



NORWEGIAN FJORD HORSE REGISTRY

**2008
ANNUAL REPORT**

PRESIDENT'S REPORT

2008 has been a good year for the NFHR's BOD with many goals achieved. Thanks to all committee members for making this happen.

- The NFHR Resource Guide is an outstanding book about the Norwegian Fjord Horse and the NFHR. The many facts and pictures share what our Fjords can do and what we are about.
- Our website is up and running and has been viewed by many interested people around the world.
- The Fjord Herald keeps getting better with great articles, color pictures and the support of many advertisers.
- The Awards Program has been updated and will receive more attention with articles in the Fjord Herald.
- The CFHA (Canada) has requested to use the NFHR Evaluation System and we believe this will be good for the Fjord Breed in North America.
- The NFHR Evaluation Program has evaluated 676 fjords for conformation and movement from its first evaluation in 1995 through 2008. A Fjord Stallion and Mare poster is now available.
- Our BOD Face to Face and Annual Membership Meeting will be held in different regions and will offer an educational forum which members may attend.

2009 should be another rewarding year with more improvements and upgrades to our website. We will continue to make more use of our Constant Contact capability to continue to improve communication with members.

Involving more members with NFHR activities will remain top priority for our present and future success. We need more members to be active and lead our many committees. Regional Clubs will get more attention with space on our website and a regional section in the Fjord Herald.

The upcoming 30th Celebration in 2011 will require much work and involvement of many members to assure a successful event. The Lancaster Event Center in Lincoln, Nebraska has been reserved for September 20th to 25th for this event. Mark this on your calendar.

Promoting our Breed is a passion for many. Thanks to all of you who are involved and active in showing the versatility of our breed. Regional breed shows, open shows, expos, clinics, parades, national shows, fun fest, trail rides and just loving your fjord all show the world the wonders of the Norwegian Fjord Horse and the success of the NFHR Breed Organization.

Thanks for your support,
Howard Fiedler

REGISTRAR'S REPORT

Horses Registered in 2008:

Mares = 143

Stallions = 57

Geldings = 92

Total = 292

Ownership Transfers processed in 2008 = 547

REGISTERED FJORD STATISTICS

Color Statistics of NFHR Registered Horses:

Brown Dun = 5531

Grey = 239

Red Dun = 146

White Dun = 75

Yellow Dun = 6

Kvit = 1

Total Registered Mares = 3316 Total, with 3096 Living & 220 Deceased

Total Registered Stallions = 541 Total, with 466 Living & 75 Deceased

Total Registered Geldings = 2141 Total, with 2049 Living & 92 Deceased

Total Registered = 5998

States:

Wisconsin = 583

Minnesota = 488

Washington = 524

Montana = 383

California = 328

Hawaii & District of Columbia = 1 each

Outside US:

British Columbia = 101

Nova Scotia = 78

Costa Rica = 5

Australia = 1

NFHR MEMBERSHIP:

Single = 615

Family = 292

Life Single = 95

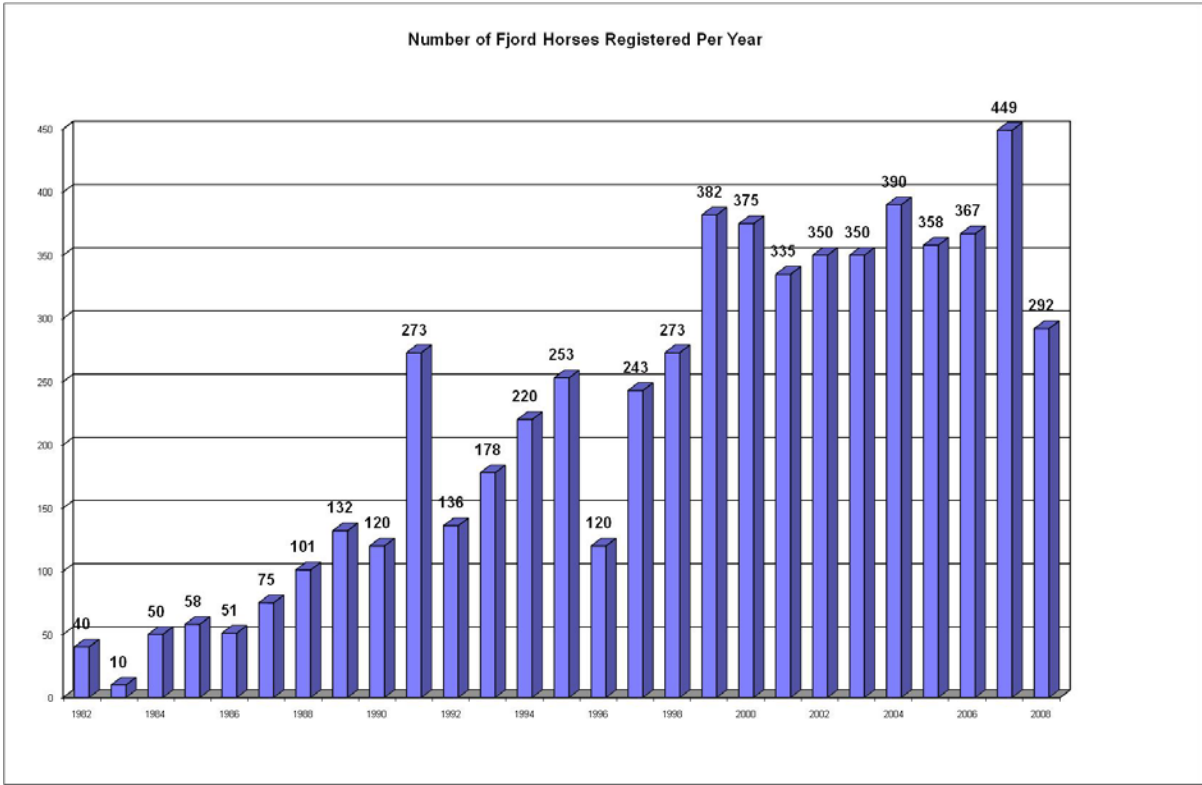
Life Family = 24

Total paid members = 1026

Fjord Herald Subscribers = 41

Complimentary Memberships = 16

Total Herald's to be sent for 2008/2009 Winter issue = 1083



WEBSITE, HERALD, EDUCATION, AND PROMOTIONS (WHEAP) COMMITTEE

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

Highlights of 2008: The WHEAP committee stands for Website, Herald, Education, Advertising, and Promotions, and is made up of the chairs of the committees covering those functions for the NFHR. Its main emphasis again in 2008 was the development of a Media Resource Packet (MRP). The MRP is now largely complete and is awaiting a decision on the NFHR Logo before it goes to final production. The MRP will go out to potential corporate sponsors. It contains general information about the NFHR and the Fjord Horse, as well as more specific information useful to potential sponsors/advertisers. It includes suggested sponsorship levels with corresponding advertising packages.

It is the goal of the NFHR to secure outside sponsorship and advertising in order to help the organization move forward with its goals and the mission of supporting its members and the Norwegian Fjord Horse while benefiting sponsors/advertisers with increased levels of patronage and exposure. Based on the current draft of the MRP, the NFHR is pleased to announce that it has secured its first corporate sponsor, Nutrena, a Cargill Company.

ELECTIONS COMMITTEE

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

Highlights of 2008: This year, for the first time ever, the members sent their ballots directly to an outside agent for verification and counting. The firm responsible for handling our ballots was Salmin, Celona, Wehrle & Flaherty, LLP, a Certified Public Accounting Firm in Rochester, New York. They reported the official results to the Election Committee Chair on November 26th.

Everything went smoothly with the accounting firm and with the entire election process. We had five excellent candidates for the three available positions on the board. Those elected were Howard Fiedler, Susan Cargill, and Bill Coli.

We appreciate the service of the members who served on the 2008 NFHR Election Committee. They included: Chelsea Heinlein, Laura Kranzusch, Kristin Miller, Melinda Springs, and Ruth Sorum (Chair).

EDUCATION COMMITTEE

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

Highlights of 2008: The NFHR Education Committee had as its primary objective this year, the writing and publishing of "*The Norwegian Fjord Horse and NFHR Resource Guide*". When our committee finished the writing and organizing, Mike May proofed it for information accuracy, and then Beth Beymer, Sandy North, and Linda Yutzy took over. They selected the pictures and did the layout. All NFHR members have now received the beautiful and comprehensive finished product and we have copies to give to new members as well as some for sale. We are grateful too, for the financial support of this project by the Norwegian Fjord Horse Foundation.

The Education Committee also implemented the new Fjord Ambassador program, and we currently have at least one ambassador in 41 of the 46 states in which there are Fjords. We continue to invite our members to become ambassadors. The list of ambassadors is on the NFHR website.

We thank the following people for their service on the 2008 NFHR Education Committee: Lauren Chumley, Kay Konove, Cynthia Madden, Ardeth Obenauf, Phil Prichard, Ann Sullivan, Kay Van Natta, and Ruth Sorum (Chair).

EVALUATION COMMITTEE

Objective: Ongoing development and oversight of the NFHR evaluation program

Highlights of 2008: Evaluations were held at La Crosse, Wisconsin; Herndon, Virginia; and Libby, Montana. The committee review and recommended changes to the NFHR Evaluation Handbook based on comments for owners and Evaluators. The Board of Directors approved the changes in May 2008. The committee has also put together two educational posters to show pictures and statistics for the top evaluated Stallions and Mares. These posters will be available in 2009. In November, the NFHR received a request from the Canadian Fjord Horse Association (CFHA) to use the NFHR Evaluation Handbook. The committee developed a plan to operate a joint NFHR and CFHA Evaluation Program. The NFHR Board of Directors approved the recommendations in December. We are looking forward to offering joint evaluations starting in 2009.

We thank the following people for their service on the 2008 NFHR Evaluation Committee: Susan Cargill, Kelly MacDonald, Mike May, Mark McGinley, Curt Pierce, Dan Watanabe, and Sophie Fiedler and Phil Odden (Co-Chairs).

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 2008: The Fjord Herald's 3-person staff, made up of Linda Yutzy, Beth Beymer and Sandy North, remained unchanged from 2007. The roles and responsibilities also remained the same and we continue to work well as a team.

The team did step up to the additional responsibility of soliciting, collecting, selecting and providing the design/layout for the NFHR's Resource Guide. By adding the images provided by Beth and Sandy, Linda did an excellent job transforming some rather dry (but very important) information into an engaging volume that members are sure to flip thru and reference repeatedly.

Beth Beymer and Sandy North originally made a 5-year commitment as editors. As we enter into our fifth year, we are inclined to continue on, but think it is prudent that there be a discussion with the board about how much notice is needed if/when a decision is made to leave the position.

Production

In the calendar year 2008, four Fjord Herald issues were produced and printed. The first issue printed this year was the last 2007 issue produced, winter 2007/2008. The last issue of 2008, the winter issue, is in the final stages of layout and expected to go to print very soon.

Under "normal" circumstances, it continues to take between 6 and 8 weeks to produce each issue. The fall took a bit longer because it was paired up with the Resource Guide and the winter issue will end up taking about a week extra because of the Christmas and New Year holidays.

The new mailing process is now in place. One issue did not get out to our non-US based members on time, however, overall, taking advantage of the periodical rate seems to have improved the delivery aspect of our process.

Reflections

This was a very smooth, albeit busy, year for the Fjord Herald team. The membership seems to be enjoying the team's output and we are getting more submissions than ever and from a wider variety of authors. We received excellent support from the BOD as a whole and specifically from our board liaison, Dan Watanabe, the board president, Howard Fiedler and the executive director, Mike May. Thank you everyone.

We continue to look for ways to improve our relationship with the regional clubs and find ways to streamline the process of reporting on their shows and activities. Obtaining images to use with show results proved to be more of a challenge this year than in years past. A couple of shows did not provide images and we had to go back and ask for them. In some cases, once asked they stepped up and chased down the images themselves. On at least one occasion, we ended up having to chase down photographers and even contacted members who we thought might have attended. Getting all the "pieces" ready to produce an article continues to take a significant amount of energy and time. This may be because of the increase in first-time submissions. Once we take someone through the process and see what we need, the second and third time around ARE usually easier.

While collecting images for the Resource Guide, the need for an organized photo archive became very apparent. This is a daunting task but one that could benefit the organization for years to come. The longer the project is delayed, the more likely audio/visual elements of our breed's North American history are slipping away. People

lose photos, delete images, endure computer hard-drive crashes, have CDs that get corrupted or lose track of where their images are. Some early work has been done exploring our organizational needs as well as some of the existing solution technologies. We believe the Fjord Herald team would like to be involved in this phase as well as in the actual procurement and use of archive material. Due to our other responsibilities, it is doubtful that any of us can take a leadership role, but we see our team as a somewhat of subject matter experts as well as key users of still images.

This year the BOD and committees has started to make better use of the Fjord Herald to report on NFHR programs and activities. There has also been an increase in the number of member-submitted articles related to individual Fjord horses earning NFHR sponsored awards. We encourage all board members and committees to continue to look for creative ways to utilize the Fjord Herald in 2009. Our team is eager to support you in this effort. If you have ideas but are not sure how to realize them, contact us and we can work together to achieve success!

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 2008: The Fjord Horse International meeting was held in Nordfjordeid, Norway, in May. Phillip Odden was appointed to represent the NFHR during the meeting.

In addition to the annual meeting, the Norwegian Fjordhorse Association held a Breeding Conference.

Carl Vie gave a report on the changes that will be made in the Norwegian evaluation process. Some of the changes are that the three year old stallions will now be driven by professional drivers at the stallion show. This would level the playing field to better understand how each horse is able to do the task. They are including get of sire and produce of mare classes to award premiums for progeny. There were several other changes made as well. They are going to offer prize money for certain classes and they are planning to have a new class for geldings. One of the research projects underway is that they are planning to collect data so they can determine the genotype of the stallions. Phil Odden was asked to present the American Breeding Plan to this conference. Afterwards, a FHI member said that he thought Phil was going to provide more details of our Breeding program. Phil explained to him again that we do not have a government based breeding program. All we can do is educate our membership and each individual then manages their own breeding program. This goes back to the cultural diversity of the FHI member countries.

During the annual meeting, Eika Schoen-Peterson presented a proposal to extend the number of terms for FHI Board officers. The FHI BOD decided to take it under consideration and determine if a bylaw change was needed to make the changes. This will be presented at the 2009 membership meeting. Arne Presthus together with Eika Schoen-Peterson want to allow the original private members to be allowed to regain membership and voting rights if they paid their annual dues of 300 Nkr. Currently it is only those who have continued to pay each year that are still allowed to attend and vote at the meeting. So there was only a few left from the original members who started the original FHI corporation. There was a great deal of discussion with several saying that FHI was an international organization first and that if all these members were reinstated it would be controlled by the district associations. The FHI BOD decided to take it under consideration and resolve the matter. Finland, Great Britain, and Australia indicated their interest to join FHI.

MEMBERSHIP COMMITTEE

Objective: Facilitate increasing new members and membership retentions.

Highlights of 2008: Inclusion and Engagement was the watchword that was set at the NFHR Annual Meeting last year in Lexington. The NFHR has a large membership in which to draw upon to help promote the Fjord Horse here in North America. But as is often the case with volunteer organizations, much of the work of the Registry is done by too few.

The Membership Committee broached the idea of an Annual Fjord Horse Conference to be held in conjunction with the annual meeting. The committee recommended making education the focus of the Forum. The clinics and programs were designed to enlighten fjord horse owners and to encourage greater membership participation in the affairs of the NFHR. To determine what to offer at the forum, the Membership Committee conducted a survey of Fjord owners at some Fjord events. Two committee members contributed an extra touch. Meredith Sessoms made some lovely nametags for everyone registered as of Jan. 1 and Jeanette Haislip made a display on carriages to be shown at the conference.

The Membership Committee also made an effort to encourage past members who were not current members to rejoin the NFHR. Letters were sent out to different categories of past members. In those letters we emphasized the new web page, the Herald, etc. The intention was to help boost membership from those who had not yet renewed. The results of the committee's efforts are inconclusive.

PROMOTIONS COMMITTEE

Objective: Coordinate NFHR promotional activities.

Highlights of 2008: It was decided to break Promotion Committee into several project areas for 2008.

Marketplace: Logo hats, tees, polo's and sweatshirts are available through the Herald and website. The apparel vendor agreed to carry Navy, Black and Burgundy apparel colors in stock so that items could be made as orders came in avoiding the necessity of carrying an inventory. Turnaround time depending on apparel item is 7-10 days. Fjord poetry magnets are also available. Coffee mugs were sold out. No new mugs were ordered awaiting a decision on a new logo. A plan to carry some custom made jewelry items fell through as the artist changed her mind about doing it with a new direction in her projects.

Horse Fair Project: Sue Freivald developed a mailed survey to determine the level of participation and what is need for promoting Fjords at fairs and expos. This survey was mailed to the members in the spring. The survey results were compiled and could be a good basis for 2009 promotion activities.

Advertising: The project was to review and recommend internal & external advertising needs of the NFHR. No action was taken.

Photo Archive Project – A start was made on developing a resource for committees and membership. Several discussions were held regarding a data base, website use, photo permissions, etc. Unfortunately due to illness, the person volunteering as Archivist was unable to continue. Some progress has been made towards developing the photo permission forms.

Presence at 2010 World Equestrian Games – This project is investigating the possibility of having a presence at the games in Lexington, KY. Strategies for fundraising/budget to pay for the attendance were developed. Wayne Hipsley was working on some ideas with the Alltech Foundation and the Kentucky Horse Park to make a presence more affordable for small breed associations.

Other: Cynthia completed an article with pictures for the July 2009 issue of the Equine Journal featuring Fjords. Press releases were prepared and release announcing the new website and the selection of the location for the 30th NFHR Anniversary in Lincoln, Nebraska.

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 2008: The committee reviewed and made recommendations to the NFHR Fjord Horse Show Handbook. These recommendations were approved by the Board of Directors in February. Four Fjords Shows adopted the handbook as their official show rules in 2008. Four Fjord Shows and one show with Fjord Horse classes requested and received NFHR sponsorship for their shows.

RECOGNITION AND AWARDS COMMITTEE

Objective: Recognize achievements of NFHR Members and their horses.

Highlights for 2008: This year was the most successful year for the Recognition and Awards Committee. From May 1 to August 31, the NFHR conducted a Versatility Amnesty Program. This program was generated because many members had their Fjord evaluated but never took advantage of the Versatility award program. This amnesty created awareness by the members that generated several new applications to the various award programs.

New Applications submitted in 2008 for awards:

Stepping Out = 4

Hours of Fun = 2

Excellence = 13

Versatility = 4

Versatility Amnesty = 5

Awards earned in 2008:

Excellence = 2

Versatility = 7

Same horse earning Versatility and Excellence = 2

Hours of Fun (Single horse) = 1

Hours of Fun (Multiple Horses) = 1

The committee also discussed combining the self report awards, and creating new awards for those Fjords used in therapy in work.

WEBSITE COMMITTEE

Objective: Facilitate implementation of the new website, plan future improvements, and develop policies for the website usage.

Highlights for 2008: We Launched new website in April of this year with a much improved format and continue to improve the new site. Additional improvements will be coming on line in the New Year. The website began offering banner ads for members on the new site. To date, we have had 7 ads placed which help offset the cost of running our website. The Board of Directors has hired a part time programmer for the website to keep the site up to date and continue with improvements to the site

30TH ANNIVERSARY AD HOC COMMITTEE

Objective: Develop plans and prepare for the 2011 celebration of the 30th NFHR Anniversary

Highlights of 2008: In February, 2008, Linda Syverson-Kerr, Ruth Sorum and Susan Cargill traveled to six locations in the Midwest from Ohio to Nebraska looking for the right location to hold the 30th NFHR Anniversary. After careful consideration they selected three locations for presentation to the Board of Directors. The three locations were the Alliant Center in Madison, WI, the Iowa State Fair Grounds in Cedar Rapids, IA and the Lancaster Center in Lincoln, NE. The Lancaster Center in Lincoln, NE was approved as the location of the 30th NFHR Anniversary.

The 30th NFHR Anniversary will be held September 20 – 25, 2011, with move out by 10:00 PM September 25, 2011. The Lancaster Center is a large equestrian complex that will allow us to concentrate all activities under one roof – there are several arenas for multiple activities at the same time. The facility includes a banquet hall and catering. There are multiple hotel/motels within a few miles as well as a camp ground on site. The Lancaster Center is located on a major east/west highway. Additional information can be found at www.lancastereventcenter.com.

The planning for the 2011 Celebration is in its infancy but will probably include Stallion Row, a Dancing with Fjords program for entertainment, possibly a two-day evaluation, a horse show with classes for everyone, and a banquet. In particular, we want this to be an educational forum and we want to encourage youth participation.