manufacturers of the Breyer collectible horses, donated two limited edition Icelandic Horse models to be given away to USIHC members. The winners of the models were determined by a random drawing from all entries submitted. The winners are: Gerald Oliver and Leslie Chambers

The Flugnir Club generously donated a variety of equestrian themed door prizes that were given away to the attendees of the Annual Meeting via random drawing. A total of 12 beautiful prizes were given away to very lucky and very happy winners.

The meeting turned to a general discussion forum between the attendees and the BOD. A wide variety of topics were discussed, many of which will be referred to the appropriate USIHC committee for further discussion and or development. The discussion was very interesting, and likely would have continued on into the evening if not for time constraints. Many excellent suggestions were made. Throughout the discussion, members were encouraged to join the committees that best represent their interests. Some of the key topics discussed were:

- 1) The benefits of being a USIHC and/or Regional Club member and what other types of benefits might be offered to members.
- 2) Increasing educational opportunities to members, especially leisure riders.
- 3) The preservation of trail riding areas for horses – how can USIHC and/or the Regional Clubs help in this effort?
- 4) Keeping the flow of communication going between the BOD, members and Regional Clubs

The final presentation of the meeting was on Equine Dentistry, given by Laurelyn Turbes, who enhanced her presentation with a slide show and a full size model of an equine skull. Basic dental care along with some common issues with the teeth and gums were covered, along with some advancements in equine dentistry.

Meeting adjourned at 5:00PM

Meeting minutes prepared by Juli Cole and Sara Lyter

# 2014 Secretary's Report

submitted by Doug Smith on February 15, 2015

## General Duties

Most of the general duties of the Secretary are not particularly interesting to report. Agendas and minutes were prepared according to the normal time schedules for all Board teleconference calls. Routine updates were made to the website news and calendar pages as requested by the various committee chairs, board members, and the membership at large. All items posted to the news and calendar pages are automatically sent to the Congress Facebook page.

All the routine correspondence with our parent organization, FEIF, was completed in a timely manner.

The regularly scheduled farm and mailing lists were provided to the Quarterly committee to aid in the publication of the magazine.

Assistance was given to the Election Committee in preparing for the annual Board election. Once again, the election was canceled by the Board under the powers granted by the Constitution when no candidates were nominated to challenge the incumbent members.

## Membership

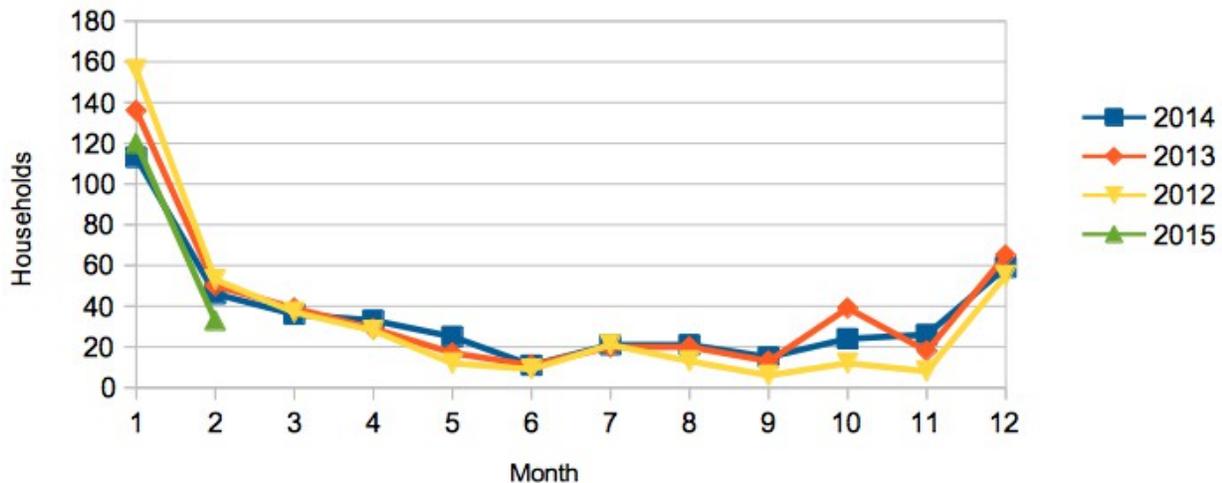
A much more interesting topic is the status of the Congress membership. The membership has been closely tracked in a database integrated into the web site since 2007/2008. From this time on, all membership records have been logged to give the Board a clear insight into the expansion and retention of the membership.

The membership trend in the Congress continues following the traditional pattern. As evident in the graph below, the overall pattern of membership is extremely closely tied to the historic January 1<sup>st</sup> expiration date.

There is a slight shifting of the curve between 2012 and 2014. Some of this shift can be attributed to the free youth memberships offered for 2014. There is also a slight shifting caused by late renewals.

### Membership Trends

Households by Start of Membership Year



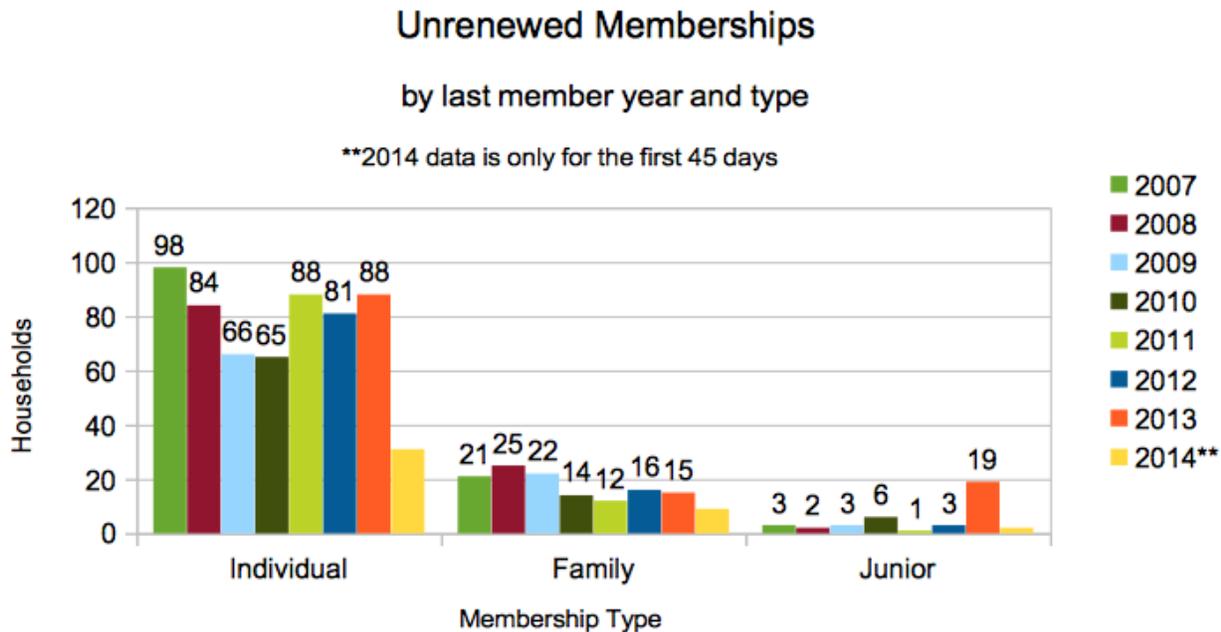
As seen in the previous chart, the overall status of the membership remains fairly constant over time. It is worth noting, however, there is a high amount of turnover from year to year. The following shows the number of memberships by year and type that have been allowed to lapse since they were created.

This proves to be a slightly difficult statistic to research. For the sake of simplicity, each column each column represents the memberships of a given type last active in the shown year. For example, in 2007 there were 98 individual memberships not renewed.

There is likely some degree of “false positive” cases where a youth or family membership ends because a child reaches majority and is forced to join as an individual. This is not a significant number.

There is also a “false positive” opportunity if a membership expires and is restarted as a new membership rather than a renewal. The design of the membership database attempts to minimize such cases by enforcing uniqueness of email addresses. Again, there is not likely to be a significant number of memberships that are replaced by new ones where it is truly the same person using a different email address.

One other note regarding the data. The extremely high number of unrenewed “Junior” memberships from 2013 reflects the program of offering free memberships for young people during the period from September 2013 to September 2014. Many of these memberships were for extremely young children or at addresses with normal, paid memberships. It is not surprising, therefore, many of these memberships were not continued once the free period expired.

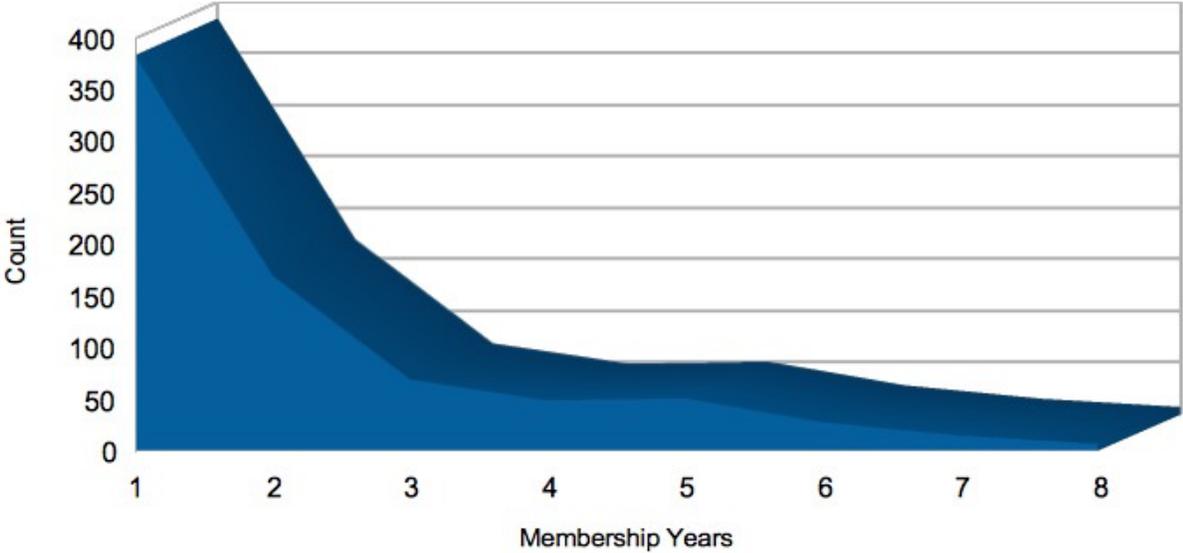


The clearest conclusion is there is a routine turnover in the membership that amounts to almost 25% of the normal household threshold in any given year. This observation indicates the challenge to the Congress is not as much growth as it is retention.

Further analysis of the un-renewed memberships shows the vast majority of them are only one or two years old. Members who stay over two years tend to stay for the long haul. A very small number reach back to the start of the online membership database.

The following chart shows the complete breakdown.

# Age of Unrenewed Memberships



04/20/15

**United States Icelandic Horse Congress Inc.**  
**Balance Sheet Standard**  
 As of December 31, 2014

	Dec 31, '14
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Associated Checking acct.	15,904.47
Associated Money Market Acct.	131,824.44
<b>Total Checking/Savings</b>	147,728.91
<b>Other Current Assets</b>	
CD ownd by USIHC matures 4/7/13	3,000.00
CDs for Judge Scholarship Fund	
CD-matures 10/5/17	3,069.67
CD-matures 10/5/15	3,036.18
CD-matures 9/29/16	1,003.51
<b>Total CDs for Judge Scholarship ...</b>	7,109.36
<b>Total Other Current Assets</b>	10,109.36
<b>Total Current Assets</b>	157,838.27
<b>TOTAL ASSETS</b>	<b>157,838.27</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Unexpended Judge Schlshp. Fund	7,000.00
Unexpended World Champshp F...	2,225.83
Unexpended Youth Funds	4,956.32
<b>Total Other Current Liabilities</b>	14,182.15
<b>Total Current Liabilities</b>	14,182.15
<b>Total Liabilities</b>	14,182.15
<b>Equity</b>	
Opening Bal Equity	96,926.56
Retained Earnings	48,224.44
Net Income	-1,494.88
<b>Total Equity</b>	143,656.12
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>157,838.27</b>

04/20/15

**United States Icelandic Horse Congress Inc.**  
**Profit and Loss Standard**  
 January through December 2014

	Jan - Dec '14
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Breeding Committee Income	
Breeding Evaluation Reimb.	0.00
Evaluation-FEIF fees	400.00
<b>Total Breeding Committee Income</b>	400.00
Competition Inc.	
Sanction Competition fee	475.00
<b>Total Competition Inc.</b>	475.00
FEIF Conference Reimbsmt.	875.30
Interest Income	274.75
<b>Membership Related Income</b>	
Farm Listing	
2015 Farm listing	964.48
2014 Farm Listing	2,838.53
<b>Total Farm Listing</b>	3,803.01
<b>Membership Dues</b>	
2015 Membership dues	
2015 Youth Membership	33.68
2015 Family mbshp	1,449.01
2015 Individual Mbshp	2,615.83
<b>Total 2015 Membership dues</b>	4,098.52
2014 Membership dues	
2014 Foreign Friend	135.97
2014 Youth membership	138.68
2014 Family Mbshp	5,317.65
2014 Individual Mbshp	11,925.30
<b>Total 2014 Membership dues</b>	17,517.60
<b>Total Membership Dues</b>	21,616.12
Quarterly Inc.	
Quarterly Adv. Inc.	5,036.06
Quarterly back issue sales	138.35
<b>Total Quarterly Inc.</b>	5,174.41
Website Inc.	
Stallion listing	9.71
Website Ad Inc.	813.62
<b>Total Website Inc.</b>	823.33
<b>Total Membership Related Income</b>	31,416.87
<b>Other Income</b>	
Booth Deposit/Refund	0.00
<b>Total Other Income</b>	0.00
<b>Registry Income</b>	
Duplicate Registration fees	484.85
Late Stallion Report fees	3,775.00
Registration fees	7,384.69
Transfer fees	3,122.52
<b>Total Registry Income</b>	14,767.06
USIHC Non-Member fees	688.20
Youth Committee Inc.	

04/20/15

**United States Icelandic Horse Congress Inc.**  
**Profit and Loss Standard**  
 January through December 2014

	<u>Jan - Dec '14</u>
FEIF Youth Cup Reimbursement	2,583.55
Youth Cup Tryout Fees	750.00
<b>Total Youth Committee Inc.</b>	<u>3,333.55</u>
<b>Total Income</b>	52,230.73
<b>Expense</b>	
<b>Breeding Committee Exp.</b>	
Breeding Comm. Equipment Exp.	1,295.00
FEIF Evaluation fees	124.86
Elwell Breeding Award	81.30
<b>Total Breeding Committee Exp.</b>	<u>1,501.16</u>
<b>Competition Comm. Expense</b>	
FEIF World Ranking Comp. fee	340.54
National Ranking Award Expense	711.70
World Championship Expenses	
WC 2013 Berlin Expenses	409.73
<b>Total World Championship Expe...</b>	<u>409.73</u>
<b>Total Competition Comm. Expense</b>	1,461.97
<b>FEIF Conference exp.</b>	
FEIF Conf. exp. to be reimbrsd	902.06
FEIF 2014 Conference exp.	1,702.13
<b>Total FEIF Conference exp.</b>	<u>2,604.19</u>
<b>Funding Programs</b>	
Young Horse Eval. funding suppo	500.00
Grant Funding Expense	180.00
Flagship Funding exp.	
Flagship Event - Evaluation	1,000.00
Flagship Event - Sanction Show	6,000.00
<b>Total Flagship Funding exp.</b>	<u>7,000.00</u>
<b>Total Funding Programs</b>	7,680.00
<b>Membership Related Expenses</b>	
<b>Administration</b>	
Mbshp. Postage	550.36
Office/Supplies Exp.	103.22
Tax. Prep. Services	350.00
<b>Total Administration</b>	<u>1,003.58</u>
<b>Annual Meeting Exp.</b>	
2015 Annual Meeting exp.	250.00
2014 Annual Meeting expense	3,994.95
<b>Total Annual Meeting Exp.</b>	<u>4,244.95</u>
<b>FEIF related expenses</b>	
FEIF Mbshp fees	1,642.89
<b>Total FEIF related expenses</b>	<u>1,642.89</u>
<b>Insurance</b>	1,248.00
<b>Quarterly Expenses</b>	
Graphics	4,000.00
Postage for Quarterly	
postage for membership drive	390.35
Postage for Quarterly - Other	2,021.02

04/20/15

**United States Icelandic Horse Congress Inc.**  
**Profit and Loss Standard**  
 January through December 2014

	Jan - Dec '14
Total Postage for Quarterly	2,411.37
Quarterly Printing	
Copies for Membership drive	248.40
Quarterly Printing - Other	10,380.57
Total Quarterly Printing	10,628.97
Quarterly Expenses - Other	226.00
Total Quarterly Expenses	17,266.34
Service fees	
Bank Fees	3.00
Total Service fees	3.00
Toll Free line	155.40
Website	181.40
Total Membership Related Expen...	25,745.56
Pleasure Rider Program Exp.	
2013 PRP Award exp.	551.50
Total Pleasure Rider Program Exp.	551.50
Promotional Exp.	
Display booth shipping	116.69
Equine Affair Exp.	2,150.00
Other Booth rental Expense	350.00
Promotional postage expenses	562.76
RC Co-op promo exp.	200.00
Promotional Exp. - Other	2.12
Total Promotional Exp.	3,381.57
Registry Expenses	
Clerical for registry	3,830.00
Printing & reproduction-Regist.	627.62
Registry Office supplies	108.80
Registry Postage	416.35
Total Registry Expenses	4,982.77
Youth Committee Exp.	
Youth Cup Exp.	
2014 Youth Cup expense	5,816.89
Total Youth Cup Exp.	5,816.89
Total Youth Committee Exp.	5,816.89
Total Expense	53,725.61
Net Ordinary Income	-1,494.88
Net Income	-1,494.88

### Annual Report: Icelandic Horses Registered for year 2014

	Domestic Bred Under 12 Months	Imported Under 12 Months	Domestic Bred	Imported from Iceland	Imported from Canada	Imported from other countries	Total Registered		Total Transfers
Mares	28	0	35	15	1	0	79	109	
Stallions	23	0	9	2	1	0	35	15	
Geldings	9	0	21	15	1	0	46	66	
Total 2014	60	0	65	32	3	0	Total	160	190
Total 2013	42	0	25	22	4	1	Total	94	175
	18	0	40	10	-1	-1		66	15

**2014: Total number of horses registered: 160**  
**2014: Total number of horses transferred 190**

Domestic Horses registered **3027**  
 Imported Horses registered in Worldfengur **2583**  
 Total number of Icelandic horses registered in WorldFengur 12/31/2013 **5610**

# USIHC QUARTERLY COMMITTEE 2014 ANNUAL REPORT

*Nancy Brown and Nicki Esdorn, co-chairs*



2014 was a big year for *The Icelandic Horse Quarterly*, marking our upgrade to a full-color magazine. Thanks to the USIHC Board for supporting our initiative, co-chair Nicki Esdorn for spearheading the redesign effort, co-chair Nancy Brown for dealing with the design & printing details, and our 15 committee members and up to 49 contributors per issue (more than 10% of the total USIHC membership!) who provided the exceptional content and editorial oversight that makes the *Quarterly* such an effective “face” of the USIHC.

As FEIF Leisure Riding Leader Lone Høgholt wrote upon receiving the March 2015 issue: **“This is an amazingly good magazine! Just spent half morning reading very good and qualified articles. WOW – well done!”**

The goals of the Quarterly Committee are to educate and entertain the membership; to provide a communication channel for the Board, the Committees, and the members; and to promote the USIHC and the breed by showing the versatility of the Icelandic horse and focusing on its health and welfare in the U.S. In 2014, the committee renewed its commitment to presenting “best practices” in both text and photographs. We also stated a goal of featuring young and upcoming riders and trainers. Articles in the magazine covered all facets of the Icelandic horse world, including interviews with riders, trainers, and breeders; updates on research projects; reports from shows and evaluations; training tips; travel essays; youth essays; film and book reviews; members’ experiences and reflections; and news from the Regional Clubs, USIHC Committees, the USIHC Board of Directors, and FEIF. We also developed three pages to promote the USIHC and the Registry; these pages, “Why Join the USIHC” and “Why Register Your Icelandic Horse,” are now standard in the magazine and updated as necessary.

Each of the four 2014 issues of *The Icelandic Horse Quarterly* was 52 pages long, in full color with a heavier cover stock, and featured a total of 31 feature articles and numerous news items written and illustrated by committee members and other USIHC members. Advertising pages were increased, with advertising placement now available in both the front and the back of the magazine (thanks to Quarterly committee member and Promotion chair Juli Cole for that suggestion!). Advertising income for the year was \$4,425. The Committee continues to offer free advertising to Regional Clubs or individual members

to promote USIHC-sanctioned events and programs, such as shows, evaluations, clinics, or special offers (i.e., the Youth Membership Drive).

Total Quarterly expenses, for design, printing, and mailing, were \$15,934, according to treasurer Kari Pietsch-Wangard, who has been vital in helping us keep our bills, as well as our advertising, on track. The issues were released electronically as PDF files and posted by USIHC webmaster Doug Smith on www.icelandics.org on approximately Feb. 15, May 15, August 15, and November 15; they were mailed approximately two weeks later. As they are mailed at the most economical bulk rate, copies were received by all members by approximately March 15, June 15, September 15, and December 15.

This year, following a revision of the Quarterly Copies Policy in the USIHC Policies & Procedures manual, Nicki Esdorn made a concentrated effort to reach out to all contributors and make sure they each received two free contributors' copies. Contributors are encouraged to share their free copies with potential new members or otherwise use them to promote the USIHC and the breed.

The number of copies in 2014 varied issue to issue:

- March: 1300 copies (446 USIHC members, 580 for membership drive, 221 for Promotion, remainder for contributors and welcome packets)
- June: 650 copies (450 USIHC members, 30 Promotion, remainder for contributors and welcome packets)
- September: 600 copies (476 USIHC members, 50 Promotion, remainder for contributors and welcome packets)
- December: 600 copies (436 USIHC members, 50 Promotion, remainder for contributors and welcome packets)

As of November 2014, we had only 11 copies of the March issue left (out of 1300 printed), 37 copies of June (out of 650), and 2 copies of September (out of 600), meeting our goal of having all copies distributed to interested readers within 6-9 months of their issue date.

For our March 2014 membership drive, we shared 580 copies of the magazine with potential new USIHC members; these were distributed with the help of 29 trainers and breeders who each reached out to 20 potential members. Although the success of the drive is hard to assess--given that, overall, USIHC members in December 2014 was similar to that of March 2014--the trainers and breeders involved were enthusiastic. We felt it was a cheap and easy way to generate good will, to introduce new Icelandic horse riders/owners to the USIHC, and eventually, we hope, to increase our membership numbers. Everyone on our list was very happy and appreciative—and thankful!—to receive free copies to give to their clients. As reported in the March 2015 issue, here's what they told us:

- They were **great handouts** for people interested in the breed and the Icelandic Horse Scene.
- It is such **an excellent promotional tool**; not only is the magazine beautifully designed and informative, it also shows people who are new to the breed **what a fun community the Icelandic horse world in America is!**
- Countless people pick them up and read them, even those who are not horse people. **They really help with encouraging interest in the breed.**
- I have many newbies who are not sure it's worth joining the USIHC as **they don't know what they will get from the membership**, especially if they don't own a horse. I think getting an issue of the *Quarterly* would sway them for sure!
- It's a **great good will gesture that builds interest and excitement** about the breed.

- With every horse and every lesson package we sell, we include a copy of the *Quarterly*. We would love to continue to do this and **encourage people to become members**.

In conjunction with the membership drive, Quarterly co-chair Nicki Esdorn volunteered to take over the job of sending out Welcome Packets to new USIHC members. From March to November 2014, she sent out 65 Welcome Packets.

In addition to producing four spectacular issues of *The Icelandic Horse Quarterly*, our committee projects for 2015 include:

- surveying our readers,
- generating more advertising,
- providing more coverage of Icelandic-horse related content found on the web,
- preparing an index (or table of contents) of our web archive of back issues,
- posting more *Quarterly* content as individual stories on the USIHC website,
- working with the Registrar to ensure that each new Icelandic horse owner receives a complimentary copy of the *Quarterly*,
- working with the Education Committee to post our trainer profile series on the website,
- working with the Youth Committee to develop a Youth Essay Contest,
- working with the Leisure Riding Committee to develop a profile series,
- working with the Regional Club Committee to see that all clubs are represented in our Regional Club Updates section,
- working with the Promotion Committee to expand the use of the *Quarterly* as a promotion and membership-recruitment tool by offering free copies (while supplies last) to any USIHC member who requests them (as well as to trainers, breeders, and Regional Clubs).

Committee membership for 2014 averaged 15 members, still all women—we again hope to recruit some male USIHC members to contribute their insights. More women are always welcome on the committee too. We hope you'll join us.

# USIHC Sport Committee 2014

## Sanctioned Shows in 2014

Location	Date	FEIF International Judge(s)
Santa Ynez, CA	April 26-27	Thorgeir Gudlaugsson
Reston, VA	May 17-18	Will Covert
Eagle, WI	August 16-17	Will Covert
Claverack, NY	Sept 20-21	Hulda G. Geirsdottir
Santa Ynez, CA	Oct 4-5	Nicolai Thye
Prospect, KY	Oct 11-12	Pétur Jökull Hákonarson, Nicolai Thye, Will Covert

2014 There were a total of 6 Sanctioned shows vs. 11 in 2013

Year End National Ranking 2013			Year End National Ranking 2014		
Award Winners			Award Winners		
Discipline	Rider	Average	Discipline	Rider	Average
T1	Asta Covert	8.80	T1	Asta Covert	8.60
T2	Asta Covert	7.40	T2	Anne-Marie Martin	7.07
T3	Dominic Ng	6.50	T3	Lucy Nold	6.48
T4	Doug Smith		T4	Doug Smith	
6.65			6.00		
T5	Mitch Martin	5.67	T5	Mitch Martin	5.90
T6	Willy Ma	4.80	T6	Olivia Rasmussen	5.40
T7	Colleen Monsef	5.95	T7	Kelly Blough & Tammy Martin	
T8	Elizabeth Robertson	7.00			
V1	Asta Covert	8.03	5.55		
V2	Rachel Ng	6.45	T8	Julia Hasenauer	6.60
V3	Laurie Prestine	6.05	V1	Asta Covert	8.02
V5	Colleen Monsef	6.09	V2	Lucy Nold	6.25
V6	Elizabeth Robertson	6.35	V3	Mitch Martin	5.85
F1	Carrie Lyons Brandt	6.90	V5	Alicia Flanigan	5.65
F2	Kari Pietsch-Wangard		V6	Emma Erickson	6.25
6.00			F1	Carrie Lyons Brandt	6.90
			F2	Kari Pietsch-Wangard	
			6.00		

# 2014 Promotion Committee Report

---

The Promotion Committee developed an exciting new program in 2014 titled the Breed Ambassador Award, the purpose of which is to recognize those members who take their Icelandic Horses to organized all-breed events.

The program was open to all USIHC members in good standing, provided that they were current members both at the time of the event used for entry and at the time the winners were announced at the 2015 Annual Meeting.

Entries were made by submitting photos either to the USIHC Facebook page, or emailing them directly to the Promotion Committee Chair. Five winners were selected by random drawing at the 2015 Annual Meeting and each winner receives a \$50.00 Visa Gift Card and an official USIHC Breed Ambassador Award T-shirt.

Participation was good for the initial year, with a total of 27 entries. The program will continue for 2015 and it is anticipated that participation will increase.

## **2014 Annual Breeding Report**

*Submitted by Andrea Barber*

### 2014 Breeding Evaluations

A breeding evaluation was held May 10-11, 2014 judged by International Breeding Judges Marlise Grimm (DE) and Elisabeth Jansen (IS). It was held at the new facilities at Léttleiki Icelandics in Shelbyville, KY. Chief Judge Marlise Grimm was very complimentary about the event saying the “organization was close to perfect” and track was “super” - holding up really well even after some rain.

It was a successful and well received event with a total of 14 horses were evaluated – 10 for full evaluation and four for conformation only.

The highest evaluated US bred horse and winner of the [Anne Elwell Award](#) was Piltur from Winterhorse Park (US2008103864) with a total score of 7.83. Piltur is bred and owned by Barb and Dan Riva of Winterhorse Park.

#### *Looking ahead to 2015:*

- A spring breeding evaluation to be held in KY is in the planning stages
- As this is a World Championship year we hope to have some US bred horses qualify for the event either here in the US or in Europe

### 2014 Young Horse and Foal Assessments

2014 saw three Young Horse and Foal Assessments where a total of 17 horses were assessed – all by FEIF International Breeding Judge Barbara Frische. The three organizers were:

- Winterhorse Park - Eagle, WI (5)
- Sand Meadow Farm – Mendon, NY (1)
- Ohio Valley Icelandic Horse Club – Simmons, OH (11)

Only one of the organizers took advantage of the incentive funding for 2014 (the others turned it down). So the full \$500 went to the Ohio Valley Icelandic Horse Club.

The highest assessed horse of the year and the winner of the new [Caryn Cantella Award](#) was Pipar from Winterhorse Park (US2014104926) bred and owned by Barb and Dan Riva of

Winterhorse Park. More information on the award, the winner, and a list of the top 10 horses from 2014 can be found on the [USIHC website](#).

*Looking ahead to 2015:*

- A new sanctioning process (currently in discussion in the Breeding Committee)
- [Increased funding for 2015](#)
- One event is already being planned in WI in May

### Equipment

The old USIHC owned measuring stick used to measure horses at breeding evaluations was found to be in poor repair and in need of replacement. The board approved replacing it with a new version. The new stick was purchased from Europe at a cost of 945 Euros. It is a custom-made high quality stick engraved with "USIHC" that should last many years.

*Looking ahead to 2015:*

- A full inventory of all USIHC owned breeding equipment will be completed
- A written agreement for the use of USIHC owned breeding equipment will be created
- Lower cost shipping methods for breeding equipment will be explored

## **2014 Annual Breeding Report**

*Submitted by Andrea Barber*

### 2014 Breeding Evaluations

A breeding evaluation was held May 10-11, 2014 judged by International Breeding Judges Marlise Grimm (DE) and Elisabeth Jansen (IS). It was held at the new facilities at Léttleiki Icelandics in Shelbyville, KY. Chief Judge Marlise Grimm was very complimentary about the event saying the “organization was close to perfect” and track was “super” - holding up really well even after some rain.

It was a successful and well received event with a total of 14 horses were evaluated – 10 for full evaluation and four for conformation only.

The highest evaluated US bred horse and winner of the [Anne Elwell Award](#) was Piltur from Winterhorse Park (US2008103864) with a total score of 7.83. Piltur is bred and owned by Barb and Dan Riva of Winterhorse Park.

#### *Looking ahead to 2015:*

- A spring breeding evaluation to be held in KY is in the planning stages
- As this is a World Championship year we hope to have some US bred horses qualify for the event either here in the US or in Europe

### 2014 Young Horse and Foal Assessments

2014 saw three Young Horse and Foal Assessments where a total of 17 horses were assessed – all by FEIF International Breeding Judge Barbara Frische. The three organizers were:

- Winterhorse Park - Eagle, WI (5)
- Sand Meadow Farm – Mendon, NY (1)
- Ohio Valley Icelandic Horse Club – Simmons, OH (11)

Only one of the organizers took advantage of the incentive funding for 2014 (the others turned it down). So the full \$500 went to the Ohio Valley Icelandic Horse Club.

The highest assessed horse of the year and the winner of the new [Caryn Cantella Award](#) was Pipar from Winterhorse Park (US2014104926) bred and owned by Barb and Dan Riva of

Winterhorse Park. More information on the award, the winner, and a list of the top 10 horses from 2014 can be found on the [USIHC website](#).

*Looking ahead to 2015:*

- A new sanctioning process (currently in discussion in the Breeding Committee)
- [Increased funding for 2015](#)
- One event is already being planned in WI in May

### Equipment

The old USIHC owned measuring stick used to measure horses at breeding evaluations was found to be in poor repair and in need of replacement. The board approved replacing it with a new version. The new stick was purchased from Europe at a cost of 945 Euros. It is a custom-made high quality stick engraved with "USIHC" that should last many years.

*Looking ahead to 2015:*

- A full inventory of all USIHC owned breeding equipment will be completed
- A written agreement for the use of USIHC owned breeding equipment will be created
- Lower cost shipping methods for breeding equipment will be explored

## **2014 Annual Report - Standard Blood Profile Project**

*Submitted by Andrea Barber*

For many years the USIHC has pursued getting a Standard Blood Profile for the Icelandic breed. The USIHC regularly gets contacted by both owners and veterinarians with sick Icelandic horses questioning the blood test results they are getting – not sure if deviations from normal values are due to illness, or from breed characteristics. Having a Standard Blood Profile for the breed would be extremely helpful to allow veterinarians to have normal values for the Icelandic breed to compare to when analyzing data from their own testing. Unfortunately, to date completion of this project has proved elusive mostly due to the necessity of having a large number of Icelandic horses in a single place for testing.

However, the fact that Cornell University has a herd of Icelandic horses on site revived interest in this project. The researcher in charge of the study involving the Icelandic horses (also a USIHC member) – [Bettina Wagner, DVM, Dr. med. vet. habil.](#) – was contacted and she was extremely willing to help with regard to this new project. She conducted some preliminary sampling at her own expense (which showed good promise) and then brought in clinical pathologist [Tracy Stokol, DVM, Phd.](#) (also from Cornell University) to consult further.

The USIHC board then held a conference call to discuss the project with both professionals. Many questions were answered, and shortly thereafter the board decided to move forward with the project (pending negotiation of a contract with Cornell University as to the details of the project, which is currently in progress) – as it seemed to provide the potential for great benefit to the breed both here in the US and around the world.

However, completion of this complex project will involve a Herculean effort on the part of the USIHC's entire membership. Over 120 horses will need to be sampled under strict parameters set by the researchers. These samples will then need to be tested by Cornell's lab at a cost of approximately \$14,000 – which the USIHC has agreed to pay for, but which we hope will be offset, at least in part, by USIHC member contributions. The results of those tests will then need to be analyzed by the research team and then put into two formats – one that is easily accessible by the layman for owner use and the other suitable for publication in a peer-reviewed academic journal for veterinary use. Though of course we will all be eager for the results, we must be patient as good, sound science takes time.

*We hope that all USIHC members will support his important project in 2015 and beyond!*

# 2015 Secretary's Report

---

The membership numbers of USIHC averaged 450 households +/- each month. The total number of individual members (adult and youth) averaged 625 +/- each month.

The duties of the Secretary's office include preparing the agenda for the monthly BOD conference calls and the minutes from each monthly call. Requests are sent to each committee Chair to submit any reports about the activities of each committee or items such as proposals for events or funding that require action (voting) from the BOD for each month's call. The agenda and minutes also fall into this category, to include requesting and compiling the year end reports from each of the USIHC committees.

The Secretary also posts items to the USIHC website News and Calendar sections, and these items in turn automatically cross post to the USIHC Facebook page. Items for the USIHC website should be submitted directly to the following email address: [secretary@icelandics.org](mailto:secretary@icelandics.org)

## USIHC General Membership Funds

11/30/15		12/31/15
\$ 6,105.50	Checking	\$ 6,821.54
\$ 132,004.05	Money Market	\$ 132,019.75
\$ 10,163.08	CDs	\$ 10,163.08
\$ 148,272.63	subtotal	\$ 149,004.37
\$ (5,664.95)	Youth Fund	\$ (6,070.53)
\$ (7,000.00)	Judge Scholarship Fund	\$ (6,000.00)
\$ (2,833.95)	World Champ. Team Fund	\$ (3,126.70)
\$ 132,773.73	USIHC General Membership Funds	\$ 133,807.14

Net Increase **(Decrease)** from previous report

**\$1,033.41**

01/06/16

**United States Icelandic Horse Congress Inc.**  
**Balance Sheet Standard**  
 As of December 31, 2015

	Dec 31, '15
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Associated Checking acct.	6,821.54
Associated Money Market Acct.	132,019.75
<b>Total Checking/Savings</b>	138,841.29
<b>Other Current Assets</b>	
CD ownd by USIHC mature 9/29/16	1,003.51
CD ownd by USIHC mature 10/7/16	3,000.00
CDs for Judge Scholarship Fund	
CD-matures 10/5/17	3,105.13
CD-matures 10/5/18	3,054.44
<b>Total CDs for Judge Scholarship ...</b>	6,159.57
<b>Total Other Current Assets</b>	10,163.08
<b>Total Current Assets</b>	149,004.37
<b>TOTAL ASSETS</b>	<b>149,004.37</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Unexpended Judge Schlshp. Fund	6,000.00
Unexpended World Champshp F...	3,126.70
Unexpended Youth Funds	6,070.53
<b>Total Other Current Liabilities</b>	15,197.23
<b>Total Current Liabilities</b>	15,197.23
<b>Total Liabilities</b>	15,197.23
<b>Equity</b>	
Opening Bal Equity	96,926.56
Retained Earnings	46,729.56
Net Income	-9,848.98
<b>Total Equity</b>	133,807.14
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>149,004.37</b>

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through December 2015**  
**Page 1**

<u>Income</u>		<u>Expense</u>	
Breeding Committee Income	40.00	Breeding Committee Exp.	
		Breeding Comm. Equipment Exp.	103.25
		Cantella YH Evaluation Award	57.02
		FEIF Evaluation fees	99.96
		Elwell Breeding Award	57.02
		<b>Total Breeding Committee Exp.</b>	<u>317.25</u>
<b>Competition Inc.</b>		<b>Competition Comm. Expense</b>	
Sanction Competition fee	525.00	National Ranking Award Expense	917.52
WC Team Tryout Inc.		World Championship Expenses	
WC 2015 Team Tryout Inc.	881.58	WC 2015 Denmark Expenses	1,365.74
<b>Total WC Team Tryout Inc.</b>	<u>881.58</u>	<b>Total World Championship Expenses</b>	<u>1,365.74</u>
<b>Total Competition Inc.</b>	<u>1,406.58</u>	<b>Total Competition Comm. Expense</b>	<u>2,283.26</u>
<b>Education-Riding Badge</b>		<b>Education Seminar exp.</b>	
Riding Badge Inc.	300.00	Judging Seminar exp.	
<b>Total Education-Riding Badge</b>	<u>300.00</u>	2015 Judging Seminar	1,744.34
<b>Interest Income</b>	272.99	<b>Total Judging Seminar exp.</b>	<u>1,744.34</u>
		<b>Total Education Seminar exp.</b>	<u>1,744.34</u>
		<b>FEIF Conference exp.</b>	
		FEIF 2015 Conf. exp.	405.00
		<b>Total FEIF Conference exp.</b>	<u>405.00</u>
		<b>Funding Programs</b>	
		Young Horse Eval. funding support	500.00
		Grant Funding Expense	4,135.36
		Flagship Funding exp.	
		Flagship Event - Evaluation	1,000.00
		Flagship Event - Sanction Show	8,000.00
		<b>Total Flagship Funding exp.</b>	<u>9,000.00</u>
		<b>Total Funding Programs</b>	<u>13,635.36</u>
<b>Membership Related Income</b>		<b>Membership Related Expenses</b>	
Farm Listing	3,122.71	<b>Administration</b>	
<b>Membership Dues</b>		Mbshp. Postage	441.07
Family Memberships	1,072.15	Office/Supplies Exp.	25.17
Individual Memberships	1,966.59	Special Awards Exp.	65.15
2015 Membership dues		Tax. Prep. Services	375.00
2015 Foreign Friend	133.94	<b>Total Administration</b>	<u>906.39</u>
2015 Youth Membership	444.44	<b>Annual Meeting Exp.</b>	
2015 Family mbshp	5,472.32	2015 Annual Meeting exp.	4,900.27
2015 Individual Mbshp	13,100.62	<b>Total Annual Meeting Exp.</b>	<u>4,900.27</u>
<b>Total 2015 Membership dues</b>	<u>19,151.32</u>	<b>FEIF Mbshp fees</b>	1,615.04
<b>Total Membership Dues</b>	<u>22,190.06</u>	<b>Insurance</b>	745.00

**United States Icelandic Horse Congress Inc.**  
**Income & Expense Report**  
**January through December 2015**  
**Page 2**

Income		Expense	
Quarterly Inc.		Quarterly Expenses	
Quarterly Adv. Inc.	5,233.11	Graphics	4,000.00
Quarterly back issue sales	5.00	Postage for Quarterly	1,744.59
<b>Total Quarterly Inc.</b>	<b>5,238.11</b>	Quarterly Printing	9,867.10
		<b>Total Quarterly Expenses</b>	<b>15,611.69</b>
		Service fees	
		Bank Fees	16.00
		<b>Total Service fees</b>	<b>16.00</b>
Website Inc.		Toll Free line	155.40
Website Ad Inc.	756.26	Website	714.37
<b>Total Website Inc.</b>	<b>756.26</b>	WorldFengur Exp.	1,021.70
<b>Total Membership Related Income</b>	<b>31,307.14</b>	<b>Total Membership Related Expenses</b>	<b>25,685.86</b>
		Promotional Exp.	
Booth Deposit/Refund	-3.50	Ambassador award	309.00
		Display booth shipping	240.10
		Promotional postage expenses	235.24
		Promotion Material Printing exp	1,035.39
		RC Co-op promo exp.	115.00
		Promotional Exp. - Other	45.88
		<b>Total Promotional Exp.</b>	<b>1,980.61</b>
Registry Income		Registry Expenses	
Duplicate Registration fees	193.00	Clerical for registry	3,963.00
Late Stallion Report fees	2,368.20	Printing & reproduction-Regist.	247.19
Registration fees	5,115.80	Registry Office supplies	228.79
Transfer fees	2,762.71	Reg. WorldFengur Sbscrptn exp.	215.55
<b>Total Registry Income</b>	<b>10,439.71</b>	Registry Postage	413.45
		<b>Total Registry Expenses</b>	<b>5,067.98</b>
		Youth Committee Exp.	
		Spaejari Award	99.70
		Youth Camp	
		09 FEIF Youth Camp Exp.(US Youth Cup)	2,664.64
		<b>Total Youth Camp</b>	<b>2,664.64</b>
USIHC Non-Member fees	272.10	<b>Total Youth Committee Exp.</b>	<b>2,764.34</b>
<b>Total Income</b>	<b>44,035.02</b>	<b>Total Expense</b>	<b>53,884.00</b>

**Net Income / Loss: -9,848.98**

**United States Icelandic Horse Congress Inc.  
Income & Expense 2014 - 2015 Comparison  
Page 1**

	Jan - Dec '15	Jan - Dec '14	\$ Change	% Change	Notes
<b>Income</b>					
<b>Breeding Committee Income</b>					
Breeding Evaluation Reimb.	0.00	0.00	0.00	0.0%	
Evaluation-FEIF fees	0.00	400.00	-400.00	-100.0%	
Breeding Committee Income - Other	40.00	0.00	40.00	100.0%	
<b>Total Breeding Committee Income</b>	<b>40.00</b>	<b>400.00</b>	<b>-360.00</b>	<b>-90.0%</b>	<b>We no longer charge for Eval. Fees</b>
<b>Competition Inc.</b>					
Sanction Competition fee	525.00	475.00	50.00	10.5%	
WC Team Tryout Inc.					
WC 2015 Team Tryout Inc.	881.58	0.00	881.58	100.0%	
<b>Total WC Team Tryout Inc.</b>	<b>881.58</b>	<b>0.00</b>	<b>881.58</b>	<b>100.0%</b>	
<b>Total Competition Inc.</b>	<b>1,406.58</b>	<b>475.00</b>	<b>931.58</b>	<b>196.1%</b>	<b>No tryouts in 2014</b>
<b>Education-Riding Badge</b>					
Riding Badge Inc.	300.00	0.00	300.00	100.0%	
<b>Total Education-Riding Badge</b>	<b>300.00</b>	<b>0.00</b>	<b>300.00</b>	<b>100.0%</b>	
FEIF Conference Reimbsmt.	0.00	875.30	-875.30	-100.0%	
Interest Income	272.99	274.75	-1.76	-0.6%	
<b>Membership Related Income</b>					
<b>Farm Listing</b>					
2015 Farm listing	2,265.04	964.48	1,300.56	134.8%	
2014 Farm Listing	0.00	2,838.53	-2,838.53	-100.0%	
2016 Farm Listing	857.67	0.00	857.67	100.0%	
<b>Total Farm Listing</b>	<b>3,122.71</b>	<b>3,803.01</b>	<b>-680.30</b>	<b>-17.9%</b>	
<b>Membership Dues</b>					
Family Memberships	1,072.15	0.00	1,072.15	100.0%	
Individual Memberships	1,966.59	0.00	1,966.59	100.0%	
<b>2015 Membership dues</b>					
2015 Foreign Friend	133.94	0.00	133.94	100.0%	
2015 Youth Membership	444.44	33.68	410.76	1,219.6%	
2015 Family mbshp	5,472.32	1,449.01	4,023.31	277.7%	
2015 Individual Mbshp	13,100.62	2,615.83	10,484.79	400.8%	
<b>Total 2015 Membership dues</b>	<b>19,151.32</b>	<b>4,098.52</b>	<b>15,052.80</b>	<b>367.3%</b>	
<b>2014 Membership dues</b>					
2014 Foreign Friend	0.00	135.97	-135.97	-100.0%	
2014 Youth membership	0.00	138.68	-138.68	-100.0%	
2014 Family Mbshp	0.00	5,317.65	-5,317.65	-100.0%	
2014 Individual Mbshp	0.00	11,925.30	-11,925.30	-100.0%	
<b>Total 2014 Membership dues</b>	<b>0.00</b>	<b>17,517.60</b>	<b>-17,517.60</b>	<b>-100.0%</b>	
<b>Total Membership Dues</b>	<b>22,190.06</b>	<b>21,616.12</b>	<b>573.94</b>	<b>2.7%</b>	<b>Very stable dues income</b>

**United States Icelandic Horse Congress Inc.  
Income & Expense 2014 - 2015 Comparison  
Page 2**

<b>Income</b>	<b>Jan - Dec '15</b>	<b>Jan - Dec '14</b>	<b>\$ Change</b>	<b>% Change</b>	<b>Notes</b>
<b>Quarterly Inc.</b>					
Quarterly Adv. Inc.	5,233.11	5,036.06	197.05	3.9%	
Quarterly back issue sales	5.00	138.35	-133.35	-96.4%	
<b>Total Quarterly Inc.</b>	<b>5,238.11</b>	<b>5,174.41</b>	<b>63.70</b>	<b>1.2%</b>	
<b>Website Inc.</b>					
Stallion listing	0.00	9.71	-9.71	-100.0%	
Website Ad Inc.	756.26	813.62	-57.36	-7.1%	
<b>Total Website Inc.</b>	<b>756.26</b>	<b>823.33</b>	<b>-67.07</b>	<b>-8.1%</b>	
<b>Total Membership Related Income</b>	<b>31,307.14</b>	<b>31,416.87</b>	<b>-109.73</b>	<b>-0.3%</b>	<b>Very stable overall</b>
<b>Booth Deposit/Refund</b>	<b>-3.50</b>	<b>0.00</b>	<b>-3.50</b>	<b>-100.0%</b>	
<b>Registry Income</b>					
Duplicate Registration fees	193.00	484.85	-291.85	-60.2%	
Late Stallion Report fees	2,368.20	3,775.00	-1,406.80	-37.3%	
Registration fees	5,115.80	7,384.69	-2,268.89	-30.7%	
Transfer fees	2,762.71	3,122.52	-359.81	-11.5%	
<b>Total Registry Income</b>	<b>10,439.71</b>	<b>14,767.06</b>	<b>-4,327.35</b>	<b>-29.3%</b>	<b>2013 income was \$7,780</b>
<b>USIHC Non-Member fees</b>	<b>272.10</b>	<b>688.20</b>	<b>-416.10</b>	<b>-60.5%</b>	
<b>Youth Committee Inc.</b>					
FEIF Youth Cup Reimbursement	0.00	2,583.55	-2,583.55	-100.0%	<b>No FEIF Youth Cup in 2015</b>
Youth Cup Tryout Fees	0.00	750.00	-750.00	-100.0%	
<b>Total Youth Committee Inc.</b>	<b>0.00</b>	<b>3,333.55</b>	<b>-3,333.55</b>	<b>-100.0%</b>	
<b>Total Income</b>	<b>44,035.02</b>	<b>52,230.73</b>	<b>-8,195.71</b>	<b>-15.7%</b>	
<b>Expense</b>					
<b>Breeding Committee Exp.</b>					
Breeding Comm. Equipment Exp.	103.25	1,295.00	-1,191.75	-92.0%	
Cantella YH Evaluation Award	57.02	0.00	57.02	100.0%	
FEIF Evaluation fees	99.96	124.86	-24.90	-19.9%	
Elwell Breeding Award	57.02	81.30	-24.28	-29.9%	
<b>Total Breeding Committee Exp.</b>	<b>317.25</b>	<b>1,501.16</b>	<b>-1,183.91</b>	<b>-78.9%</b>	
<b>Competition Comm. Expense</b>					
FEIF World Ranking Comp. fee	0.00	340.54	-340.54	-100.0%	
National Ranking Award Expense	917.52	711.70	205.82	28.9%	
<b>World Championship Expenses</b>					
WC 2015 Denmark Expenses	1,365.74	0.00	1,365.74	100.0%	
WC 2013 Berlin Expenses	0.00	409.73	-409.73	-100.0%	
<b>Total World Championship Expenses</b>	<b>1,365.74</b>	<b>409.73</b>	<b>956.01</b>	<b>233.3%</b>	
<b>Total Competition Comm. Expense</b>	<b>2,283.26</b>	<b>1,461.97</b>	<b>821.29</b>	<b>56.2%</b>	

**United States Icelandic Horse Congress Inc.  
Income & Expense 2014 - 2015 Comparison  
Page 3**

Expense	Jan - Dec '15	Jan - Dec '14	\$ Change	% Change	Notes
<b>Judging Seminar exp.</b>					
2015 Judging Seminar	1,744.34	0.00	1,744.34	100.0%	
<b>Total Judging Seminar exp.</b>	<b>1,744.34</b>	<b>0.00</b>	<b>1,744.34</b>	<b>100.0%</b>	
<b>Total Education Seminar exp.</b>	<b>1,744.34</b>	<b>0.00</b>	<b>1,744.34</b>	<b>100.0%</b>	<b>2014 Judge Seminar did not need added support</b>
<b>FEIF Conference exp.</b>					
FEIF 2015 Conf. exp.	405.00	0.00	405.00	100.0%	
FEIF Conf. exp. to be reimbrsed	0.00	902.06	-902.06	-100.0%	
FEIF 2014 Conference exp.	0.00	1,702.13	-1,702.13	-100.0%	
<b>Total FEIF Conference exp.</b>	<b>405.00</b>	<b>2,604.19</b>	<b>-2,199.19</b>	<b>-84.4%</b>	
<b>Funding Programs</b>					
Young Horse Eval. funding support	500.00	500.00	0.00	0.0%	
Grant Funding Expense	4,135.36	180.00	3,955.36	2,197.4%	<b>US Youth Cup support</b>
Flagship Funding exp.					
Flagship Event - Evaluation	1,000.00	1,000.00	0.00	0.0%	
Flagship Event - Sanction Show	8,000.00	6,000.00	2,000.00	33.3%	
<b>Total Flagship Funding exp.</b>	<b>9,000.00</b>	<b>7,000.00</b>	<b>2,000.00</b>	<b>28.6%</b>	
<b>Total Funding Programs</b>	<b>13,635.36</b>	<b>7,680.00</b>	<b>5,955.36</b>	<b>77.5%</b>	
<b>Membership Related Expenses</b>					
<b>Administration</b>					
Mbshp. Postage	441.07	550.36	-109.29	-19.9%	
Office/Supplies Exp.	25.17	103.22	-78.05	-75.6%	
Special Awards Exp.	65.15	0.00	65.15	100.0%	
Tax. Prep. Services	375.00	350.00	25.00	7.1%	
<b>Total Administration</b>	<b>906.39</b>	<b>1,003.58</b>	<b>-97.19</b>	<b>-9.7%</b>	
<b>Annual Meeting Exp.</b>					
2015 Annual Meeting exp.	4,900.27	250.00	4,650.27	1,860.1%	
2014 Annual Meeting expense	0.00	3,994.95	-3,994.95	-100.0%	
<b>Total Annual Meeting Exp.</b>	<b>4,900.27</b>	<b>4,244.95</b>	<b>655.32</b>	<b>15.4%</b>	
FEIF Mbshp fees	1,615.04	1,642.89	-27.85	-1.7%	
Insurance	745.00	1,248.00	-503.00	-40.3%	
<b>Quarterly Expenses</b>					
Graphics	4,000.00	4,000.00	0.00	0.0%	
Postage for Quarterly					
postage for membership drive	0.00	390.35	-390.35	-100.0%	
Postage for Quarterly - Other	1,744.59	2,021.02	-276.43	-13.7%	
<b>Total Postage for Quarterly</b>	<b>1,744.59</b>	<b>2,411.37</b>	<b>-666.78</b>	<b>-27.7%</b>	
Quarterly Printing					
Copies for Membership drive	0.00	248.40	-248.40	-100.0%	
Quarterly Printing - Other	9,867.10	10,380.57	-513.47	-4.9%	
<b>Total Quarterly Printing</b>	<b>9,867.10</b>	<b>10,628.97</b>	<b>-761.87</b>	<b>-7.2%</b>	
Quarterly Expenses - Other	0.00	226.00	-226.00	-100.0%	
<b>Total Quarterly Expenses</b>	<b>15,611.69</b>	<b>17,266.34</b>	<b>-1,654.65</b>	<b>-9.6%</b>	

**United States Icelandic Horse Congress Inc.  
Income & Expense 2014 - 2015 Comparison  
Page 4**

<b>Expense</b>	<b>Jan - Dec '15</b>	<b>Jan - Dec '14</b>	<b>\$ Change</b>	<b>% Change</b>	<b>Notes</b>
<b>Bank Fees</b>	16.00	3.00	13.00	433.3%	
<b>Toll Free line</b>	155.40	155.40	0.00	0.0%	
<b>Website</b>	714.37	181.40	532.97	293.8%	<b>3 yr. SSL Certificate renewal</b>
<b>WorldFengur Exp.</b>	1,021.70	0.00	1,021.70	100.0%	<b>2015 paid for 2 years</b>
<b>Total Membership Related Expenses</b>	25,685.86	25,745.56	-59.70	-0.2%	<b>Overall very stable</b>
<b>Pleasure Rider Program Exp.</b>					
<b>2013 PRP Award exp.</b>	0.00	551.50	-551.50	-100.0%	
<b>Total Pleasure Rider Program Exp.</b>	0.00	551.50	-551.50	-100.0%	
<b>Promotional Exp.</b>					
<b>Ambassador award</b>	309.00	0.00	309.00	100.0%	
<b>Display booth shipping</b>	240.10	116.69	123.41	105.8%	
<b>Equine Affair Exp.</b>	0.00	2,150.00	-2,150.00	-100.0%	
<b>Other Booth rental Expense</b>	0.00	350.00	-350.00	-100.0%	
<b>Promotional postage expenses</b>	235.24	300.63	-65.39	-21.8%	
<b>Promotion Material Printing exp</b>	1,035.39	262.13	773.26	295.0%	
<b>RC Co-op promo exp.</b>	115.00	200.00	-85.00	-42.5%	
<b>Promotional Exp. - Other</b>	45.88	2.12	43.76	2,064.2%	
<b>Total Promotional Exp.</b>	1,980.61	3,381.57	-1,400.96	-41.4%	
<b>Registry Expenses</b>					
<b>Clerical for registry</b>	3,963.00	3,830.00	133.00	3.5%	<b>2015 = 13 months/2014 - 12 months</b>
<b>Printing &amp; reproduction-Regist.</b>	247.19	627.62	-380.43	-60.6%	
<b>Registry Office supplies</b>	228.79	108.80	119.99	110.3%	
<b>Reg. WorldFengur Sbscrptn exp.</b>	215.55	0.00	215.55	100.0%	<b>2015 paid for 2 years</b>
<b>Registry Postage</b>	413.45	416.35	-2.90	-0.7%	
<b>Total Registry Expenses</b>	5,067.98	4,982.77	85.21	1.7%	
<b>Youth Committee Exp.</b>					
<b>Spaejari Award</b>	99.70	0.00	99.70	100.0%	
<b>Youth Camp</b>					
<b>09 FEIF Youth Camp Exp.</b>	2,664.64	0.00	2,664.64	100.0%	<b>Used for US Youth Cup</b>
<b>2015 FEIF Youth Camp fees</b>	0.00	0.00	0.00	0.0%	
<b>Total Youth Camp</b>	2,664.64	0.00	2,664.64	100.0%	
<b>FEIF Youth Cup Exp.</b>					
<b>2014 FEIF Youth Cup expense</b>	0.00	5,816.89	-5,816.89	-100.0%	
<b>Total FEIF Youth Cup Exp.</b>	0.00	5,816.89	-5,816.89	-100.0%	
<b>Total Youth Committee Exp.</b>	2,764.34	5,816.89	-3,052.55	-52.5%	
<b>Total Expense</b>	<b>53,884.00</b>	<b>53,725.61</b>	<b>158.39</b>	<b>0.3%</b>	
<b>Net Income/-Loss</b>	<b>-9,848.98</b>	<b>-1,494.88</b>	<b>-8,354.10</b>	<b>558.8%</b>	<b>Less Registry income (-\$4,327) More Grant paid out (-\$6,620)</b>

### Annual Report: Icelandic Horses Registered for year 2015

	Domestic Bred Under 12 Months	Imported Under 12 Months	Domestic Bred	Imported from Iceland	Imported from Canada	Imported from other countries	Total Registered		Total Transfers
Mares	10	0	39	17	3	2	71		114
Stallions	22	0	10	5	1	0	38		16
Geldings	4	0	19	10	5	1	39		63
Total 2015	36	0	68	32	9	3	Total	148	193
Total 2014	60	0	65	32	3	0	Total	160	190
	-24	0	3	0	6	3		-12	3

**2015: Total number of horses registered: 148**  
**2015: Total number of horses transferred 193**

Domestic Horses registered **3129**  
 Imported Horses registered in Worldfengur **2635**  
 Total number of Icelandic horses registered in WorldFengur 12/31/2015 **5764**

## USIHC Sport Committee 2015

### Sanctioned Shows in 2015

Location	Date	FEIF International Judge(s)
Wattsonville, CA	April 18-19	Hulda G. Geirsdottir
Reston, VA	May 16-17	Florian Schneider, Hulda G. Geirsdóttir
Shelbyville, KY	June 7-8	Elisabeth Jansen, Marlise Grimm, Magnus Magnusson
Claverack, NY	July 11-12	Hulda G. Geirsdottir
Shelbyville, KY	July 25-26	Will Covert
Eagle, WI	September 5-6	Will Covert
Shelbyville, KY	Oct 11-12	Will Covert, Pétur Jökull Hákonarson, Alexandra Dannenmann/Thorgeir Guðlaugsson
Santa Ynez, CA	Oct 24-25	Nicolai Thye

2015 There were a total of 8 Sanctioned shows vs. 6 in 2014

Year End National Ranking 2015			Year End National Ranking 2014		
Award Winners			Award Winners		
Discipline	Rider	Average	Discipline	Rider	Average
T1	Asta Covert	7.80	T1	Asta Covert	8.60
T2	Asta Covert	7.35	T2	Anne-Marie Martin	7.07
T3	Mitch Martin	6.20	T3	Lucy Nold	6.48
T4	Alexandra Venable	5.95	T4	Doug Smith	6.00
T5	Elizabeth Robertson	5.90	T5	Mitch Martin	5.90
T6	Not Awarded	-	T6	Olivia Rasmussen	5.40
T7	Tammy Martin	5.55	T7	Kelly Blough & Tammy Martin	5.55
T8	Elizabeth Monsef	6.75	T8	Julia Hasenauer	6.60
V1	Asta Covert	7.25	V1	Asta Covert	8.02
V2	Mitch Martin	6.23	V2	Lucy Nold	6.25
V3	Colleen Monsef	5.80	V3	Mitch Martin	5.85
V5	Kelly Blough	5.30	V5	Alicia Flanigan	5.65
V6	Elizabeth Monsef	6.50	V6	Emma Erickson	6.25
F1	Terral Hill	6.45	F1	Carrie Lyons Brandt	6.90
F2	Gabrielle Pittman & Willy Ma	4.40	F2	Kari Pietsch-Wangard	6.00

# Word Championships Tryout 2015

Judge: Nicolai Thye

**Riders in Bold have qualified for the World Championships Team**

*Riders in Italics rode for scores only*

## F1 - Five Gait - Preliminary Round

<b>01</b>	<b>Chrissy Seipolt</b>	<b>Dreki vom Wotanshof</b>	<b>6.77 *</b>
<b>02</b>	<b>Terral Hill</b>	<b>Sporður frá Bergi</b>	<b>6.70 +</b>
<b>03</b>	<b>Carrie Brandt</b>	<b>Svali frá Tjörn</b>	<b>6.20 +</b>

## T1 - Tölt - Preliminary Round

<b>01</b>	<b>Carrie Brandt</b>	<b>Brá frá Fellskoti</b>	<b>6.70 +</b>
<b>02</b>	<b>Terral Hill</b>	<b>Sporður frá Bergi</b>	<b>6.70 +</b>
03	Terral Hill	Veigar frá Lækjarmóti	6.30 +

## T2 - Tölt - Preliminary Round

<b>01</b>	<b>Chrissy Seipolt</b>	<b>Fókus frá Sólheimum</b>	<b>7.03 *</b>
<b>02</b>	<b>Carrie Brandt</b>	<b>Svali frá Tjörn</b>	<b>7.00 +</b>
<b>03</b>	<b>Chrissy Seipolt</b>	<b>Dreki vom Wotanshof</b>	<b>6.93 *</b>
<b>04</b>	<b>Jennifer Melville</b>	<b>Lýsingur frá Eystri-Hól</b>	<b>6.40 *</b>
05	<i>Jessica Haynsworth</i>	<i>Atlas frá Feti</i>	<i>4.73 *</i>

## V1 - Four Gait - Preliminary Round

<b>01</b>	<b>Chrissy Seipolt</b>	<b>Fókus frá Sólheimum</b>	<b>6.83 *</b>
02	Jennifer Melville	Lýsingur frá Eystri-Hól	6.13 *
03	<i>Carrie Brandt</i>	<i>Salvör frá Grafarkoti</i>	<i>6.00 +</i>
04	<i>Jessica Haynsworth</i>	<i>Atlas frá Feti</i>	<i>5.30 *</i>
05	<i>Kathy Sierra</i>	<i>Vafi frá Höskuldsstöðum</i>	<i>5.10 +</i>

+ Video Submission

\* World Ranking Competition Submission

# Education Committee Report for 2015

## Certifications:

### **Riding badges, September 2015**

Host: Ak Icefarm in Anchorage, Alaska with Janet Mulder as instructor

Examiner: Bernie Willis

### Riding badge Basic Level 1, 2 and Competition level 1:

Participants passing the exam and getting certified:

- Amelia Carney
- Brook Wehrheim
- Haley Wehrheim
- Robyn Schmutz
- Karli Schmutz

## Projects and accomplishments 2015:

October 8-11

**Sport Judge Seminar** with Þorgeir Guðlaugsson in Shelbyville Kentucky.

This was the second sport judge seminar and it was again held during the Lettleiki Icelandics sanctioned show.

Alexandra Pregitzer passed the test and became an USIHC sport judge level B.

This seminar is planned to become an annual event.

### **Translation IPZV trainer materials for trainer level 1 courses**

A new sub-committee of native german-speaking people was built in order to complete the translations. Almost all topics are translated and are currently in the process of being checked by Kari Pietsch Wangard.

We will be able to finish this project very soon.

### **Edition Riding badge materials**

Coralie Denmeade is still working on the edition of the riding badge materials, developed by Bernie Willis.

Thank you very much to the Quarterly Committee who provided their help with photos and illustrations in order to give it an appealing design.

This will also be finished very soon and will then, once it is checked, be posted on the USIHC webpage and be ready to use for instructor and participants of future riding badge courses.

### **Development of a promotion video**

A sub-committee was built in order to develop a promotional video, originally planned to be posted on the USIHC webpage, accessible to the public.

The video has been created by Lisa Keller. The Board decided to table it.

We thank Lisa very much for all the effort and time she put in this work!

It cannot be taken for granted when members sacrifice their time to support the USIHC.

We greatly appreciate it.

### **Discussions about future trainer courses and ongoing educations**

We were discussing a lot the future of the trainer course system as well as the development of ongoing trainer educations.

Details are not defined yet but we will offer ongoing education seminars for US trainers and judges as of next year.

## Planned activities 2016

- ongoing education seminars for US Sport judges, 2 dates per year
- ongoing education seminars for US trainer
- 3<sup>rd</sup> sport judge seminar with Þorgeir Guðlaugsson during a sanctioned show (will be accepted as further education for judges)
- further discussions and results regarding trainer educations, possibly resulting in organizing a trainer course

# 2015 Promotion Committee Report

---

2014 was the inaugural year for the USIHC Breed Ambassador Award. To be eligible to participate USIHC members in good standing attended a variety of organized all-breed events with their registered Icelandic Horses and submitted photos showing their participation in the event either directly to the Promotion Committee Chair, or by posting them on the USIHC Facebook page. A member could enter as many times as they wished. Five “Ambassadors” were chosen by random drawing at the 2015 USIHC Annual Meeting. Each winner received a \$50 Visa gift card and an official USIHC Breed Ambassador T-shirt.

There were 25 entries for 2015 and the winners were Jane Wasson, Gloria Verrecchio, Grace Strausser, Alice Ryan and Dorothy Connors.

The Breed Ambassador Award continued into 2015 and the winners will be drawn and announced at the 2016 Annual Meeting in Portland, OR.

Another printing of the USIHC brochure was done in 2015 to supply demand for the brochures. The brochures are available free of charge to any USIHC member or Regional Club to distribute at their events.

## Regional Club Annual Report 2015

The Regional Club Committee spent quite a bit of time working on establishing protocol and means of distribution of funds from the Congress to the Regional Clubs for educational purposes. The following was submitted to the Board for consideration:

The Regional Club committee began discussion in June about ways to facilitate funding to Clubs for educational events. The consensus seems to be that there needs to be a system in place for the Clubs to ask for funds which is not overly burdensome to either the Club or the USIHC. The discussion began to hinge on whether or not a flat fee rate was the best way to go, or to provide funds on a sliding scale on an event by event basis. The flat fee seems to make more sense to the majority of Committee members. This was based on the fact that if each Club had to submit financial details of a given event (for example flight expenses, daily clinical fees, etc) it could easily become a nightmare. So, it was decided that a flat fee of \$500.00 would be appropriate. Since there are currently 10 Clubs, it would allow the USIHC to budget \$5000.00 and it would allow each Club to budget a potential of \$500.00 support from the USIHC.

The discussion continued as to how to allocate the funds. One of the suggestions was that perhaps the USIHC should give the Clubs the funds to do with as they wished. This is not feasible since there has to be a value to the Club hosting the event as well as the USIHC. If the funds were provided and used for activities which did not align with the mission of the USIHC, or for simply recreational activities for the members, that was not appropriate. That said, some of the guidelines that were established were that the funds would have to be used for educational purposes with a Clinician who is a certified Icelandic trainer. There was no restriction on whether the funding would be used to further the Clubs abilities in showing, breeding, pleasure riding, dressage\{2026}\.whatever discipline. In this way, the funds would be inclusive of all members. I did not see where we had a restriction on how the funds would be used (purchasing air fare, meals, etc.) as long as they were used in support of the approved clinic.

The funds would be made available on a first come first served basis, based on the date of the ask, not the date of the event. It was determined to be the only fair way to do it. There are some Clubs who establish their calendars earlier than others, but this would provide incentive to get the calendar established as early as possible. The discussion then went further as to what percentage of Club members needed to also be members of the USIHC to qualify for funding. Currently, Associate Members are allowed in Clubs. It is believed in the future a percentage of those members will also have to be members of the USIHC for any funding to be provided, but at the current time, that is not the case. In order to qualify to request funding, the Club would have to have all of their documentation and renewals on file with the USIHC and be in good standing.

We, as a Committee, are willing to design a form for submission to the USIHC to ask to funding.

Our proposal to the board was as follows:

The Regional Club committee began working on an efficient and fair way to allocate funds to the Clubs for educational purposes. After much discussion it was felt fair that the USIHC allocate \$500 to each Club yearly with the following parameters...

1. The Club must be in good standing with the USIHC.
2. The requesting Club must fill out a request form to the USIHC and submit it to request the

- funds. It is not automatic. The committee is working on designing a form which is user friendly for both the Club as well as the USIHC.
3. The educational activity for which the Club is requesting funds must be conducted by a certified Icelandic trainer/clinician. This will make sure the event is in alignment with the goals and the structure of the USIHC.
  4. If a Club does not use their funds in a given year, those funds are lost. There will be no rollover nor sharing of funds between Clubs.
  5. A summary of the activity along with photos must be submitted for inclusion in the Quarterly.

The \$500 figure was derived by taking \$5000 and dividing it between the 10 established Clubs. If the number of Clubs raises or falls, the dollar amount will be raised or lowered accordingly. Currently there is no rule in place about the percentage of Club members who are also required to be USIHC members to qualify for funding. If that changes in the future, the policy of allocation will change to reflect this.

The Regional Club committee, after much discussion, feels that this is a simple and straightforward way to offer financial help to the Clubs for educational events.

The Board tabled the proposal until the 2016 Budget meeting. They asked the Regional Committee to address the following:

1. The Board would like the Regional Club Committee to address expanding the language of the proposal to include allowing clinicians who are accredited with a recognized organization outside of the Icelandic Horse community.

The Committee did open discussion on this issue and to date they feel that it should remain as originally proposed, that the clinician does need to be a certified Icelandic trainer/clinician. Other trainers/clinicians would offer valuable information, because they would offer a wonderful foundation and supplementation, but the Committee feels that Congress funds would be used to support the very specific challenges of riding Icelandic horses.

2. The BOD also requested that the Regional Club Committee address the issue of the percentage of Regional Club members who are not USIHC members to those who are USIHC members as it relates to potential funding.

The Committee opened discussion on this issue. Since there is no current requirement for a set number of members (other than the founding 5) to be members of the USIHC as well as members of the Regional Club, until the rule is changed, the Club is in good standing. A Club in good standing with the USIHC should be eligible to request funding for educational purposes. The idea was that if the USIHC showed support to the Regional Chapters in this way, that the USIHC support of the Regional Clubs would make the USIHC more visible to the local membership, and that would enhance the chances that the Congress itself will attract and maintain more members.

Some Clubs have a greater percentage of Congress members than other Clubs. By keeping the requirement for the trainer/clinician to be a Certified Icelandic trainer/clinician, there is a direct benefit to the Congress as well as for the Club.

## **2015 Annual Breeding Report**

*Submitted by Andrea Barber*

### 2015 Breeding Evaluations

- A breeding evaluation was held May 27-28, 2015 judged by International Breeding Judges Marlise Grimm (DE) and Elisabeth Jansen (IS). It was held at Léttleiki Icelandics in Shelbyville, KY. Unfortunately, it was a rather small event with only a total of five horses evaluated – two for full evaluation and three for conformation only. To fill up the additional time a “practice” breeding evaluation was held for all that wished to participate as several riders and horses had arrived early for the sport show scheduled directly after the breeding evaluation. This was very well received.

### *Looking ahead to 2016:*

- A fall breeding evaluation to be held in KY is in the planning stages

### 2015 Young Horse and Foal Assessments

- A new sanctioning process was established to ensure adherence with FEIF rules
- Only one Young Horse and Foal Assessment was held in 2015 - despite the additional funding offered. The event was held directly after the full breeding evaluation and the judges were Marlise Grimm (DE) and Barbara Frische (US). A total of five young horses were evaluated.

### 2015 Awards

- The highest assessed young horse of the year and the winner of the [Caryn Cantella Award](#) was Ástarljós from Pegasus Flughestar (US2013204810) bred and owned by [Kathryn Ruth Love](#). More information on the award, the winner, and a list of the top 10 horses (5 this year) from 2015 can be found on the [USIHC website](#).

- The highest evaluated US bred horse and winner of the [Anne Elwell Award](#) was Marel from Creekside Farm (US2010104426) with a total score of 8.11. Marel was bred by Barbara Frische and owned Creekside Farm Rutledge LLC (Katrin Sheehan) and Nicole Kempf.
- Also of note, gelding Ali from Dalalif (US2007103535) ridden by his owner Lucy Nold achieved a total score of 7.96. Ali was bred by Anne-Marie Martin.

## YOUTH COMMITTEE REPORT TO USIHC December 8, 2015

### Youth Events in 2015

It was a very exciting year for young Icelandic Horse riders in the United States. Across the United States, young Icelandic horse riders once again participated in sanctioned shows, clinics, camps, schooling shows and community events with their Icelandic Horse partners.

Additionally, the United States sent two young riders from Alaska to the FEIF Youth Camp in Berlar, Germany in July. There the two young women had the opportunity to meet other young people from around the world who share their passion and enthusiasm for Icelandic horses. Brooke Weirheim wrote about her experience, saying *“If you like meeting people from around the world, having fun, exploring new places, being silly, and riding Icelandic horses, this camp would be perfect for you!...I made so many friends that I will keep in touch with.”* That sentiment is exactly why the Youth Committee was so happy to send these young people as representatives of young American Icelandic horse devotees.

Our flagship event for the year was, of course, the first-ever American Youth Cup, held in Kentucky in July. This momentous event brought together twenty young riders from across the country, from Alaska to Vermont and many states in-between, together for the first time to learn, compete, and build life-changing relationships for a full week with each other and their Icelandic horses. This was no small feat. Organizers meticulously prepared everything including food, lodging, events, communications, photography, show coordination, leisure activities, education, training, and leadership. Judges, trainers, scribes, team leaders and chaperones were recruited and organized. Horses were donated and brought in from as far away as New York, Florida and Wisconsin so that each young rider had a horse partner that was appropriate to their riding level, and so that no riders had the advantage of riding their own horse when others could not. The event was modeled after the FEIF Youth Cup, with approximately three days of training with highly-qualified instructors and team leaders, followed by two days of competition. Classes included standard competition classes such as T1, V1, F1 and T3, as well as Dressage and trail classes. Intermixed with these events were educational opportunities such as a day trip to the Kentucky Horse Park, and a visit to one of the nation’s premier equine veterinary clinics.

The Youth Committee is grateful to the USIHC for its support for this event. USIHC provided a Grant to the event of \$3400 to support its members who participated. The Youth Committee used the \$3000 profit from the 2009 FEIF Youth Camp and the Sanctioned show open to the public qualified for \$1000.

Here are some reactions from young members who were a part of the American Youth Cup.

*"I realized that the American Youth Cup had been one of the most memorable weeks of my life." -- Emese Dunn (NY)*

*"Nothing I say can describe the magic that occurred during the wonderful short six days of the American Youth Cup." -- Elizabeth Monsef (CA)*

### **The Spaeri Youth Award**

The Spaeri Award was established in 2014 to be given annually to a youth who clearly demonstrates commitment to and love for Icelandic horses. Recipients are selected from USIHC youth who submit articles to the Quarterly demonstrating these sought-after qualities. The 2014 winner, Quinn Thomashaw, was selected at the end of 2014. Another winner will be selected at the end of this year. Along with the Award the winner will receive \$50.

### **FEIF Youth Cup 2016**

The Youth Committee is pleased to report that it has received eight applicants for the FEIF Youth Cup in 2016. This is the largest number of applicants received by the committee to date, from the most diverse locations including Maine, Vermont, New York and California. The Youth Committee is preparing and reaching out to Icelandic horse people who could facilitate horse and tack rental. The committee anticipates appealing to FEIF once again for more slots than the three annually allotted for the US Team. Video applications have been sent to Porgeir Gudlaugsson for scoring and participants will be selected in order of the scores received and the riders application.

### **Encouraging Ongoing Involvement by Young Adult Riders**

So, what happens to our young riders when they "graduate" out of our youth programs? Young Adult riders (ages 18-25) may find it more difficult to make time for their Icelandic horse partners and activities when the pressures of college and career set in. The Youth Committee is aware of this problem, and we are proud to say that we are making great progress in keeping our young adults involved in our programs even after they have exceeded the age of youth riders. The Youth Committee and our local clubs encourage riders who have "aged out" of events to return and help with leadership and organization of the events. For example:

- The American Youth Cup organizers recruited Kevin Draeger (20), Madison Prestine (21), and Ayla Green (21), all former FEIF Youth Cup participants, to lead the AYC teams.

- American Youth Cup organizers created an award specifically designed to encourage young adult riders to return to assist with the program, offering older AYC rider Julia Hasenauer a scholarship to return to the AYC as a team leader in a future year.
- The Youth Committee is actively recruiting young adult riders to participate as Team and Country Leaders in the 2016 FEIF Youth Cup.
- Local clubs in California and Kentucky have sent several young adult riders to Iceland for training. Alexandra Venable (CA) spent a summer in Iceland training and now is among the young adult leaders at a very active youth training facility in CA. Ayla Green (CA) is currently in Iceland working with Gudmar Petursson in preparation for future studies at Hölar University. Caeli Cavanaugh (VT) is currently enrolled at Hölar. Carrie Brandt (KY) and Laura Benson (CA), have already completed Hölar training and are actively training and recruiting youth riders in the US to the sport.
- In California, New York, Iowa, Minnesota and other US States young adult riders organize and lead youth events such as group trail rides, camps, and parades.
- Farms across the US offer internships and other work opportunities for young adult riders. Californians Ayla Green and Alexandra Venable both interned at Leittliki Icelandics in Kentucky, and Vermont native Caeli Cavanaugh completed an internship at a youth training facility in California before enrolling at Hölar.
- Young adult riders are taking leadership positions in local clubs. Kevin Draeger (20) is Vice President of Flugnir, the Icelandic Horse Association of the Midwest.

## **Membership**

There are 12 Icelandic Horse clubs registered with the USIHC. Youth membership climbed slightly in 2015, with approximately 110 youth riders in local clubs and an estimated 80 in the USIHC. Youth numbers remain difficult to track because they are typically listed as family memberships in an effort to preserve youth privacy. In total there are approximately 428 Household (Family) memberships in 43 of the 50 US States. It is difficult to quantify how many individual youth that includes, as a household membership may include only adults or multiple youths. The three largest clubs in the United States, the North Eastern Icelandic Horse Club (NEIHC), Flugnir in the Midwest, and the Northern California Icelandic Horse Club (Kraftur) boast approximately 70 youth members between them.

## USIHC QUARTERLY COMMITTEE 2015 ANNUAL REPORT

*Nancy Brown and Nicki Esdorn, co-chairs*



In 2015 the 17 members of the Quarterly Committee, led by co-chairs Nicki Esdorn and Nancy Brown, produced four 52-page full-color issues of *The Icelandic Horse Quarterly*. A consistent 40-50 contributors per issue (about 10% of the total USIHC membership) provided the exceptional content and editorial oversight that makes the *Quarterly* such an effective “face” of the USIHC.

The goals of the Quarterly Committee are to educate and entertain the membership; to provide a communication channel for the Board, the Committees, and the members; and to promote the USIHC and the breed by showing the versatility of the Icelandic horse and focusing on its health and welfare in the U.S.

In 2015, the committee surveyed its readers, receiving comments from more than 300 individuals (USIHC members and nonmembers). The survey was a direct outgrowth of the discussion at the 2015 USIHC Members Meeting, organized by the Flugnir Club and held in Minneapolis, MN. Thanks go to everyone who attended the meeting, as well as to Kathy Love, Emily Hackett, and Anne Elwell for nudging us toward an online survey, and to Board member Doug Smith for taking the survey itself from vague idea through data collection and analysis. The questions were written by Nicki Esdorn, Nancy Brown, and Anne Owen of the Quarterly Committee, and committee member Chris Romano created the advertisement. The survey closed June 26, and we reported the results that applied to the *Quarterly* in the September issue. For most respondents to the survey, the USIHC’s most valuable service is providing access to a network of Icelandic horse enthusiasts and professionals: 79% said this function was “very important” or “important,” while only 4% found it “somewhat important” or “not important.” The USIHC’s second most valuable service, the survey said, is the *Quarterly* (78%).

We’re very pleased with the success of this effort to reach out to Icelandic horse owners and riders in the U.S. and we hope to repeat the survey in 2016. The many thoughtful comments we received directed our editorial decisions as we planned the remaining 2015 issues and began those for 2016. The survey results showed that Icelandic horse owners in the U.S. overwhelmingly want the *Quarterly* to print stories about Training (basics, groundwork, training methods, clinic reports, and fitness) and Horse Care (keeping, grooming, health issues, and feeding), and that they would like those stories to be written (or

at least checked) by a professional. Those topics have long been a priority for the Quarterly Committee as well. We have two certified Icelandic horse trainers on the committee and are trying to recruit more. All articles and photos are reviewed for “best practices”—as defined by FEIF and USIHC policies—by the pros on our committee, and we occasionally do reject submissions on those grounds.

According to the survey, next in importance to our readers come USIHC News, the history of the Icelandic horse, and Regional Club Updates (over 70% of readers liked these topics). Over 60% of respondents found FEIF News, the Farm List (which is a paid advertisement), articles on Breeding and Sport Events, and Trainer Profiles to be “important” or “very important.” Farm profiles, the Editorial, and Icelandic horse Vacations were chosen by over 50% of respondents. The least popular stories in the *Quarterly* are Member profiles (42%) and Youth essays (28%). We will keep this in mind when accepting or rejecting submissions and when making article assignments. Youth essays, whether published or not, will be entered into the contest for the yearly Spaeri Award, a collaboration between the Quarterly Committee and the Youth Committee.

Many suggestions in the survey’s comments section reinforce what the Quarterly Committee has been striving to achieve, such as: be inclusive; show the versatility of the horse; cover the whole country; remember most of us are leisure riders; include more photos, more letters, more advertising, more contact information, and more cartoons.

Other ideas are ones we hope to be able to follow up on, such as:

- more articles from professional trainers
- a yearly summary on breeding, including the number of foals, popular sires, number of horses evaluated, etc.
- more information about tack, health concerns, basic horse care (and caring for the older horse), new products on the market, how to choose a horse, horse behavior
- articles on Icelandic horse vacations and camping opportunities in the U.S.
- an annual or online index of past *Quarterly* stories
- and more interviews with people doing unusual things with their horses.

A good suggestion was to “repeat general knowledge roughly every 4 years to catch new Icelandic owners.” One we will not be able to follow up on, due to time and money, is “go monthly.”

Articles printed in 2015 covered all facets of the Icelandic horse world, including coverage of the American Youth Cup; interviews with trainers, breeders, and leisure riders; clinic reports and training tips; articles on horse health and welfare; articles on the psychology of riding; award announcements; reports from breeding evaluations; travel essays; youth essays; and news from the Regional Clubs, USIHC Committees, the USIHC Board of Directors, and FEIF. We also continued updating and printing the three pages designed in 2014 to promote the USIHC and the Registry, “Why Join the USIHC” and “Why Register Your Icelandic Horse.”

Advertising pages continued to increase, with advertising placement available in both the front and the back of the magazine. The Committee continues to offer free advertising to Regional Clubs or individual members to promote USIHC-sanctioned events and programs, such as shows, evaluations, or clinics (i.e., the Kentucky Judging Seminar).

Total 2015 Quarterly income from advertising and expenses, for design, printing, and mailing, can be found in the treasurer’s report; we thank Kari Pietsch-Wangard for helping us keep our bills, as well as

our advertising income, on track. The issues were released electronically as PDF files and posted by USIHC webmaster Doug Smith on [www.icelandics.org](http://www.icelandics.org) on approximately Feb. 15, May 15, August 15, and November 15; they were mailed approximately two weeks later. As they are mailed at the most economical bulk rate, copies were received by all members by approximately March 15, June 15, September 15, and December 15.

In 2015 we printed 650 total copies per issue and individually mailed 464 copies in March, 490 in June, 469 in September, and 502 in December to USIHC members and Quarterly contributors. Following the Quarterly Copies Policy in the USIHC Policies & Procedures manual, Nicki Esdorn made a concentrated effort to reach out to all contributors and make sure they each received two free contributors' copies if they wanted them. Contributors are encouraged to share their free copies with potential new members or otherwise use them to promote the USIHC and the breed. Copies for personal use, as per our policy, cost \$5 each and are mailed by Nicki; thanks to Kari for handling the invoicing. Copies enclosed in Welcome Packets to new USIHC members, or Replacement Copies for copies lost or damaged in the mail, are also handled by Nicki; in 2015 she sent out 84 Welcome Packets and Replacement Copies.

The Promotion Committee received 50 copies per issue to use at events; event organizers needed to contact Promotion Chair Juli Cole to receive those free copies. This process seems to be too complicated, as sometimes Juli runs out of issues and Nicki still has some, and vice versa. As of December 1, there are only 5 copies of the March issue left and 6 copies of June (the plan worked perfectly for these issues). Together we have 100 copies left of the September issue; these copies will be used to fill the next requests. The December copies for Promotion, Welcome Packets, and Replacement copies have not yet been sent out, as the December issue is still in the mail as of this writing. The Quarterly Committee is discussing with the Promotion Committee how to streamline the procedure, get a better idea of what is needed, and save on postage. We propose to have a single stockpile of extra copies and for the Quarterly staff (thanks to Nicki Esdorn for volunteering) to mail out all requests, whether they come through the Quarterly channel or the Promotion channel. Nicki will keep an account of what purpose the issues are mailed for.

Kara Noble, who handled the NEIHC booth at Equine Affaire in Massachusetts, reported that the NEIHC distributed 100 copies of various 2015 issues of the *Quarterly* at the event in November. "And we made sure they went to qualified folks too—people who were serious about the horses, but who (for the most part) were not yet members of the USIHC or the NEIHC or any other regional group," Kara wrote. "We talked to three people who had recently adopted Icelandics from the Cornell herd used in the studies of summer eczema, one who had recently adopted a mare at a local auction, several people who were in the process of negotiating a sale, and quite a few who told us they had been researching various breeds and had recently decided that they had chosen Icelandic horses as the right breed for them. We were able to talk to hundreds of people—most of whom we grabbed when they stopped in the aisle to watch the videos we were running.... It was a great way to get the word out."

In addition to producing four spectacular new issues of *The Icelandic Horse Quarterly*, our committee projects for 2016 include:

- surveying our readers again and providing the content that most interests them,
- generating more advertising,
- preparing an index of our web archive of back issues,

- working with the Registrar to ensure that each new Icelandic horse owner receives a complimentary copy of the *Quarterly*,
- working with the Education Committee to post our trainer profile series on the website,
- collaborating with the Youth Committee on the Spaeri Youth Essay Contest,
- working with the Regional Club Committee to see that all clubs are represented in our Regional Club Updates section,
- supporting the Leisure Riding Committee,
- working with the Promotion Committee to refine the use of the *Quarterly* as a promotion and membership-recruitment tool.

Committee membership for 2015 reached 17 members, still all women—we again hope to recruit some male USIHC members to contribute their insights. More women are always welcome on the committee too. We hope you'll join us.

## **2015 Annual Report – Blood Profile Project Update**

*Submitted by Andrea Barber*

Unfortunately due to some of my own personal issues and the fact that Dr. Stokol was on sabbatical for the fall semester the project was put on hold for much of 2015. However, it is now moving forward again and back on track for 2016. Currently at the time of this report the agreement between the USIHC and Cornell University for the project is being finalized and the costs are being updated.

Much more information will follow as the project progresses.