



USIHC Board Meeting

August 11, 2026 Minutes

Report of Officers

President - Virginia Lauridsen

- I have met with my staff, Ásta and Mackenzie about the National Show. Working on sponsorships.
- Forms are live on the Harmony site for stalling, camping, clinics and Fun Day
- We had a working group discussion about improvements to National Team offerings
- I met with Shelby about on-loading a financial expert to help Sabrina
- Mackenzie and I brainstormed about membership growth - she feels we need a targeted social media strategy. Ebba and I discussed this. She may need help.

Vice President - Jeff Rose

Secretary - Janet Mulder

- 868 Members (190 Family, 4 Foreign Friends, 226 overdue) Down 4 members.
- Calendar updates/timeliness of USIHC business

Treasurer - Shelby Walker

- Shelby will reach out to the financial advisor again.
- Financials approved.

[USIHC July 2026 2025 vs 2026 Final \(08102026\).pptx](#)

Report of Committees

- Affiliated Clubs - Jeff Rose
 - We're beginning to plan for the 2026 census. In the past, several affiliated clubs have been unresponsive, either because of leadership changes, the difficulty in updating records, or the time necessary to conduct our traditional census. In a time where our affiliated clubs are becoming less popular, it's worth asking how useful this process is for the organization as a whole. Is there a way we can streamline this? Is this still a step that delivers a benefit to the USIHC and its members?
- Breeding Committee - Virginia Lauridsen
 - I wrote an article about the 2026 assessment and the Importance of the Mare for the next Quarterly

- Education Committee -
- Leisure Committee - Melinda Studstill
 - Completed the mailings for patches to Sea To Shining Sea Riders.
 - Completed mailings for new membership. I did omit the mailings for some obvious members that chose to renew during our membership drive such as Virginia and myself.
 - Discussion of Bi Weekly vs Weekly logging of hours for S2SS ride, we will revisit for the 2027 ride.
 - Discussion of an app to make logging hours easier.
 - Melinda will reach out to Mackenzie about sending weekly emails to S2SS riders.
 - Shelby will look into creating an app, Janet will reach out to HorseDay to see if their app could provide options for S2SS logging.
 - Heard back from some members that had let their membership lapse. Most not rejoining are those that have gotten out of riding and have lost their older horses. Did get the suggestion that perhaps we have a special membership price for those that have retired from riding.
- Sport Committee - Asta Covert
 - Response to European Riders letter: We will not change National Team Rules until the 3 months following a World Championship, the next rule change opening will be September - November 2027. CC motioned, JR second, all in favor.
- Youth Committee - Lucy Nold
 - FEIF Youth Cup went well, asking for pictures from participants so we can share via social/website.
- Promotion and Website - Ebba Meehan
 - We are going back to scheduled posts
 - I suggest Bi-weekly newsletter to members or just monthly
 - Discussion of digital marketing manager - see new business.
 - Discussion on annual meeting: start campaigning, can we have a fundraiser/gala sell tables tix, can we also have an in person meeting at the same time? Ebba/Melinda will bring a proposal to the BOD next meeting.
 - A club in MN needs brochures for two festivals where they represent the breed.
- Quarterly Committee - Nancy Brown
 - Issue Three 2026 of the Quarterly is now at press. We expect to release the e-Quarterly around August 15 and mail around September 1. We are printing 650 copies of this issue: 629 will be mailed to members and contributors; one contributor is purchasing an additional 10 copies at \$5 each.
 - Issue Three 2026 of The Icelandic Horse Quarterly continues our User's Guide to WorldFengur and explores the state of domestic breeding, discusses the financial side of horse ownership, remembers Heleen Heyning of West Wind Farm, presents science on pasture quality and grazing, and shares stories about a first show, a ride in New Zealand, and trying out for the Youth Cup, as well as relaying news from the USIHC Affiliated Clubs, the Board of Directors, and our parent organization, FEIF.
 - We are now open for submissions for Issue Four 2026, to be mailed in December. Board members and committee chairs, please send us any news, photos, meeting minutes, announcements, or advertisements that you would like to share with the

membership. Remember that ads for USIHC-sponsored events are free, space permitting.

- Deadline for submissions for Issue Four 2026 is October 1. Please send all submissions to quarterly@icelandics.org

Old Business

- Proposed Mission Statement
 - New:
Build a thriving Icelandic horse presence and community within the United States through membership, education, promotions and in-person gatherings.
Be committed to the well-being of the Icelandic horse.
Highlight the purpose of the Icelandic horse as an equine partner in multiple ways inspired by Icelandic horsemanship.
Maintain a registry of purebred Icelandic horses in the U.S. imported and domestically bred.
Make World Fengur easily accessible to members.
Foster and support communication among our membership and represent the United States within FEIF.
 - Old:
To promote the knowledge of the Icelandic Horse within the United States and its correct use as a competition and riding horse;
To keep a Registry of purebred Icelandic Horses in the United States;
To facilitate communication among all USIHC members, and;
To represent the United States in FEIF.

Workshopped Mission Statement during BOD meeting, Final Version:

- ***We are committed to equine welfare in promotion of the Icelandic Horse and its community within the United States through membership, education, competition and events. We maintain the National Registry of the Icelandic Horse and represent the United States as a FEIF Member organization.*** Motion: CC, Second: EM, Approved by all.
- 501.3.C - VL revised and will be sent as an email to the membership.
 - [501 c-3 Letter.docx](#)

New Business

- Thoughts about finances and help with Social Media
- Membership Incentives
- Marketing
 - Proposal to make Hayl Bergeland a Social Media content manager for 6 months sponsored by Harmony Icelandics, motioned by EM, second by AC, all in favor.

Next Meeting: September 8, 8 pm EDT.