



2016 ANNUAL REPORT
Norwegian Fjord Horse Registry
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PRESIDENT'S REPORT-Bob Long

In 2016 the NFHR had their face to face meeting in Watertown, WI. Since we had a big meeting with an Evaluation the year before in Norco, CA, we decided to keep 2016 to a strictly business meeting with no forum.

One of the highlights in 2016 was the Stallion Show in Norway. We had ten NFHR members and one CFHA member attending the stallion show, several young stock shows and the FHI meeting. The Norwegians were great hosts. It was a great learning experience and a very enjoyable trip. Our newest evaluator, Melissa Boyd, along with two of our senior evaluators were able to be in the ring in the young stock shows and to compare notes with the Norwegian evaluators. I would particularly like to thank Nils Ivar Dolvik, Norway's Head Evaluator, for the time he spent explaining things to us.

The Evaluation in Bozeman this past August was very successful, thank in particular to Wendy Bauwens effort in setting up the show along with Jeanne and Nancy. Wendy did a fantastic job in spearheading a great fundraiser. Hopefully we can have fundraisers at future evaluation to help offset the expense in sponsoring these events.

As you are probably aware the NFHR functions on a fairly tight budget. Fundraisers and donations really help and are going to be necessary if we are going to implement some of the projects we would like to do in the future. I really encourage members to make donations if at all possible.

The Fjord Foundation has been important in helping fund certain NFHR events. They helped pay for a portion of the upcoming 2017 Forum. However, the only way they can continue to help to do so is if they receive donations to fund the Foundation. Remember the Fjord Foundation is a 501c3 and donations are tax deductible. A big THANK YOU to those who have donated.

We appreciate everyone who sent in their NFHR survey last year. The board has looked at the results and will be discussing your thoughts and concerns again at this face to face meeting. We always welcome hearing from you if you have suggestions. Also, if anyone is interested in participating in the NFHR, such as working on a committee, please contact us.

EXECUTIVE DIRECTOR'S REPORT-Nancy Newport

I would like to thank Andrea Eppley, Kay Konove and Kelly Munro for their service on the Board of Directors in 2016. This year in the office has been busy. Aside from my regular duties, I also attended the Bozeman Evaluation as Evaluation Secretary.

I am encouraged by the plans that the Board has been making for 2017 which has included lots of planning and meetings in 2016. I especially applaud the Evaluation Committee for facilitating a plan to update the Evaluation Program and the Herald Committee for facilitating a renewed commitment to our *Fjord Herald*. In addition, I would like to recognize our NFHR member, Anne Crandall, who is on the Awards Committee for her outstanding commitment to our awards program. Thank you, Anne!

REGISTRAR'S REPORT-Jeanne Poirier

Horses Registered per Year (1-1-2005 to 12/31/16)

	2005	2006	2007*	2008	2009	2010	2011	2012	2013*	2014	2015	2016
Mares	187	187	221	143	105	87	104	104	78	63	56	61
Stallions	57	67	78	57	35	31	26	31	30	15	25	21
Geldings	114	112	150	92	69	62	61	57	48	37	36	18
Total	358	366	449	292	209	180	191	192	156	115	117	100
Ownership Transfer	411	564	614	547	377	330	270	295	265	274	328	274
Total Foals**	300	276	272	231	180	139	121	97	85	69	56	45

*Amnesty Years **Foal count reflects completed registrations with DNA confirmed (not applied for, but incomplete)

Gender Statistics 2016:	Mares	Stallions	Geldings	TOTAL
Living	3559	462	2528	6549
Deceased*	372	105	160	637
* deceased numbers only reflect those which have been reported to the Registry				
TOTAL	3931	567	2688	7186

Colors:			Top 5 States:		Top Provinces:		Other Interesting Statistics:	
Brown Dun	6501	90.5%	Wisconsin	619	British Columbia	101	Australia	1
Grey Dun	359	5.0%	Washington	579	Nova Scotia	73	Bermuda	2
Red Dun	198	2.8%	Minnesota	547	Ontario	64	Costa Rica	5
White Dun	121	1.7%	Montana	386			District of Columbia	1
Yellow Dun	6	.08%	California	381			Hawaii	2
Kvit	1	.01%					New Zealand	1

NFHR Membership Statistics						
	2011	2012	2013	2014	2015	2016
TOTAL	852	842	782	780	767	755

EDUCATION COMMITTEE-Cynthia Madden

Objective: Provide educational opportunities to NFHR members and to the public and facilitate promotion of the Fjord Horse.

Highlights of 2016:

In 2016 a lot of effort was put into the planning of the 2017 NFHR Form to be held in the Ballard neighborhood of Seattle, Washington at the Nordic Heritage Museum and other locations on January 28th and 29th. Board members, Eric Watness and Gretchen Payne, have spearheaded the planning along with members of the Pacific Northwest Fjord Promotional Group. Thanks to the PNFPG for their planning, logistical and financial support. A new brochure on "Finding Your Norwegian Fjord Horse" was approved and will be available for download from the NFHR website. The "New Owner's Guide" was revised and updated and the board suggested that the Guide be made available to NFHR regional clubs for distribution at their discretion. Kay Schwink has authored a series on "Feeding Your Fjord". Part 1 appeared in the Fall 2016 Fjord Herald issue. These articles are in response to a desire by members for more nutrition information as indicated in the 2015 Member Survey. We hope to reprint the resource guide in 2017 with the help of the Fjord Foundation.

ELECTIONS COMMITTEE-Bob Long

Objective: Solicit and accept nominees for the Board of Directors and conduct elections.

Highlights of 2016:

The entire Board essentially acts as the Elections Committee. Though we advertise heavily in the Herald and Constant Contact for members to run for the Board, it is often word of mouth and personal knowledge that have the best result in getting interested members to apply. The job is a demanding one and your Board are all volunteers, so it is difficult to both enthusiastically recruit interested members and at the same time, not sugar coat the accompanying responsibilities.

The qualifications are simple – a member in good standing of the NFHR for the previous two years, ownership of an NFHR registered Norwegian Fjord Horse, and a promise to abide by the By-Laws, Rules of Registrations and Transfers and Ethics Policies of the NFHR. Added to this would be willingness to fully participate in the Board meetings, and in NFHR committees, and attend one Face to Face Board meeting each year. Please step up if you have the time and enthusiasm for such a task! Contact any Board member, Executive Director Nancy Newport or Registrar Jeannie Poirier.

EVALUATION COMMITTEE-Eric Watness

Objective: Ongoing development and oversight of the NFHR evaluation program with emphasis on Evaluator and TD Training Program.

Highlights of 2016:

Evaluation Committee (EC) members Dan Watanabe, Lori Albrough, Wendy Bauwens, Ardeth Obenauf, and Brandy Ferganchick met in two teleconferences along with Eric Watness, EC committee chair and Jeanne Poirier, Registrar and Technical Delegate, to recommend and implement potential revisions to the NFHR Evaluation program. The first meeting focused on the status and history as well as issues and concerns about our existing program. The participants divided into subgroups to circulate an informal questionnaire to three groups of NFHR members: evaluators, horse owners and breeders. The purpose was to determine interest in the current program and learn member views of positives and negatives with our evaluation system. Thereafter, a questionnaire was distributed resulting in receipt of a number of significant responses. Those responses were summarized and disseminated to other committee members. At a second EC teleconference these results were discussed leading to a decision to create a select committee on evaluations to meet in person and to discuss potential revisions and viewpoints expressed in response to the questionnaire. While the original goal was to make final EC recommendations to the BoD by September 1, 2016, the select committee was not able to meet until January, 2017. That group did meet as planned and will make general and specific recommendations to the BoD at the 2017 F2F for implementation by the EC in 2017.

FINANCE COMMITTEE – Cynthia Madden

Objective: Coordinate with the Treasurer and Executive Director to manage the finances of the NFHR.

Highlights of 2016:

The NFHR experienced a negative balance in yearend numbers due to advance payment of expenses for the 2017 NFHR Education Forum and Face to Face Board Meeting. A continued decrease in membership and foal registrations are also responsible for not having the desired healthy final balance. Ownership transfers experienced a drop after having a better year in 2015. It was decided at the 2016 Board of Directors Face to Face meeting that all future member donations be kept in a separate bank account to ensure their availability for member designated purposes. This has been successfully implemented. Our Executive Director and Registrar continue to run our Berthoud office very cost efficiently. They are a most valuable asset to the NFHR. With appointment of a new Editor, Erin Kinn, the “Fjord Herald” has improved its financial picture while maintaining quality and appeal. Publishing cost savings were realized in 2016 and will improve even more in 2017. Wendy Bauwens ran a very successful Evaluation in Bozeman in August which created a model for fundraising for evaluations. The results for 2016 are disappointing but not insoluble. To ensure the US Fjord Horse’s viability we must become more creative and assertive in marketing our breed and pursue an improved understanding of the needs of our membership. While the international Fjord industry overall is suffering from a drop in new births and sales, the NFHR needs to address these issues aggressively to preserve the Norwegian Fjord Horse in the United States.

FJORD HERALD COMMITTEE-Gretchen Payne

Objective: Assist the *Fjord Herald* Editor to obtain, solicit, and generate content for the *Fjord Herald* issues to include advertising, articles and photos.

Highlights of 2016:

2016 was a new, huge year for the NFHR Fjord Herald. May 2016 marked the resignation of editor Beth Beymer and the introduction of our new editor, Erin Kinn. Erin brings forth a wealth of publication experience, including graphic and technical editing, layout design, and advertising. Based on her expertise, the Herald and Executive Committees agreed to consolidate the positions of Editor and Graphic Layout into one = Editor. The basis of this decision was:

- The costs of print and postage have risen steadily over the years. The Herald costs were outweighing the profit for the NFHR.
- Consolidating two individual positions into one position presented a substantial cost-savings for the NFHR. This has dramatically offset the cost of print and postage.
- The single job of Editor has streamlined the communication and construction process for the publication. Communication is now directly through the Editor to the Committee without a middleman or delay.
- Production time has been expedited.

It is the duty of the Herald Committee to support the Editor and assist as needed regarding press material, advertisers, Fjord-related topics, and final production. This is facilitated through the use of the Basecamp program in which files are organized and discussed. The benefit of this platform, is having an electronic “database” for each Herald and the articles/photos that are included in each issue. This database is then available to Herald Committee members and future editors for years to come.

PROMOTIONS AND MARKETING COMMITTEE-Nancy Grette, Cynthia Madden

Objective: To promote the Norwegian Fjord Horse and the Norwegian Fjord Horse Registry and assist NFHR members in marketing their Fjord Horses.

Highlights of 2016:

The NFHR office continued to send out promotional materials and the NFHR display to those requesting them for events such as expos and fairs. The ZAZZLE.Com NFHR Marketplace site had several new logo items added and we continue to sell NFHR logo items from the NFHR Marketplace site on our website. We are looking for someone with the knowledge to manage and promote the Zazzle site to members. Wendy Bauwens created and distributed a Fjord Horse poster and conducted an advertising campaign to promote the Bozeman evaluation. To ensure the US Fjord Horse’s viability we must become more creative and assertive in marketing our breed and pursue an improved understanding of the needs of our membership. While the international Fjord industry overall is suffering from a drop in new births and sales, the NFHR needs to address these issues aggressively to preserve the Norwegian Fjord Horse in the United States.

RECOGNITION AND AWARDS COMMITTEE-Nancy Grette, Anne Crandall

Objective: Recognize achievements of NFHR Members and their horses.

Awards completed in 2016:

- 1 Driving Participation (pair)
- NFHR sponsored Equestrians Institute and its Combined Driving Event in August by providing the high point award for the best-scoring Fjord
- We also sponsor annual USDF awards

Current Number of Horses Enrolled:						
Year	Award of Excellence	Versatility	Fun with Fjords	Trail Riding	Steppin' Out	Driving Participation
	four have 75+ points towards 100, all four have not added points since 2009	five have 2 of 3 categories completed	no updated hours since 2014, twelve participants have never updated hours	no updated hours since 2012	one has 1609 hours of 3000 completed, no hours added since 2013	
1998		1				
2000		1				
2001	1					
2002						
2003			1	2	2	
2004			1		2	
2005				3	1	
2006	2	1				
2007			3			
2008	7	3			4	
2009	10	2	2	3	1	
2010	5	1	3	3	3	
2011	8	1	1	1		
2012	12			1		
2013	2		1		1	
2014	2	1	1		1	
2015	4	2	2	1	1	
2016	4		1			
0	47	13	16	14	16	0

YOUTH COMMITTEE – Gretchen Payne

Objective: Provide NFHR youth members the ability to provide input and direction to the BOD and NFHR committees, and develop NFHR youth related programs. This committee is open to any youth and young adults.

Highlights for 2016:

The Youth Committee ended 2016 with a total of 5 youth memberships.

I have been involved with the Youth Committee for several years and what I have noticed from the start, is the lack of attention and focus this committee receives from our membership and the public in general. I feel very passionate about this committee and the importance of continuing to support and encourage our youth with the Fjord breed. However, the support has just not been there.

I would like to suggest the following for the Youth Committee:

- Start a new public campaign to solicit support and new youth memberships (to be done through the Herald, Constant Contact, Website, and Facebook)
- Reach out individually to organizations that currently have Fjords in their programs – such as therapy centers, riding instructors, breeders, and trainers. Encourage them to spread the word about the NFHR and about getting their young rides and Fjord enthusiasts to become involved as a Youth member. Perhaps an incentive can be extended for those who are willing to assist in encouraging Youth memberships.
- Consider partnerships between associations that have Fjord participation (Pony Club, USEF, 4H, etc.)

I welcome anyone who is willing and interested in assisting on this committee to contact me directly to find out how they can become involved. Please keep in mind for those that have not participated in a committee before, this is something you can either do in-person or from afar!

REGISTRAR'S REPORT YEAR END 2016

Horses Registered: * - Amnesty Year

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Stallions	57	67	78	57	35	31	26	31	30	15	25	21
Geldings	114	112	150	92	69	62	61	57	48	37	36	18
Total for yr (all ages)	358	366	449	292	209	180	191	192	156	115	117	100
Ownership Transfer	411	564	614	547	377	330	270	295	265	274	328	274
Total Foals**	302	277	273	234	184	142	125	98	88	70	65	45

**** - counts reflect DNA/registration completed**

REGISTERED FJORD STATISTICS

Color Statistics of NFHR Registered Horses:

Brown Dun = 6501 90.5%

Grey = 359 5.0%

Red Dun = 198 2.8%

White Dun = 121 1.7%

Yellow Dun = 6 .08%

Kvit = 1 .01%

Total Registered = 7186

Total Registered Mares = 3931 Total, with 3559 Living & 372 Deceased

Total Registered Stallions = 567 Total, with 462 Living & 105 Deceased

Total Registered Geldings = 2688 Total, with 2528 Living & 160 Deceased

(note: deceased numbers only reflect those which have been reported to the Registry)

Top Five States:

Wisconsin = 619

Washington = 579

Minnesota = 547

Montana = 386

California = 381

Hawaii & District of Columbia = 1 District of Columbia, 2 Hawaii`

British Columbia = 101

Nova Scotia = 73

Ontario = 64

5 NFHR Registered Fjords live in Limon, Costa Rica; 2 in Bermuda, 1 in New Zealand & Australia.

NFHR MEMBERSHIP for 2016: 755 (767 in 2015)