

FHANA BOD Special Session – BBook II
October 11, 2022

- 1) Welcome & Call to Order at 6:00 PM CST
 - a) In Attendance: Eric Smith, President, Allison Thomas, Vice President, Jo Clough, Secretary, Erin Miley, Treasurer, Charlotte Dumford, Director, Matt Jenkins, Director, Danielle Piascik, Director, and Jason Tice, FHANA Executive Director
 - b) Absent: None
- 2) Special Session Discussion: Mr. Smith reminded all that this is not a closed session, to keep emotions in check, to speak to the subject matter, and be brief.
 - a) Mr. Jenkins reported that he, Ms. Thomas, and Ms. Dumford had great conversations during their planning meetings about BBook II and that they want the FHANA membership to make the final decision on our approach. Mr. Jenkins was okay with the revisions Mr. Smith made to today's meeting agenda.
 - b) Mr. Jenkins reported that they identified a few key areas that are challenging and that our mission is to promote and protect the breed, and that we have a fiduciary responsibility. Ms. Thomas reminded all that BBook II horses are KFPS registered in North America. Mr. Jenkins indicated that we have challenges with office productivity, that we are not serving the members of BBook II horses as we do for Mainbook, that there are missed educational opportunities, and we are out of alignment with the KFPS. He reminded all that during the last referendum none of us were serving on the BOD. We, the current BOD, need to clarify our approach in our bylaws, all do not line up
 - c) Mr. Smith raised the topic of office productivity, that BBook II consumes a lot of time in the office. Mr. Tice reported that each call lasts 10 – 20 minutes, he receives three calls per day. During a course of the week this totals 5 hours. This does not include the time required for printing and mailing of registration materials. The KFPS places this burden on our FHANA Office. Ms. Dumford asked about using an automated attendant, a place to redirect these inquiries and if asked if we could obtain a list of people who are willing to help these callers to facilitate the registration process. She noted that we could also create videos in English and Spanish to show members the process and that we could have an on-line option so a member could check the status of their registration. Ms. Thomas indicated that an automated attendant would help but ultimately it would not change a lot. People have ignored the information posted on the site on this topic and members call FHANA versus the KFPS. FHANA is the only group that can register these horses for processing BBII. It was asked that FHANA have a conversation with KFPS on this issue and the challenges it presents. It was noted that many members do not understand the difference between Mainbook and BBook II and we should seek the assistance of the Education Committee to help remedy this. It was asked how many

Mainbook versus BBook II registrations we are dealing with. Mr. Tice noted that this depends on the time of the year. He indicated that 60% of his call volume addresses BBook II. Mr. Smith noted that we have a systemic problem, we will continue to receive calls if we change the processes. Ms. Clough asked if we could seek an option on the website for owners to track the processing of their registration requests much like what people do with UPS tracking. We would need to ask the KFPS if this was feasible. Mr. Smith noted that if we register BBook II it does not change the incoming calls but changes the income for the Association.

- d) Not Servicing Members – Ms. Thomas indicated that this is at the top of her list of frustration. BBook II members must be a FHANA member despite the fact that we do not inspect or register them. Because of this these members are treated as second class citizens; we should treat them better. Ms. Clough indicated that this issue is ripe with opportunities for improvement and Ms. Miley indicated that we should express to these members the benefits that they are receiving from being a member of FHANA. She noted that we have others that do not use the inspection opportunity. Ms. Piascik commented that they could sign up as Friends of FHANA given they do not receive full service. Mr. Jenkins noted that we are not receiving monetary benefit from these registrations. Ms. Dumford noted that we have gone from service to members to monetary gain and asked who are we going to be? She noted that this is a core issue for many who register in the Mainbook and that we cannot underestimate the adverse impact. She commented that they may see negatively, and we need to tread carefully. She noted that changing procedure is one thing, but changing policy is a significant step. She asked that we get this on the agenda with the KFPS, we need to discuss with them. Mr. Tice reiterated that he is seeking process changes, not a change in policy. It was asked how can we better serve our members. Mr. Smith commented that he believes people are intentionally breeding BBook II horses and that FHANA rules and regulations promote breeding to studbook stallions only and that they are trying to make a wrong a right. As a consequence of these breedings, some owners may have been misled, he feels for these owners. These BBook II owners can show and get awards, but they cannot go to the Inspection. There are a couple of overlying themes we need to address, the two biggest are they cannot get a linear score nor register thru FHANA. BBook I we take care of; we do not deal with D-Book. KFPS is clear, the policy discourages BBook II, and we are following their policy. BBook II breeding goes against the KFPS breeding policy. We, FHANA, will meet with the KFPS at the Stallion Show in January to discuss this.
- e) Missed Opportunities – Ms. Clough stated that our mission overrides the focus on revenue and Ms. Miley agreed. It was noted that the KFPS does not encourage breeding to unapproved stallions, they strongly discourage it; however, people do it anyway. Mr. Jenkins noted that revenue is missed if we do not get compensated in some manner. He again noted that we have a fiduciary responsibility, we need to correct this, it is not a profit center. This is a line for the KFPS, they know the revenue they are receiving, and they may not want to give it up. Mr. Jenkins stated that our missed opportunity is not serving a vast and growing membership within FHANA. There is a perception by people that there is a bias toward a subset of members and there is racism that is inappropriate. This is not our organization. Ms. Dumford related that there is a missed educational opportunity, we could do a better job. We are talking about BBook II but what would be our goal? Is it our goal to convince them to breed to

Mainbook or their member benefits? She asked what are we going to do as an organization. Are we going to try to educate them to change their minds on how they breed? She appreciates the customer service issues and that KFPS says these individuals must be FHANA members. Ms. Thomas sees different aspects of why they are breeding to BBook II. There are some who choose to or some who do not know what they are doing. Some members just cannot get semen. There are very small number of sites that do frozen, and they are extremely expensive. Given this, BBook II is their only option. They do not have another choice, which is what she is hearing. Ms. Thomas sees the need for more education, she does her best when she talks to members who are breeding to educate them. Mr. Tice indicated he knows of an individual who could assist with this education. Ms. Clough suggested that we add BBook II mentors to our mentor pool to help with education and to guide members. Ms. Dumford liked the approach of adding a BBook II mentor. BBook II mentors could engage members and be a force for good. We need to improve our educational focus. Mr. Smith liked the idea of mentors and in other languages as well. This topic is separate from facilitating the registration of BBook II. He inquired if there is a reason we cannot give the phone number of the KFPs to these members. Mr. Tice indicated he could provide the number, but the issue is the time difference. Given that, the KFPS has asked for email communications.

- f) 3.1 Bylaw Violation – Mr. Smith noted that we are not in conflict with the KFPS on this issue. Every rule or bylaw has its interpretation. We need to make this clear, so it is not up to interpretation. This item needs to be added to the agenda for Rules and Bylaw committee.
- g) Serving and Protecting the Horse – Ms. Piascik commented that we have touched on this issue already and that our mission is to ensure Book II horses are protected. We are sending a message that they are not good enough for FHANA. Mr. Jenkins agrees and that we are speaking out of both sides of our mouths. This creates a division, and it points back to education on all breedings. We need to educate all on smart breeding choices. He noted some BBook II breeders are doing the right things; they are looking at these factors. Some do not want to be told what to do, they want to make money. Our banner issue is the health of all including BBook II. Ms. Dumford stated she realized that some are testing their horses; however, there are some doing the converse. What concerns her is that we do not want to get in the situation of this is a better horse than your horse. She believes we have to educate for the sake of the horse beyond profit. She noted improvements in the approaches the KFPS has for breedings, there have been concerns in the past. She noted that the Studbook is headed in a different direction and sees this as very positive. Ms. Thomas indicted that our mission is to promote the KFPS horse. She struggles what we are picking and choosing. She noted that lower kinship breeding is key; however, we do not disallow these breeders. We do not need to punish people; we need to incentivize people. Ms. Clough advocated for continued problem solving on how to address strained office resources and customer service issues using efficient, creative solutions, logistical improvements, and partnering on registration options with the KFPS. Mr. Smith indicated that we do not have tools for non-licensed stallions to make informed breeding decisions. For BBook II we do not have linear scores; some do not have DNA. If we are going to protect and promote we do it thru facts and not conjecture. He strongly advised that if we go forward, BBook II horses must have equal information for decision making. Currently It is partial at best and that is not helping the Friesian horse. We should

bring this up to the KFPS no matter what we decide to do. They, the KFPS, do not calculate kinship for non-approved stallions. He added that we do not have necessary facts. Mr. Jenkins would like to see a committee appointed, to have a townhall, a special meeting with membership, and do surveys. He added that we need to listen to BBook II members, we need to hear all sides of this. He is entertaining a motion to appoint a special committee, let our members help us, this is bigger than the board. Ms. Dumford stated that any policy change must go to the membership. She would also like to hear what the FMC has to say on this topic. They meet tomorrow. Mr. Smith indicated that the FMC is a representative sample, and any policy change goes to referendum. A survey could go out to start the conversation with the members. We need to start preparing the members. We need to listen, we need to prep them, we need to see what can they live with, we need to understand what is not fair. Mr. Smith asked what we would like to pursue. Ms. Clough asked if the Editorial Committee could create a space with a special population focus in the FHANA magazine, that we obtain BBook II and special population (Amish, French, Spanish) mentors, that we talk to the KFPS on routing calls and portal improvements to track registrations, that Education Committee assist with multi-lingual videos, and that provide phone back up for Mr. Tice for protected time to work on projects. Ms. Thomas agrees with mentors to guide people thru the registration process and that they foster commitment to the KFPS goals during these conversations. Mr. Jenkins prefers not to discuss this at the FMC tomorrow, rather we should have a committee work on this. Mr. Jenkins likes to see inquires from members addressed within one business day. We can produce a list of people to assist with a script to help Mr. Tice. Mr. Tice likes the mentor solution. Registration calls could be redirected to a mentor, this would help. Ms. Thomas believes if we do this, we are not treating them like full members, Ms. Miley noted this is an efficiency factor but may not be good customer service. Mr. Tice asked for permission to refer calls to a mentor or himself (phone assistance and phone forwarding). We need to assign someone or a committee to find the mentors. This is a step we can take immediately. The Editorial and Education Committees could be asked to address these topics in the FHANA magazine. Ms. Miley asked if we could give them some of the sentiments, we discussed tonight so they understand our concerns. With respect to the survey, it was asked who should create should create it, Education and/or Breeding Committee. Mr. Jenkins indicated that we do not want this to be a Board initiative. **Mr. Jenkins made a motion to have a special ad hoc administration committee to address registration concerns. Ms. Thomas seconded motion.** Ms. Dumford asked how are we going to define this committee. She commented that they need clear cut goals, so they know what their parameters are. They need to have guidelines and a committee description. Mr. Jenkins advised we use today's format. Our office staff is challenged, we need educational materials with bullet points for issues. We need ad hoc members from both side of this issue. Ms. Dumford offered that we need a balance on both sides and a moderator. It was asked if we could look to the FMC to help recruit. We need to identify dedicated people. It was advised we limit the group to no more than 7 people, if too large we will not get anywhere. Mr. Smith indicated that we would use this agenda (attachment A) for the ad hoc committee parameters. He indicated that each one of us should submit two key questions we would like to ask the members and have the ad hoc committee assemble it. **Vote passed unanimously.**

h) Long term options: On Hold for Now

i) Action Items:

- i) Each BOD member is to produce two survey questions to address registration issues and have it ready for the next BOD meeting.
- ii) Second, gather potential names for this committee from both sides of the issue and a chair. It was also asked who will be BOD liaison and facilitator.
- iii) Membership survey will be worked on by the new ad hoc committee.
- iv) Gather potential member candidates to recruit as BBook II mentors.
- v) Obtain feedback from the FMC regarding BBook II approaches and recommendations moving forward. They meet October 12, 2022.
- vi) Education and breeding committee work is on hold; however, we will let them know we are going down this road and there may be assignments.
- vii) Mr. Tice received the full support of the BOD to proceed with his process change for the phones and managing registration inquiries.

Ms. Piascik motioned to adjourn the meeting and Ms. Dumford seconded. The meeting was adjourned at 8:30 CST.

ATTACHMENT A

FHANA B-BOOK II Special Meeting Agenda

Meeting Objective:

Due to the challenges that FHANA faces around B-Book II horses, the Board of Directors is meeting to discuss how the Book II is handled in North America. The meeting goal is to find a path forward for FHANA to address

the multiple issues that have arisen over the last 14 years since a referendum on B-Book II was held by the association.

If the result of this process is a recommendation that would lead to any change in FHANA's policies regarding the handling of B-Book II horse registrations or inspections, those recommendations will be put to a referendum vote of the entire FHANA membership before the change would be approved.

Meeting Outline:

The Mission of FHANA is to Protect and Promote the KFPS Friesian Horse in North America

The lack of clear direction FHANA historically has had regarding B-Book II, neither protects nor promotes the Friesian horse. I have put a great deal of thought into the concerns that Jason brought forth at our last board meeting. Below is a list of some of the challenges faced by FHANA regarding B-Book II.

The Challenges

1. *Office Productivity* - Assisting with the registration of B-Book II horses is consuming a disproportionate amount of time for our office staff (approximately 60% of incoming calls) and costing FHANA valuable resources of time and money. Despite having many documents and procedures on the website, in multiple languages, describing the process, many people still contact the office for assistance.
2. *Not Servicing Members* - Owners of a B-Book II Friesian horses are required by the KFPS to become a Full member of FHANA to receive the horse's papers. However, those owners do not receive the same service or benefits for their membership that others do. All Members of FHANA must be treated with the same level of customer service and respect regardless of what type of papers their horse has. With the current process in place, we are frustrating members with the lack of ability to help them. Owners of B-Book II horses are owners of KFPS Friesian horses and should be given the benefits that come with that ownership.
3. *Missed Educational Opportunity* - By not serving the owners of B-Book II horses, FHANA is missing the opportunity to educate people on the different books within the KFPS. Educating members and non-members alike on the importance of the KFPS breeding goals is one of the primary goals of our association.
4. *Direct Violation of Bylaw 3.1* - Much like Appeals we are bound by the KFPS rules and regulations on the matter of B-Book. The KFPS has closed the Auxiliary Book and B-Book III in the past and does not bind foreign Associations to recognize D-Book, B-Book I or B-Book II. Currently our position and our rules and regulations relative to B-Book II conflict with Bylaw 3.1.
5. *Serving and Protecting the Friesian Horse* - The KFPS has put much emphasis on protecting the health and longevity of the Friesian horse. There were even sanctions proposed for mare owners that proceeded with risky couplings. B-Book II stallion owners do not disclose their characteristic scores nor are the kinship, dwarfism, and hydrocephaly statuses determined and available. Without this information the B-Book II offspring are put at unnecessary risk and are not protected by the KFPS breeding goal. Further, unlicensed stallions need to adhere to the same rules and standards as licensed stallions to protect the breed.
6. *Listen to the Current Members* - The last time changes were made the membership clearly voiced their dissentation with letters, participation, and their pocketbooks. FHANA is a member driven organization and the membership needs to agree on changes in the B-Book II policy.

Long Term Options

1. Form a committee
2. Board works on resolving one issue at a time
3. Continue as we are
4. Other options

If a committee is formed to investigate possible solutions, the Committee must be selected by the board from a wide range of members who are experienced and understand history and logistics of the issue. The Committee must be given a clear set of goals and issues to be addressed.

Short Term Solutions

These are a few possible ways in the short term that FHANA could alleviate some of the issues currently faced.

1. Establish an automated attendant that screens phone calls for B-Book Registration. This would be in English and Spanish.
2. Produce educational videos in English and Spanish on how the process works.
3. Establish Spanish Speaking Mentors (current Membership Committee goal)