



2018 ANNUAL REPORT
Norwegian Fjord Horse Registry, Inc.
1801 West County Road 4
Berthoud, CO 80513
www.nfhr.com
303-684-6466

PRESIDENT'S REPORT-Eric Watness

We have closed the book on 2018, remarkable because of a slight upturn in the number of foals newly registered and the completion of Evaluation program revisions. But we have some work to do to make sure that we are operating at our best level as a national registry and promotional organization.

The Evaluation Handbook has been updated, focusing on the Fjord Breed Standard and Evaluation methodology. The Evaluation Committee met telephonically on an almost monthly basis to edit the Handbook by improving the Breed Character description and adding more detail concerning faults. The Handbook now borrows relevant parts of the Fjord Horse International breed description while maintaining the goal of diversity in the American Fjord Horse without losing sight of the original breed character. We are grateful to the Norsk Hestesenter for giving us permission to use their current scoring system and forms for several performance tests. The Evaluation Committee has adapted the Linear Scoring system to our program that is currently being used in Norway and by other breeds. And the Evaluation Committee created a score sheet for assessment of Fjord Horse Conformation that is designed to better describe the horse in evaluation. It is hoped that this evaluation format will enable the horse owner to better understand the evaluation results and to assess their own horse. The evaluation event was also liberalized to make it more accessible and adaptable to various conditions and needs of exhibitors. Likewise, the Committee wrote expectations for Evaluator selection and education. Overall the intent of the Committee was to align the American Evaluation program with that of the Mother Country, Norway, while maintaining our dual goals of preserving the Fjord Horse as a unique breed and educating the Fjord owner and the public about its unique nature.

The NFHR has “held the rope” as an organization while experiencing significant changes in the horse industry that have occurred over the past decade. It is here that we need to do a much better job. The Fjord horse has experienced the same, if not more difficult, challenges given its small orbit. Those have included problematic financial headwinds, a changing demographic of horse lover and the impact of social media on traditional communication methods and promotion of horses. While this may sound a lot like financial “Fed” speak, in fact these are very important issues. We must face some hard realities in the coming years and find a way to adapt to these changes. We know that the market for horse sales has taken a beating over the past several years at least in part because horses have primarily become pets rather than workers. Fortunately, recreational and therapeutic uses of Fjord horses have been gratifying. The support for these businesses is a wonderful thing that should be strongly encouraged by the NFHR and the entire Fjord community. But it is no secret that Fjord horses, although “easy keepers,” are an expensive hobby for most of us which means fewer people can afford the luxury. In addition, several large Fjord breeding programs have downsized or retired in recent years. Fortunately, some younger breeders are arriving on the scene but, again, the market seems tight. Likewise, it must be recognized that marketing Fjord horses to the new buyer requires showing horses at open breed shows, CDE competitions and regional all-breed gatherings and fairs, not Fjord-specific breed events where the audience tends to be relatively small. Local and regional clubs face challenges often due to a lack of younger members and the cost of traveling to regional meetings and clinics. But regional Fjord shows and clinics are still essential for cultivating

young and new horse owners and for developing a Fjord community. The NFHR, in my view, should be vigorously promoting and supporting these events as well. And the impact of social media on the way we communicate and promote our horses means that hardcopy publications and newsletters, and the advertising that supported them, is now redirected toward free or low cost online displays and promotions. That also impacts the methods we use to relate to each other. It is much faster and cheaper, though not qualitatively better, to talk with each other on social media sites. Why meet in person when we can send an email or text message or hold an online video conference?

Some fundamental changes are needed in the way we do business as a national organization. One thing we can do is encourage and support small clinics at local barns, get involved in all-breed organizations and participate in horse expos and county fairs where our horses can be seen and admired. Participate in a local parade. We need to promote the NFHR evaluation program through local clinics and evaluations. We can show up at youth clubs to support what they do while introducing them to our horses. We can get involved in social media conversations. We can proactively help breeders with their promotional efforts beyond advertising in the Herald. We can support the uses of Fjord horses in other endeavors such as therapy programs though our financial assistance and offering our time and talents. We can offer to bring Fjords to local group meetings such as the Sons and Daughters of Norway and other ethnic or historic groups. I am sure there are many more opportunities that our membership can see. For sure I think it is time to think outside the box; change what we are doing so that the Fjord Horse survives. We are its guardians. We have a duty to make sure they are protected and promoted.

EXECUTIVE DIRECTOR'S REPORT-Nancy Newport

I continue to value our Fjord Horse community. Social media can be a big influencer in business as well as personal lives. I think we can use it to promote our Fjords and I encourage everyone to be respectful and honest in your dealings. This has been a year of volunteer involvement extraordinaire! Many thanks to the Evaluation Committee for all their work on the revised and improved evaluation system.

TREASURER'S REPORT – Cynthia Madden

This year ended again with the NFHR having a negative balance. Membership and advertising revenue continue to decrease each year. Expenses remain relatively stable. The Registrar and Executive Director accomplished their usual outstanding job in maintaining a smooth and cost-efficient operation, Revenues remain a problem. Growth must become an essential focus to sustain the NFHR for the future. Hard decisions will need to be made in the coming year.

REGISTRAR'S REPORT-Jeanne Poirier

NFHR Membership Statistics								
	2011	2012	2013	2014	2015	2016	2017	2018
TOTAL	852	842	782	780	767	755	701	680

<u>Horses Registered per Year (1-1-2008 to 12/31/18)</u>											
	2008	2009	2010	2011	2012	2013*	2014	2015	2016	2017	2018
Mares	143	105	87	104	104	78	63	56	61	64	67
Stallions	57	35	31	26	31	30	15	25	20	23	34
Geldings	92	69	62	61	57	48	37	36	19	25	15
Total	292	209	180	191	192	156	115	117	100	112	116
Owner Transfers	547	377	330	270	295	265	274	328	274	265	290
Total Foals**	235	186	142	127	100	91	76	70	45	68	82

*Amnesty Year **Foal count reflects completed registrations with DNA confirmed for foals born that year (does not include foals born with incomplete registrations pending)

Gender Statistics	Mares	Stallions	Geldings	TOTAL
Living	3625	486	2564	6675
Deceased*	437	114	192	743
* Deceased numbers only reflect those which have been reported to the Registry. Thank you to those who have reported!				
TOTAL	4062	600	2756	7418

Colors:			Top 5 States:		Top Provinces:		Other Interesting Statistics:		
Brown Dun	6664	89.8%	Wisconsin	619	British Columbia	100	Australia	1	
Grey Dun	382	5.2%	Washington	598	Nova Scotia	75	Bermuda	2	
Red Dun	207	2.8%	Minnesota	555	Ontario	61	Costa Rica	5	
White Dun	158	2.1%	California	394			Dist. of Columbia	1	
Yellow Dun	6	.08%	Montana	387			Hawaii	3	
Kvit	1	.01%					New Zealand	1	

BREEDERS COMMITTEE – Curtis Pierce

Objective: Support, educate, and encourage Fjord Horse breeders.

Highlights of 2018:

Breeders Committee

The committee discussed the following issues in 2018:

1. Monitoring genetic issues in the Fjord breed and ways to reduce spread and exposure. This issue started with an article about others breeds that had genetic issues that were compounded by extremely popular stallions and the lack of a genetic testing requirements from the registries when needed.
2. Simplifying and removing some requirements for the annual Fjord Herald stallion listing
3. How can we encourage breeders to register foals? Should the NFHR require breeders to register foals? No. Need educational articles written.
4. Breeding contract issues between stallion and mare owners. Not an NFHR issue but may be a Fjord community issue.

EDUCATION COMMITTEE-Kay Schwink

Objective: to provide accurate, up-to-date information about the Norwegian Fjord Horse to the public and to NFHR members. Develop and provide educational materials and organize educational events, to include but not limited to education forums, seminars, and clinics, for NFHR members and the public.

Highlights of 2018:

- Completed a series of nutrition articles for the Fjord Herald
- Worked with the Evaluation Committee in the conformation and functional consequences section of the breed standard document
- Obtained a sponsored venue for the 2019 Membership Forum

ELECTIONS COMMITTEE-Eric Watness, Curtis Pierce

Objective: Solicit and accept nominees for the Board of Directors. Act as point of contact for the company receiving, counting, and certifying the election. Solicit nominations for future BoD positions

Highlights of 2018:

Jennifer Wright and Jim Raabe both agreed to renew their membership on the Board of Directors. New member, Kelly White was added a Board Member to replace Gretchen Payne who decided not to renew her membership. We thank her for her service to the Board and are happy that she will continue as a member of the Herald Committee. And we welcome Kelly to the Board of Directors. There were no other nominations for Board membership, so no election was formally held, and these three members were added to the Board with terms expiring on 2021.

EVALUATION COMMITTEE-Eric Watness

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

Highlights of 2018:

As the year 2018 came to a close the NFHR Evaluation Committee worked to complete the new NFHR Evaluation Handbook and score sheets based on a linear scoring model. We were fortunately able to secure the permission of the Norsk Hestesenter to using their score sheets for driving and longlining evaluations. Also, a draft of a Conformation evaluation score sheet was devised consistent with the linear scoring system being implemented in part by the Mother Country. While the committee missed it's end of the year deadline for completion of the entire evaluation revisions, the redraft of the Handbook was largely completed. It is anticipated that the committee will conclude its deliberations by the end of January 2019 with the new evaluation program being adopted for 2019. We are looking forward to demonstrating portions of the new program at the Member Forum to occur in early April 2019. It is the hope of the Committee that evaluations will be conducted in the latter part of 2019. The 2018 Evaluation Committee over the past 3 years has included Lori Albrough, Beth Beymer (Senior Evaluator), Wendy Bauwens, Brandy Ferganchick, Bob Long, Ardeth Obenauf, Curtis Pierce, Jeanne Poirier (Registrar and Technical Delegate), Dan Watanabe and Eric Watness (Chair). We were also aided in some meetings by Ann Appleby, Phil Odden and Kay Schwink. Next steps for the Evaluation Committee include acquiring and training new evaluators, fielding evaluations around the country, digitizing the evaluation data and refining the program and scoring process based on feedback from evaluation participants.

FINANCE COMMITTEE – Cynthia Madden

Objective: Provide yearly projected budget in a timely manner. Develop and implement proper accounting method. Coordinate with the Treasurer and Executive Director to manage the finances of the NFHR.

Highlights of 2018: see Treasurer's report

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 2018:

The Herald Committee ended the year with several topics and goals for 2019 and beyond. Advertising is a hot item; drumming up new advertisers as well as retaining old ones. Promotional ideas, discounts, sponsorships, etc. are being discussed. Discussion of how to stay relevant in the age of social media is a concern and one we continue to stay aware of. The Herald Committee works to drum up new ideas and encourage social media users (who are NFHR members) to participate through submission of photos, ads, articles, etc. Community engagement is key!

The Herald Committee will be meeting via phone conference in March 2019 to discuss upcoming events and topics relevant to each issue of the Herald. Publication costs, advertising rates, and enhanced features are just some of the items for discussion.

MEMBERSHIP COMMITTEE – Jim Raabe

Objective: To build membership in the NFHR and receive member input.

Highlights of 2018:

The NFHR Membership Committee for 2018 tried to figure out why the NFHR was losing members. After talking with different members from around the county we have come up with a few reasons. One of the biggest issues we have found is the Evaluation Program. Members have been asking about the program not just for stallion owners but mare owners as well. We are hoping with the relaunch of the Evaluation Program we will regain lost members and gain new members. Thanks to the hard work of the Evaluation Committee this issue will be solved.

Another problem we have found is the awards program. Members want to be acknowledged for their hard work with their Fjords. We have seen a drop in numbers for members and youth actively showing their fjords. We look forward to the improvements to the award program. Thanks to the many hours put in from the awards committee to bring a new light on the awards program.

We know that many things in life change from loss of interest to health issues, so we will always lose members. We are hopeful with some of the changes that we have mentioned we will gain new members and rekindle the fire of past members. Without our members and our beautiful Fjord Horses we would not have such an amazing organization.

PROMOTIONS AND MARKETING COMMITTEE - Jessica Reuterskiold

Objective: To promote the NFHR per our mission statement and assist members in promoting and marketing their Fjord Horse

Highlights of 2018:

The Marketing and Promotion Committee had another great year in 2018! Our biggest success was having our breed recognized at the prestigious Devon Horse Show. Through the efforts of Wendy Luscombe, we had two individual breed classes for Fjords added to the Prize List and received sponsorship money to help with prizes. The first year of Fjord classes was deemed a success!

The second year of the NFHR High Point award built upon its initial success from 2017. We handed out seven awards in total. We hope this award will gain popularity in the years to come.

The committee looks to continue to build upon our past successes and find new ways to promote the NFHR and Fjord breed.

RECOGNITION AND AWARDS COMMITTEE- Anne Crandall, Darby Hewes

Objective: Recognize achievements of NFHR Members and their horses.

Highlights of 2018:

The NFHR Board is thrilled with the 2018 changes to the current national NFHR awards for registered Fjords. Popular awards have been updated to make them more obtainable and easier to process. We hope you will agree! All points achieved toward any award must be completed for a registered Fjord owned by a current NFHR member.

We want to publish your achievements in the Herald. Next year we will be listing all First Second and Third placing Fjords attending any type of show. To get your fjord on this list you must be a current member with a registered Fjord. A full detailed description on how to apply to be on the list will follow in the Spring Herald.

The Register of Excellence Award has an additional method of earning points directly from on-line national Equine organizations. The original method of completing forms and having them signed by the show secretary will continue to be the method of choice for most schooling, 4-h or local shows. Alternatively, if you attend *licensed* shows with *USEF, USDF, USEA* or *ADS* you may submit a year end final standing score summary from the organization's website between November 1 and December 31 of that show year. This alternative method allows records from shows where national standing is easily obtained and verifiable from the website.

The following awards, *Hours of Fun with Fjord(s), Trail Riding/Driving, Driving Participation Award and Steppin' Out with your Fjord(s)* will be combined in 2019 to include all hours you are working with your fjord. Those of you with hours under each of these awards will have your current records combined and be notified if you have obtained one or more levels of the award. Processing these awards will continue with a similar form addressing individual horses. If more than one horse is involved a form will need to be completed for each horse. That way you can still obtain the award for your fjord even if their working partner changes.

The Hall of Fame Award and Versatility Award will remain as written on the website. The Hall of Fame Award recognizes fjords with outstanding offspring. The Versatility award recognizes fjords who demonstrate outstanding achievement in English riding, Western riding, driving and agriculture. High Point awards will be available in 2019 at many National shows to reward outstanding Fjords.

The awards committee is busy working on the best way to move forward with recognizing our beautiful and athletic fjords. We want to see your achievements. Please help us with ideas and suggestions for what you would like to see in our future awards programs. Rather than dealing with any past issues we would like to hear about what you think is an ideal program for the future. The committee will review all ideas and try to initiate a program that is rewarding to all our accomplished fjords. Direct all questions, suggestions and comments to Darby@NFHR.com.

This is an energized time for NFHR as we are busy updating many aspects of the awards system and Evaluation process to allow better recognition to our many special and active Fjords. For a full description of these NFHR awards see the website under Awards. Stay tuned, many other effective and exciting changes are in the works.

Three Register of Excellence awards earned in 2018

- Darby Hewes with OFI Skogen
- Margaret Bogie with Ironwood Mary Ann
- Jody Morse with NW Mai Regn

Current Number of Horses Enrolled:						
Year	Register of Excellence	Versatility	Fun with Fjords	Trail Riding/Driving	Steppin' Out	Driving (competition)
2018	19	5	5	2	4	0

YOUTH COMMITTEE – Jennifer Wright

Objective: Provide NFHR youth members the ability to give input and direction to the BOD and NFHR committees, and develop NFHR youth related programs. This committee will be composed of youth and young adults who own, ride, or drive Fjord horses.

Highlights of 2018:

The Norwegian Fjord Horse Registry's Youth committee strives to support and engage the young people of the Fjord community. This year, we have had the grand pleasure of giving away several youth memberships to interested students, through engagement on our NFHR youth Facebook Page. There, the Youth can share photos and information about the horses that they ride and admire! Being a young person interested in the Fjord breed isn't always entirely easy simply due to their supreme rarity. For a student to be lucky enough to interact with, ride or even own a Fjord is special in its own right! We hope to help interested students learn more about the Fjord breed and put them in contact with stewards in their area. I have had the opportunity to communicate with youth regarding their interest in the Registry and the Breed itself. It is fun to share the love and wonder of such a unique breed. On the Facebook Page and in the Fjord Herald, we also enjoy showcasing unique Youth and Fjord partnerships. From the cores of therapeutic riding centers, to stars of Working Equitation competition, it is truly a testament to the Fjord temperament and breeding how readily they can be such a wonderful partner for young riders. Going forward, we continue to hope to provide an avenue in which Youth of our country and the Fjord horse breed can connect, virtually and physically.

Footnotes to the 2018 Annual Report and Financial Statement

Note 1. The Norwegian Fjord Horse Registry, Inc. (NFHR) is a non-profit entity incorporated in the State of Vermont in 1981. Its principal place of business is at 1801 W. County Road 4, Berthoud CO 80513. The NFHR is licensed to do business in the State of Colorado.

Phone: 303-684-6466.

Website: www.nfhr.com.

The principal publication of the NFHR is *The Fjord Herald*.

The NFHR is recognized by the Norwegian Fjord Horse International and maintains a close association with the Norwegian Horse organization in Norway (Norges Fjordhestforlag).

For a brief history of the NFHR, please visit the web site.

Note 2. Board of Directors and Officers.

Eric Watness	President, BOD	206-669-7280	2020
Curtis Pierce	Vice President, BOD	304-897-6627	2019
Cynthia Madden	Treasurer, BOD	575-532-9595	2020
Jennifer Wright	Secretary, BOD	317-937-4603	2018
Gretchen Payne	Board of Directors	509-551-2516	2018
Jim Raabe	Board of Directors	724-321-1146	2018
Jessica Reuterskiold	Board of Directors	608-921-5102	2019
Kay Schwink	Board of Directors	540-250-2393	2019
Darby Hewes	Board of Directors	410-778-6409	2020

Nancy Newport, Executive Director

nancy@nfhr.com

Jeanne Poirier, NFHR Registrar

jeanne@nfhr.com

Note 3. Mission, Vision, and Goals

The mission of the Norwegian Fjord Horse Registry (NFHR) is to register and preserve the genetic purity of the Norwegian Fjord Horse and will include education about and the promotion of the breed.

The vision of the NFHR is to aspire to serve its membership by maintaining a sustainable organization to support and promote the Fjord Horse breed.

The goals of the NFHR are:

- To maintain a Registry Book for Norwegian Fjord Horses in order to preserve their purity and original type in North America.
- To encourage good horsemanship while developing educational programs and the versatile uses of this all-purpose family horse in all activities including riding, driving, and work.

- To engage in research and compile statistics of the Fjord Horse industry and furnish official and authentic information to the general public.

Note 4. Accounting, Investments, Budget.

The NFHR is on a cash basis of accounting. The NFHR does not have any fixed assets.

In 2018, the NFHR ceased taking a depreciation expense for already completely depreciated assets. Thus, the Fixed Assets of \$10,117.64 and an equal amount for Accumulated Depreciation were removed from the Balance Sheet.

The NFHR holds one investment: a Bank of America CD in the amount of \$15,841.43. The NFHR is in the process of transferring the investment to a bank in Colorado.

The Board of Directors establishes an annual budget.

Note 5. Insurance.

The NFHR insures its board of directors and officers for liability (DOL) in the amount of one million dollars. The insurance policy is through Equisure, Inc. and provided by Philadelphia Insurance Companies, policy# PHSD1302581.

The NFHR maintains club liability insurance in the amount of one million dollars with American Reliable Insurance Co. through Blue Bridle Insurance Agency, Inc., policy # AML 10037209.

The NFHR maintains worker's compensation insurance through Cake Insure, policy # 2502217.

Note 6. Litigation

There are no legal actions pending or anticipated against the NFHR.