



**NORWEGIAN
FJORD HORSE
REGISTRY**

2007

ANNUAL REPORT

PRESIDENT'S REPORT

2007 has been a good year for the NFHR (BOD) with many goals achieved and some milestones.

- Four Evaluations in different regions of the country
- Some of the best Fjord Heralds ever in size, quality and ad revenue
- New level of registered Fjords
- New level of membership
- Updated Members Manual with 4 color cover
- More exposure in many open shows with articles and pictures in national magazines
- First NFHR Evaluator Continuing Education Conference which included all Evaluators and members of the Evaluation Committee
- First time there was a Fjord Special Breed Weekend at the Kentucky Horse Park Breed weekend. This was held on October 13 & 14, and at the same time as the National Drive.

2008 should be another rewarding year with our website upgrade as the top priority. This accomplishment will allow for more efficient operation of our office and improve more timely communication with our members and regional groups.

“Involvement of Members” is another critical issue to the success of the NFHR organization. We will be looking for new ways to involve the members in the NFHR activities and committees. We will be also working closer with all regional groups. This will be done by help with regional evaluations, shows, clinics and seminars.

Special thanks go to the many members who promote the Breed at open shows, expos, clinics, trail rides, parades and Fun Fests. Our involvement at the Kentucky Horse Park Breed weekend and National Livestock Show in Denver are also important to all of us and our Fjords.

REGISTRAR'S REPORT

Horses Registered in 2007:

Mares = 221
Stallions = 78
Geldings = 150
Total = 449

Color Statistics of NFHR Registered Horses:

Brown Dun = 5262
Grey = 227
Red Dun = 143
White Dun = 66
Yellow Dun = 5
Kvit = 1

Total Registered Mares: 3171 - 2972 Living, 199 Deceased
Total Registered Stallions: 523 - 459 Living, 64 Deceased
Total Registered Geldings: 2010 - 1941 Living, 69 Deceased
Total Registered: 5704

614 Ownership Transfers were processed in 2007

Significant State Fjord Statistics:

Wisconsin - 567
Minnesota - 466
Washington - 478
Montana - 364
California - 321
Hawaii & District of Columbia - 1
British Columbia - 104
Nova Scotia - 74
There are now 5 NFHR registered Fjords in Limon, Costa Rica.

Membership:

Single: 633
Family: 305
Life Single: 93
Life Family: 19
Total paid members: 1050
Fjord Herald Subscribers: 44
Complimentary Memberships: 14

Total Herald's to be sent for 2007/2008 Winter issue: 1108

HERALD, EDUCATION, AND PROMOTIONS, (HEAP) COMMITTEE

Objective: Coordinate the integrated activities of the Fjord Herald, Promotions, and Education Committees, and any other committees that have cross-over topics.

Highlights of 2007: The HEAP committee, which stands for Herald, Education, Advertising, and Promotions and is made up of the chairs of those individual committees, had as its main emphasis this year, the development of a Media Resource Packet. When finished, this packet will go out to potential corporate sponsors. It contains information about the NFHR and the Fjord Horse, as well as other information, and some potential advertising packages. We have a rough draft of the packet to present to the Board of Directors in 2008. This is a new endeavor for the NFHR and hopefully soon we will have some corporate sponsors who will help support our growth and the future of the Norwegian Fjord Horse.

BYLAWS AND OPERATING POLICY & PROCEDURES COMMITTEE

Objective: Periodic review of Bylaws as requested by the Board of Directors (BOD) and documenting of NFHR policies and procedures in the Operating Policy and Procedures (OPP) Manual.

Highlights of 2007

- The NFHR Board of Directors Code of Ethics and Standards of Conduct documents were approved by the Board of Directors.
- The committee reviewed and recommended minor changes to the Bylaws. The Board of Directors postponed further consideration of these possible changes pending additional recommendations from the membership in 2008.

ELECTIONS COMMITTEE

Objective: Solicit and accept nominees for the Board of Directors; conduct elections, and count ballots.

Highlights of 2007: As 2007 came to a close we had 3 Board of Director's terms expiring; Curt Pierce, Cynthia Madden and Kay Van Natta. Kay was the only current board member that was not going to re-run for her position. NFHR members volunteering for the Board of Directors were: Cynthia Madden, Clinton Nesseth, Fred Pack, Jeff Pederson, Curt Pierce, and Jeanne Poirer. Magarget Bogie (committee chair) received the ballots and counted them with Sue Freivald (election agent) and Betsy Smith (volunteer). Cynthia Madden, Jeff Pederson, and Curt Pierce were elected to the Board of Directors.

There was a motion and discussion about having an independent company mail, receive and count the ballots. Bids and proposals are being solicited.

EDUCATION COMMITTEE

Objective: Provide educational articles, products and information to NFHR members and the general public.

Highlights of 2007:

Two goals of the Education committee in the year 2007 were to begin to make a presence at the world-renowned Kentucky Horse Park, and also to write a Members Information Manual. Both goals were accomplished! We showcased the Norwegian Fjord when it was featured in a Special Breed Weekend in October at the Park. Members and their Fjords were awesome representatives of the NFHR and the Fjord breed in four breed demonstrations that weekend. We also had

several displays at the barn where the horses were stabled and we had lots of interest. The comments we received from the audiences and staff, after each performance, were fantastic! It was an exciting, fun, and rewarding way to get the “good word” out about the Norwegian Fjord to lots of people!

The other major goal was accomplished when the Member Information Manual was completed. All Education committee members participated in writing the articles and the Fjord Herald editors put together a wonderful full-color collage of pictures of members and their Fjord friends for the front and back covers. The completed manual is being presented to the board for final approval at the next meeting and then will be sent to the printer. It is hoped this manual will be helpful to all NFHR members. Look for it early this spring.

EVALUATION COMMITTEE

Objective: Ongoing development and oversight of the NFHR evaluation program

2007 Accomplishments

- Evaluations were held at Greeley, Colorado; La Crosse, Wisconsin; Herndon, Virginia; and Moses Lake, Washington.
- Conducted an Evaluator Continuing Education Seminar in October. All Evaluators and Evaluation Committee members were present. The seminar consisted of classroom presentations and discussion, and practice evaluation of all the conformation and performance tests.
- Developed a proposal for a “Family Fjord” evaluation or testing program based on similar programs offered in other countries. This proposal will continue to be refined and developed.
- The committee published informational articles on: “How to Host an Evaluation;” and “White Markings in Fjord Horses” in the Fjord Herald.
- The committee has worked on proposed changes to the Evaluation Handbook.

Proposals for 2008

- Host committees have expressed interest to the Evaluation Committee in holding 5 possible evaluations in 2008. It is possible that there will be evaluations in Nova Scotia, Canada in July; La Crosse, Wisconsin on Aug 9 & 10; Herndon, Virginia on Aug 16; Fallbrook, California on Aug 30 & 31; and Libby, Montana in early September. This is a tentative list and must be approved by the Board of Directors before they are official. The Nova Scotia evaluation must also be coordinated with the Canadian Fjord Horse Association.
- Recommend changes of the evaluation rules to the Board of Directors.
- Publication of evaluation related articles in each *Fjord Herald*
- Plan for and recommend to the Board of Directors starting new evaluator training in the next couple of years.
- Post evaluation scores on the web
- Continue development of the “Family Fjord” program.

FJORD HERALD COMMITTEE

Objective: Assist the Fjord Herald Editors to obtain, solicit, and generate content for the Fjord Herald issues to include advertising, articles and pictures. The committee approves content.

Highlights of 2007:

The Fjord Herald is currently in fantastic shape under the leadership of Beth Beymer, Sandy North, and Linda Yutzy. With the consistent high quality that is the current Fjord Herald, many of the committee goals have been and will continue to be realized through the self-sustaining condition that such a quality publication creates. Linda Yutzy is responsible for the design & layout of each issue as well as the team's interface to Branch Smith (the print shop). Beth Beymer and Sandy North are responsible for gathering, editing and preparing the content for design & layout. This includes all articles, NFHR announcements & minutes, and advertisements. Sandy North has responsibility for managing all Ad contracts and financials for the team. Additionally, Beth and Sandy are the team's interface to the Fjord community and act as the point of contact for the Board of Directors.

In the calendar year 2007, four Fjord Herald issues were produced and printed. For the purposes of this review, the four issues are the Spring 2007, Summer 2007, Fall 2007 and Winter 2007. It has taken between 6 and 8 weeks to produce each issue. The fall issue took the longest because it was the most data intensive issue to date, covering all four NFHR evaluations held in 2007 as well as the Blue Earth Show and this year's crop of foals.

The number of advertisers per issue has increased this year. The income generated by advertising has increased this year relative to 2006 and 2005. Many of the advertisers have gone from small black and white ads to full page color ads.

We have received numerous emails, phone calls and even a few letters commending us on the "new" Fjord Herald. In all these forms, the readership has expressed appreciation for the quality of the articles, coverage of regional group and NFHR activities, inclusion of many nice photos and the increased use of color in the publication. The numbers behind these changes are illustrative. In 2005, the magazine had an average of 64 pages per issue and was predominantly a B&W publication (only 10% color) with an average of 24% of each issue devoted to advertising. During a transitional 2006, the magazine grew to an average of 69 pages; with an average of 28% devoted to advertising and the amount of color used more than doubled to 26% of each issue. The trend has continued in 2007 with an average of 72 pages per issue, 36% devoted to advertising and the use of color nearly doubled again, to a full 50% (on average). Without changing how we print the Fjord Herald, the maximum size of an issue is 80 pages. At this time, the 80-page limit seems reasonable. The cost for all this growth and increased use of color was almost entirely covered by revenues generated through display advertisements and farm directory listing.

The past year (or couple of years) has seen steady improvement in both the quality and financials of the Fjord Herald. The team has worked hard and well together and looks forward to four more issues of "Fuzzy Little Ponies" in 2008.

FJORD HORSE INTERNATIONAL (FHI) COMMITTEE

Objective: The committee is responsible for liaison with the FHI and ongoing communications to the Evaluation Committee on the outcome of ongoing negotiations on the FHI Judging Handbook. The committee serves as the focal point for FHI communications with the NFHR, and provides recommendations for NFHR representation at future FHI events.

Highlights of 2007:

- Phil Odden represented the NFHR at the FHI General Membership meeting in May 2007 at the Norwegian Stallion Evaluations in Nordfjordeid, Norway.
- At the FHI General Membership meeting, the following issues were addressed.
 - The General Assembly approved the proposed Section G – Performance Test to the FHI Official Handbook for Fjord Horse Judges.
 - The Dutch organization presented two issues for discussion: incorrect or incomplete papers for exported horses; and inbreeding in the Fjord horse population. The registries for each country are asked to educate their members concerning these problems.
 - Brian Jensen was re-elected for a FHI board member and Phil Odden as his substitute for another 2 years.
 - Owners of a Prefix or Suffix farm-name can present their farm or stud and their licensed horses in a standard table on the FHI website for a fee. The new site will be published in the near future.
 - There was a discussion about the Norwegian proposal to “close” the Norwegian Fjord Horse Studbook. The Norwegians are looking internally at proposals but have not taken any action to date to “close” its studbook to Fjord Horses imported to Norway. Members of the FHI Board of Directors will meet with the Norwegians in 2008 to discuss this issue.

MEMBERSHIP COMMITTEE

Objective: Facilitate increasing new members and membership retentions.

Highlights of 2007: Since this is a new committee, the committee spent the year organizing as a committee and developing recommendations to increase the NFHR membership.

PROMOTIONS COMMITTEE

Objective: Coordinate NFHR promotional activities.

Highlights of 2007:

- **New website:** Reviewed contract and discussed requirements and developer timelines. Renegotiated contract payment schedule. There has been some slow progress in the development. Expect the new site to be available in 2008.
- **NFHR Advertising:** Working on a 2008 advertising campaign.
- **NFHR Promotion:**
 - Article on Fjords and NFHR published in July issue of Equine Journal
 - 25TH Anniversary Program submitted in American Horse Publications (AHP) contest
 - Regional clubs provided with NFHR flags
 - Apparel items advertised and sold on NFHR website and in Fjord Herald
 - Special tee shirt design, coloring books, & poetry magnets provided to Kentucky Horse Park Gift Shop
 - Spearheaded by Ruth Sorum & Curt Pierce, NFHR represented at Kentucky Horse Park (KHP) Special Breeds Weekend, October 2007.
 - Special sweatshirt designed and provided to KHP volunteers
- Continued to acquire new NFHR items for sale through the NFHR website and *Fjord Herald*.

SHOW COMMITTEE

Objective: Promote the Fjord Horse by working with the existing Fjord shows to develop standardized show rules, and providing Fjord shows with the support found in other breeds.

Highlights of 2007:

- The committee reviewed and made recommendations to the NFHR Fjord Horse Show Handbook. These recommendations were not ready for approval and publication prior to the show season, therefore, they will be included in the next version proposed to the Board of Directors in 2008.
- The show committee continued to discuss Fjord show issues and provide comments to the Fjord shows. This committee provides assistance to the Fjord Horse Shows, but does not operate or manage any Fjord Horse Show.

RECOGNITION AND AWARDS COMMITTEE

Objective: Recognize achievements of NFHR Members and their horses.

Highlights for 2007:

- **VERSATILITY AWARD:** There are currently 47 horses signed up for the Versatility Award. There were 3 new registrants for 2007. There were 2 horses that were awarded this in 2007.
- **LOGGED HOURS:** There are currently 45 horses signed up for Trail Riding/Driving, Hours of Fun, and Steppin' Out With Fjords award programs. Many are signed up for two or more of these awards. There are 372 logged hours for 2007. Of these, XX earned awards so far this year. There were 5 new registrants in 2007.
- **REGISTER OF EXCELLENCE:** There are 70 horses signed up for this award. There were 3 new registrants in 2007. There were 2 horses were awarded this in 2007.

30TH ANNIVERSARY AD HOC COMMITTEE

Objective: Develop plans for the 2011 Celebrations of the 30th NFHR Anniversary

Highlights of 2007: The committee has discussed the 25th Celebration and provided feedback, pro's and con's of the facility, show bill, and amenities. Consideration for the next show will be 2 indoors arenas, 2 outdoors arenas, stalling, seating, location of hotels and major airport. The time of the year will be sometime late September or early October, due to breeding, foaling, shows and haying time. Potential facilities are being researched. Kirkwood College in Iowa was considered, however, they are booked with 3 year contracts and the seating in the main arena is only for 300. Contacts also have been made with the following facilities and more information has been requested from: Eden Park Equestrian Center, Sunbury, Ohio; National Equestrian Center, Lake Saint Louis, Missouri; Expo Building Horse Show, Sioux Falls, South Dakota; Gordyville USA, Gifford, Illinois; Wisconsin State Fair Park, Milwaukee, Wisconsin; and Alliant Energy Center, Madison, Wisconsin.

STRATEGIC PLANNING AD HOC COMMITTEE

Objective: Research and develop long range planning for the NFHR organizational structure.

Highlights of 2007: This new committee is developing a strategic plan for the NFHR. This is a time consuming process. The committee has made a lot of progress, and plans to present a strategic plan to the Board of Directors and members in 2008.