



2019 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

2019 was an important year for the NFHR.

Most significantly, the revised NFHR Evaluation Program was debuted at the Annual Membership Meeting in Virginia this past Spring. It was received with curiosity and some new awareness about how to express the attributes of Norwegian Fjord Horses. Then our evaluators, several Evaluation Committee members and our staff met in Berthoud, CO at Beth Beymer's Starfire Farm to give the new system a try. Over an extended weekend critical changes were made to the evaluation form and process of conducting the tests. After working through bugs, the program was deemed a success that is ready for use. We continue to work on the program as a work in progress, but the fundamental parts of the new system have been finally adopted.

Two other developments occurred in line with our desire to replace the current Registry database. First, Fjord Horse International (FjHI), hoping to create an international database, convened a meeting in Brussels to discuss the idea. The NFHR decided to send our Registrar, Jeanne Poirier, to that meeting as our representative. We are very thankful that FjHI provided much needed funding for the core of the travel costs. While a consensus for a new international database did not immediately arise from the meeting, we are pleased that we were able to participate in the initiative to share our perspective and learn about issues being faced by our international friends. We will continue to monitor that process inasmuch as a common database for all Fjords could simplify our own registration process. In a separate development, the software company that created our current database contacted Jeanne to see if we were interested in combining with other smaller horse breed registries in a new on-line, web-based registry database. The Board jumped at this idea because we have been concerned about the limited, though functional, database we currently use. A web-based system would avoid risks of data loss in our hardware, enable user input and registry management and, more importantly, enhance many of the features we now enjoy. The Board has been looking for a new solution for some time now, but the options previously studied were far beyond our financial capability. This new possibility is a work-in-progress which appears affordable. We will keep you posted if and when it comes to life.

As many of you know we experienced a bump in the production of the Herald this past year which served as a wake-up call for us. The feedback we have received convinces us that you, the members, value the Herald as a high-quality magazine that provides a variety of information centered on the health and welfare of our horses and the Fjord Horse community in America. As a result, the Herald committee has recommitted to supporting the magazine and our editor through a more robust communication effort. And our advertising efforts have been substantially improved through better management and proactive sales efforts. We believe we are continuing to produce a superior product that is now financially supported in an intentional way. This is a challenge in a world that is turning to internet based written communication. We remain open to comments on how you think the Herald can be the best quality document for the NFHR.

Last year the Board reexamined our mission statement and By-Laws to review any needed changes. The mission statement was updated, and we ultimately proposed one By-Law change to reduce unnecessary accounting costs. The membership overwhelmingly approved that change. We thank you for your positive response. Also, we are happy to note that we seem to be doing pretty well with our financial condition improving this year. Please view the Financial Report in this Annual Report. Because we are dependent on membership and registration fees, we are limited in the things we can fund. But the overall message is that the core functions of the NFHR are being met in a fiscally responsible way. Examples of cost saving have included reducing the frequency of in-person annual meetings. We have decided that your Board members should fund their own airfare to the 2020 Face-to-Face meeting being held Longmont, CO and we are discussing other ways of conducting meetings and communicating online to avoid travel costs. We are improving our advertising to support the Herald and we intend to hold several evaluations over the course of 2020 which will increase our membership numbers and enhance our overall mission to preserve and protect the Fjord Horse in America. We are also choosing to invest more intentionally in our on-line presence through social media. It is clear from observing your posts that internet-based communication is a fantastic way of engaging Fjord Horse owners. The NFHR intends to be more intentional in that effort.

We continue to request that as members you give us your best ideas for reaching our goals and meeting our commitments to our mission statement. Thank you for your enduring support.

EXECUTIVE DIRECTOR'S REPORT-Nancy Newport

The president's report (above) covers most of the highlights of 2019. I commend all the committees that made things happen this year! I especially thank Jeanne for all she does as our Registrar. Most members don't know what goes on in our office, but it is more than just keeping records. We do everything that it takes to keep a business going as well as keeping up our database and helping members. Jeanne answers the phone and emails; and I'll bet she gets ten or more calls a day for help plus dozens of emails. Jeanne and I work together, but she takes the brunt of the "Face of the NFHR," thankfully! We only live a mile or so from each other so when either of us needs help we just run down the street.

RESULTS OF 2019 BY-LAWS BALLOT

The ballots were counted as of those received by December 31, 2019. The results are:

Yes-214

No-15

Ballot measure passed, new language below:

ARTICLE XII. AUDIT

- A. The Finance Committee shall review financial records and provide a report to Board of Directors. The NFHR Board of Directors (or the membership as voted on by 51% of the members at a special meeting) may approve a financial review or audit by a qualified independent accountant of the previous year's records, books, and accounts. If such a review or audit is performed, the results will be summarized or published in the NFHR official publication. Members may obtain copies of the official review or audit from the NFHR office.

ARTICLE VI,A,4,h (Treasurer)

- h. Cause an annual compilation, review or audit to be performed as required herein, Article XII Audit.

TREASURER'S REPORT – Curtis Pierce, Rory Miller – see financial statement attached

REGISTRAR'S REPORT-Jeanne Poirier

NFHR Membership Statistics									
	2011	2012	2013	2014	2015	2016	2017	2018	2019
TOTAL	852	842	782	780	767	755	701	680	677

Horses Registered per Year (1-1-2008 to 12/31/19)												
	2008	2009	2010	2011	2012	2013*	2014	2015	2016	2017	2018	2019
Mares	143	105	87	104	104	78	63	56	61	64	67	78
Stallions	57	35	31	26	31	30	15	25	20	23	34	48
Geldings	92	69	62	61	57	48	37	36	19	25	15	19
Total	292	209	180	191	192	156	115	117	100	112	116	145
Owner Transfers	547	377	330	270	295	265	274	328	274	265	290	312
Total Foals**	235	186	142	127	100	91	76	70	45	68	82	97

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

Gender Statistics 2019:	Mares	Stallions	Geldings	TOTAL
Living	3670	513	2584	6767
Deceased*	471	122	208	801
* Deceased numbers only reflect those which have been reported to the Registry. Thank you to those who have reported!				
TOTAL	4141	635	2792	7568

Colors:		Top 5 States:		Top Provinces:		Other Interesting Statistics:	
Brown Dun	6776 89.5%	Wisconsin	624	British Columbia	98	Australia	1
Grey Dun	406 5.4%	Washington	610	Nova Scotia	69	Bermuda	2
Red Dun	212 2.8%	Minnesota	543	Ontario	61	Costa Rica	5
White Dun	167 2.2%	California	395			Dist. of Columbia	1
Yellow Dun	6 .08%	Montana	401			Hawaii	3
Kvit	1 .01%					New Zealand	1

AWARDS, MARKETING, MEMBERSHIP, OUTREACH, PROMOTIONS and YOUTH COMMITTEE

Darby Hewes, Anne Crandall

Objective: To promote the NFHR according to our mission statement and assist members in promoting and marketing their Fjord Horses. To build membership in the NFHR and receive member input. Recognize achievements of NFHR Members and their horses. Provide NFHR youth members the ability to give input and direction to the BOD and NFHR committees; and develop NFHR youth related programs.

Highlights of 2019:

Fjords of all disciplines are applauded for publicly showing, competing and promoting the breed. By promoting the breed, equestrians increase demand for foals which increases the Fjord Horse population and diversity resulting in availability of Fjords for everyone.

Register of Excellence awards earned in 2019:

- BRF Osten, Owner Wendy Luscombe
- GVF Maja, Owner Jennifer Harber

Hall of Fame Award awarded in 2019:

- Norfinn Farm’s Randi, Owner J. Frank Baylis

Current Number of Horses Enrolled in NFHR Awards Programs:						
Year	Register of Excellence	Versatility	Fun with Fjords	Trail Riding/Driving	Steppin’ Out	Driving (competition)
2019	21	5	5	2	4	0

These horses are gathering points throughout the year(s) toward awards. Check the website to see how to register a horse for an award and how to obtain points.

The NFHR High Point Ribbon can be obtained for any show where multiple fjords attend. Check with the office to see if your show can offer this ribbon. Check with the show secretary to verify that the show is willing to add this award to their show documents prior to requesting ribbons from NFHR. Most shows require breed awards to be added to the show documents before they are made public. Often this can be a year in advance. You must also validate that multiple Fjords will be participating before obtaining ribbons from NFHR. Contact us with questions and suggestions for how we can improve NFHR awards and promotions.

BREEDERS COMMITTEE – Kelly White

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

Highlights of 2019:

Active committee discussion generated a number of significant accomplishments in 2019 including the new stallion directory/posters, which will be published soon. A preliminary code of ethics is pending discussion at the January 2020 face to face board meeting. Approval of the code of ethics would help define best practices for fjord breeders, sellers, and owners.

EDUCATION COMMITTEE-Kay Schwink

Objective: 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 2019:

The Education Committee joined the Evaluation Committee and the entire NFHR leadership team in finalizing the planning, facilities, and successful execution of the “Introduction to the New Evaluation System and Updated Breed Standard” presentation in April. Like all growth, it was not without some pain, but the commitment to educating our membership (and very importantly potential new membership) about our amazing and versatile horses remains a central and ongoing theme.

The other focus of this committee in 2019 has been to interface with the Breeder’s Committee and with the Herald Committee to provide insight and education in the area of genetics with the dual goals of promoting evidence-based, thoughtful breeding decisions as well as preserving the genetic diversity and quality of the Fjord Horse in the United States. This process is ongoing and is expected to continue in 2020.

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 2019:

All Board members whose terms were to have expired offered to remain on the Board for a second term and no nominations were received seeking to be added to the Board. As a result, no election was held, and the same Directors will continue to serve for 2020.

EVALUATION COMMITTEE-Eric Watness

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

Highlights of 2019:

In a final step toward revision of the NFHR Evaluation Program the Committee debuted the finished product at the biennial Membership meeting in Virginia last spring. Following that event where feedback was received, the committee held a “dress rehearsal” of an actual evaluation involving our evaluators and select members of the committee. The purpose of that event was to review and implement the changes that had been made on paper. In an arena with live horses to assess the evaluators walked through the judging process forms in hand to see how the system actually works. Together with the committee members and NFHR staff, the evaluators discussed their observations, compared notes and debated differences of opinion and perspective. They, then, made numerous suggestions for changes to the evaluation form to clarify what was being evaluated and the process involved. After satisfying themselves that the system would work in an actual evaluation, the evaluators conducted each test under a stopwatch to verify its feasibility given the time available in a normal evaluation. The result of that exercise over several days was a conclusion that the new evaluation system will work. More importantly the new program will become a very helpful tool in expressing judging results and ultimately educating the NFHR membership about the Norwegian Fjord Horse in America. The next tasks for the NFHR Evaluation Committee include encouraging evaluations in 2020, recruiting and training new evaluators and reviewing the performance tests in the existing program for any desired amendments

FINANCE COMMITTEE – Curtis Pierce, Rory Miller

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 2019: see financial statement

FJORD HERALD COMMITTEE-Jessica Reuterskiold

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 2019:

The Herald Committee had an overall positive 2019! The committee brought on new faces to bring a fresh perspective. We recognize this beloved magazine has undergone changes over the years. The ultimate goal of the Herald Committee is to provide a high-quality product for the membership.

Over the past year we have received many comments, concerns, and compliments. We have taken this feedback to heart and made the necessary improvements. However, we also acknowledge our mistakes. One item in particular was the removal of the poly bag cover which was intended to reduce our production costs. We quickly corrected this error in decision to ensure safe delivery of the Herald.

There is always room for improvement, and this will be our continued focus in 2020. We are always looking for member contributed content (written and photographs). Without these contributions, we won't have a magazine to produce. The Editor and Herald Committee members will continue to work hard to ensure the Herald content is as accurate, concise, and clear as possible. Overall, we want the Herald to reflect the topics, events, and moments that are important to the membership.

NORWEGIAN FJORD HORSE REGISTRY FINANCIAL STATEMENTS

Norwegian Fjord Horse Registry, Inc.

Balance Sheet Comparison

As of December 31, 2019

	As of Dec 31, 2019	As of Dec 31, 2018	Change	% Change
ASSETS				
Current Assets				
Bank Accounts				
US Bank Checking	\$24,394.83	\$14,895.51	\$9,499.32	63.77%
US Bank Money Market	\$21,414.29	\$5,546.02	\$15,868.27	286.12%
			-	-
Bank of America CD	\$0.00	\$15,854.53	(\$15,854.53)	100.00%
US Bank Savings	\$2,401.26	\$2,401.10	\$0.16	0.01%
Total Bank Accounts	\$48,210.38	\$38,697.16	\$9,513.22	24.58%
Total Current Assets	\$48,210.38	\$38,697.16	\$9,513.22	24.58%
TOTAL ASSETS	\$48,210.38	\$38,697.16	\$9,513.22	24.58%
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
Payroll Liabilities	\$1,980.76	\$0.00	\$1,980.76	
Total Other Current Liabilities	\$1,980.76	\$0.00	\$1,980.76	
Total Current Liabilities	\$1,980.76	\$0.00	\$1,980.76	
Total Liabilities	\$1,980.76	\$0.00	\$1,980.76	
Equity				
Retained Earnings	\$38,697.16	\$41,111.20	(\$2,414.04)	-5.87%
Net Income	\$7,532.46	(\$2,414.04)	\$9,946.50	412.03%
Total Equity	\$46,229.62	\$38,697.16	\$7,532.46	19.47%
TOTAL LIABILITIES AND EQUITY	\$48,210.38	\$38,697.16	\$9,513.22	24.58%

Norwegian Fjord Horse Registry, Inc.
Profit and Loss Comparison
January - December 2019

	Jan - Dec 2019	Jan - Dec 2018	Change	% Change
Income				
AWARDS	\$380.00	\$1,520.00	(\$1,140.00)	-75.00%
Sales of Product Income	\$1,720.73	\$1,477.95	\$242.78	16.43%
EVALUATION COMMITTEE	\$510.00		\$510.00	
NFHR OPERATIONS	\$36,533.90	\$32,648.70	\$3,885.20	11.90%
PROMOTIONS	\$175.00	\$50.00	\$125.00	250.00%
PUBLICATIONS	\$14,081.00	\$10,324.80	\$3,756.20	36.38%
REGISTRAR	\$35,645.00	\$30,610.00	\$5,035.00	16.45%
Youth Committee	\$35.00	\$25.00	\$10.00	40.00%
EDUCATION	\$4,903.00	\$2,001.00	\$2,902.00	145.03%
Breeders Committee	\$5.00		\$5.00	
Total Income	\$93,988.63	\$78,657.45	\$15,331.18	19.49%
Gross Profit	\$93,988.63	\$78,657.45	\$15,331.18	19.49%
Expenses				
COST OF GOODS SOLD	\$2,877.80	\$2,908.27	(\$30.47)	-1.05%
EVALUATION COMMITTEE-	\$1,564.43		\$1,564.43	
FHI COMMITTEE	\$2,500.00		\$2,500.00	
NFHR OPERATIONS-	\$51,948.31	\$46,431.44	\$5,516.87	11.88%
EDUCATION COMMITTEE	\$2,286.84		\$2,286.84	
AWARDS-Expense	\$472.20	\$1,570.83	(\$1,098.63)	-69.94%
REGISTRAR-	\$4,633.00	\$4,389.12	\$243.88	5.56%
WEB SITE	\$199.00	\$1,928.01	(\$1,729.01)	-89.68%
PUBLICATIONS-	\$19,769.59	\$23,843.82	(\$4,074.23)	-17.09%
Marketing and Promotion	\$265.00		\$265.00	
Uncategorized Expense		\$2,987.55	(\$2,987.55)	-100.00%
Total Expenses	\$86,516.17	\$84,059.04	\$2,457.13	2.92%
Net Operating Income	\$7,472.46	(\$5,401.59)	\$12,874.05	238.34%
Other Expenses				
Other Miscellaneous Expense	(\$60.00)		(\$60.00)	
Reimbursable Expense	\$0.00	(\$2,987.55)	\$2,987.55	100.00%
Total Other Expenses	(\$60.00)	(\$2,987.55)	\$2,927.55	97.99%
Net Other Income	\$60.00	\$2,987.55	(\$2,927.55)	-97.99%
Net Income	\$7,532.46	(\$2,414.04)	\$9,946.50	412.03%

Norwegian Fjord Horse Registry, Inc.
Statement of Cash Flows
January - December 2019

	Total
OPERATING ACTIVITIES	
Net Income	\$7,532.46
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Payroll Liabilities	\$1,980.76
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	\$1,980.76
Net cash provided by operating activities	\$9,513.22
Net cash increase for period	\$9,513.22
Cash at beginning of period	\$38,697.16
Cash at end of period	\$48,210.38

Footnotes to the 2019 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	2022
Rory Miller	Treasurer, BOD	360-269-8678	2020
Jennifer Wright	Secretary, BOD	317-937-4603	2021
Kelly White	Board of Directors	509-551-2516	2021
Jim Raabe	Board of Directors	724-321-1146	2021
Jessica Reuterskiold	Board of Directors	608-921-5102	2022
Kay Schwink	Board of Directors	540-250-2393	2022
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

MISSION: The Mission of the NFHR is to register and preserve the genetic purity of the Norwegian Fjord Horse and will include education and the promotion of the breed.

VISION: The NFHR aspires to serve its membership by maintaining a sustainable organization and by supporting and promoting the breed.

GOALS:

- To maintain a Registry Database for Norwegian Fjord Horses to preserve their purity and original type in North America.
- To develop educational programs that encourage versatility of the Fjord horse while maintaining humane and ethical horse management.
- To encourage the membership to participate in accurate recording of Fjord horses including birth, death, transfers, progeny and status changes.
- To undertake activities designed to increase public awareness of the breed and its ability to perform across the full range of equine disciplines.

Note 4. Accounting, Investments, Budget.

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

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.