

NORWEGIAN FJORD
• HORSE REGISTRY •



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**2009
ANNUAL REPORT**

PRESIDENT'S REPORT

2009 was a challenging year for the NFHR, but not without several notable successes. The issue that singularly commanded the attention of the Board of Directors and committees was the economy and its effects on our organization which in no way has been immune to the recession felt by so many both here in North America and abroad. Significantly decreased revenue in core areas over the past two years has necessitated that many steps be taken to help make our organization as efficient as it can possibly be. While this has made a difference in the bottom line and we are making progress towards rebalancing the budget, we are still not financially positioned as strong as we would like.

Naturally, streamlining operations can only go so far without affecting the level of service you have all come to expect, so the search for additional revenue must play an equally important role in ensuring the future success and vigor of our organization. To that end, the NFHR Board of Directors welcomes member suggestions and input, not only regarding the services offered, but also with respect to the ways existing revenue sources can be improved and new revenue sources can be developed.

Of course, an ideal way to do this lies in finding methods of generating revenue that simultaneously provide added value or service to members, or help in keeping with the mission, vision, and goals of the NFHR. One such success is the recent addition of NFHR Logo merchandise to the marketplace at our ever expanding website www.nfhr.com. This comes on the heels of another success... a record response from membership in balloting for the logo issue!

Other successes included the first ever Member Education Forum in Seattle, WA last January; 5 successful NFHR operated evaluations (the most ever!) including the first joint CFHA/NFHR Evaluation in Almonte, ON Canada; submitting articles and photos to USEF for the breeds section of their website; and of course the amazing continued work of our *Fjord Herald* team.

While the future will undoubtedly hold more challenges for the NFHR and its members, we have a lot to which we may look forward. 2010 looks to be another strong year for the evaluation program with the possibility of 4 evaluations including the first joint CFHA/NFHR Evaluation in Western Canada in what I understand will be the 30th Anniversary year for the CFHA. The addition of the much anticipated Family Fjord certification program will add a new component to the evaluation program and further help owners understand and continue to strengthen the foundation for training and performance on which they and their Fjords stand. One year behind the CFHA, the NFHR's 30th Anniversary celebration looms just around the corner in 2011 and will surely be an event you will not want to miss, what with dancing Fjords and all.

Regional clubs continue to grow and as information technology and communications allow, we are constantly looking for ways in which we can work more closely towards common goals such as promotion of and education about the Fjord Breed. Hopefully this cooperation will help position the Fjord Horse to be a breed that continues to flourish in North America, especially as we collectively navigate the tricky waters of a down economy and depressed equine industry.

While what needs to be done to ensure the successful future of the Fjord Breed will take some money, it will more importantly take a continued base of volunteers dedicated to working for the breed it loves.

The level to which the NFHR, the Norwegian Fjord Horse and Fjord Community in North America has risen has only been made possible through the strength of its volunteers, the generosity of its members,

and our combined passion for the Norwegian Fjord Horse. For those of you who have ever attended a Fjord Event, you know the spirit of cooperation and combined passion of which I speak. For those of you who have volunteered to help make a stronger future for the breed and those who will someday be touched by it, I wish to extend my most heartfelt and humble thanks, and for those of you who have not yet become involved, I encourage you to think of your strengths and ask, “How can I help work toward a stronger future for the Fjord Breed?”

If you are like me, you will find a lot of great times and make a lot of fantastic friends along the way.

Mange Takk!
Dan Watanabe
2009 NFHR President

REGISTRAR'S REPORT

Horses Registered:

	2005	2006	2007*	2008	2009
Mares	187	187	221	143	105
Stallions	57	67	78	57	35
Geldings	114	112	150	92	69
Total	358	366	449	292	209
Ownership Transfer	411	564	614	547	377

* - Amnesty Year

REGISTERED FJORD STATISTICS (as of Dec 31, 2009)

Color Statistics of NFHR Registered Horses:

Brown Dun = 5720

Grey = 251

Red Dun = 151

White Dun = 78

Yellow Dun = 6

Kvit = 1

Total Registered Mares = 3420 Total, with 3188 Living & 232 Deceased

Total Registered Stallions = 555 Total, with 475 Living & 80 Deceased

Total Registered Geldings = 2232 Total, with 2136 Living & 96 Deceased

Total Registered = 6207

Top Five States:

Wisconsin = 620

Washington = 536

Minnesota = 521

Montana = 397

California = 333

Hawaii & District of Columbia = 1 each

British Columbia = 96

Nova Scotia = 75

5 NFHR Registered Fjords live in Limon, Costa Rica; & 1 in Australia.

NFHR MEMBERSHIP:

Single = 598

Family = 277

Life Single = 100

Life Family = 24

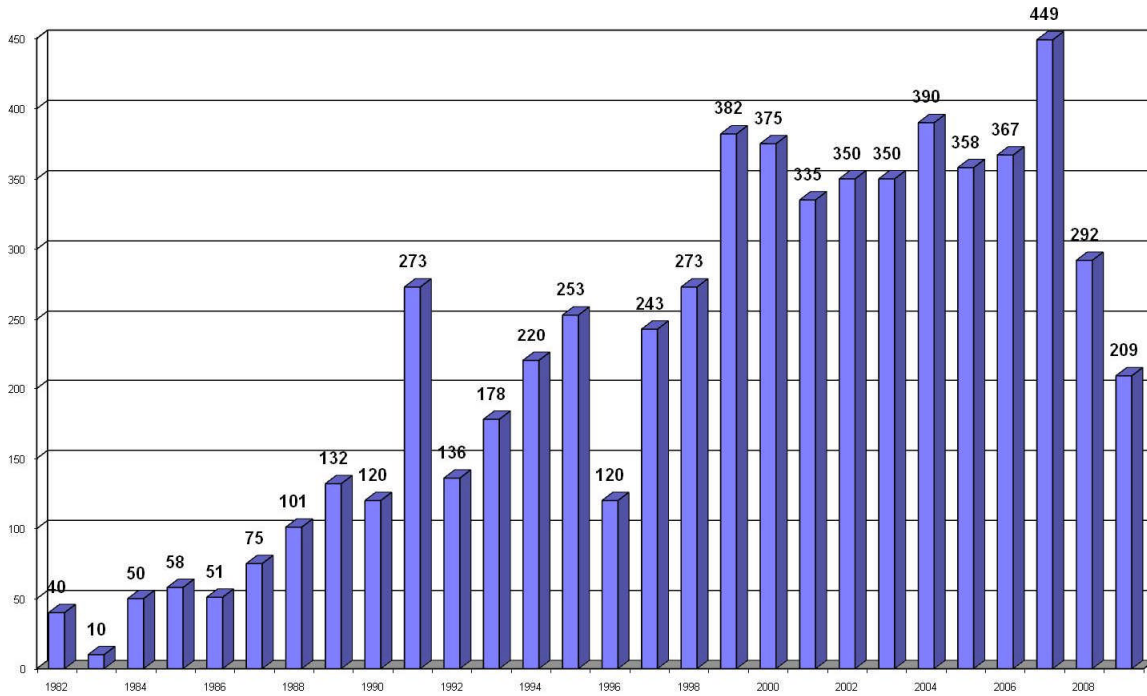
Total paid members = 999

Fjord Herald Subscribers = 52

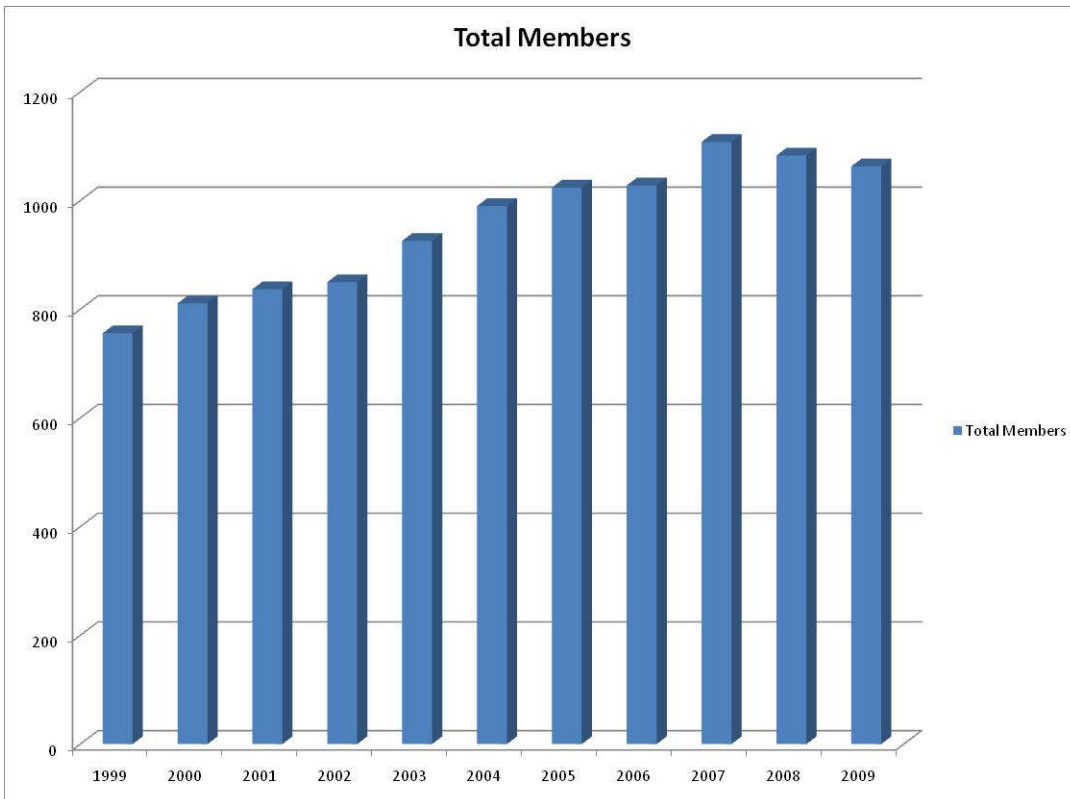
Complimentary Memberships = 12

Total Herald's to be sent for 2009/2010 Winter issue = 1063

Number of Fjord Horses Registered Per Year



Total Members



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 2009: This committee was inactive in 2009.

ELECTIONS COMMITTEE

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

Highlights of 2009: The Election Committee was able to attract a group of well qualified members from different regions of our country to run for the BOD. The ballots were sent to a local bank, Galena State Bank for tabulation. Galena State Bank also received, counted and tabulated the logo vote. The committee recommends that the committee and members should be looking for next year's candidate throughout the year. The election committee was very pleased with the election results.

EDUCATION COMMITTEE

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

Highlights of 2009: The Education committee was somewhat involved in the Member forum last January in Seattle. Much good information was shared by the speakers and the attendees too, and the consensus was that it was very valuable and should be done again in January, 2010.

The Fjord Ambassador group was expanded, and a Yahoo group was created for them to enhance communication among all of the Ambassadors.

Articles were written about the Fjord Horse for the U.S. Equestrian Federation's "Club Equestrian" on the USEF website. Susan Cargill collected many good photos which were also submitted. The Fjord page is now live on that website and the Fjord was the featured breed for a week in November.

The Education committee encourages NFHR members to submit articles pertaining to events in which they've participated, and to share the successes they have enjoyed with their Fjords. We hope to include as many of these articles as possible in the Fjord Herald and on the NFHR website. We want other members and also non-owners, to know of the possibilities for enjoying their Fjords, and read examples of the great versatility of this breed.

EVALUATION COMMITTEE

Objective: Ongoing development and oversight of the NFHR evaluation program

Highlights of 2009: Evaluations were held at Fall Brook, California; Birchwood, Wisconsin; Herndon, Virginia; Moses Lake, Washington; and Almonte, Ontario, Canada. The committee worked with the CFHA evaluation committee to start planning a joint NFHR and CFHA Evaluation Program. The committee facilitated the first joint CFHA/NFHR evaluation and the first evaluation in Canada.

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 2009: The Fjord Herald has produced four 64 page issues (1200 copies) this year. The staff of Beth Beymer, Sandy North (editors) and Linda Yutzy (layout and design) will remain as a team for another year.

Returning current advertisers and recruiting new ones will be a challenge in 2010. Developing new funding models will be explored.

The Fjord Herald can always use more articles. There were numerous first time authors this past year. "What have you done lately with your Fjord?" has helped stimulate more members to be involved with the Herald. Regional Clubs should take advantage of the free advertising space offered by the NFHR.

The new mailing priority has helped with consistency in the delivery of the Herald. The use of poly-bags in delivery has made a big difference in the quality of delivery and this will be continued.

The Fjord Herald continues to provide valuable information from various committees, members and our BOD. The Herald is a common thread that brings us all together. It allows us know what other Regional Clubs from different parts of the country are doing with their Fjords. It highlights Regional Shows, Open Shows of many disciplines and NFHR Evaluations. The pictures of foals, mares and stallions performing are an inspiration. We need to encourage our members to continue providing articles, pictures and advertising to insure the future for this wonderful publication.

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 2009: The Fjord Horse International meeting was held in Nordfjordeid, Norway, in May. Beth Beymer was appointed to represent the NFHR during the meeting. During the annual meeting, Beth Beymer was elected to the FHI Board of Directors. Curt Pierce was elected an Alternate to the FHI Board of Directors.

MEMBERSHIP COMMITTEE

Objective: Facilitate increasing new members and membership retentions.

Highlights of 2009: The committee presented a report to the Board of Directors analyzing the statistics for the membership and horse registrations for the last few years.

PROMOTIONS COMMITTEE

Objective: Coordinate NFHR promotional activities.

Highlights of 2009: This committee was inactive in 2009.

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 2009: During the last year the show committee has been inactive, but we are looking for new members to serve on this committee in the next few years. With the upcoming 30th show this committee should become very active.

RECOGNITION AND AWARDS COMMITTEE

Objective: Recognize achievements of NFHR Members and their horses.

Highlights for 2009: The committee, mostly Linda Syverson-Kerr, has been busy receiving and keeping track of the recognition awards. There have been a few new submissions this year. Here is a summary of the number of awards that were completed in 2009:

- 9 new Fjords have been signed up for the Register of Excellence Award for a total of 42

- 4 new Fjords have been signed up for the Versatility award for a total of 42
 - 1 new Fjords have been signed up for the Steppin Out Award for a total of 12
 - 3 new Fjords have been signed up for the Trail Ride for a total of 11
 - 5 new Fjords have been signed up for the Hours of Fun for a total of 21
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- 4 Fjords have completed the Register of Excellence Award
 - 2 Fjords have completed the Versatility Award

WEBSITE COMMITTEE

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

Highlights for 2009: During the past year we have seen many changes in the NFHR's website. The launch of the new programming went very well with the return to .com from .org. We have seen the average usage going from 200 visits per day to over 1000 a day. We also launched the NFHR marketplace on the website. In the first few months we offered many old items from our website. Recently we have added a new line of clothing to our Marketplace. Since the launch of our new clothing line we have added some new products and plan to continue to add products as we increase our sales. Will continue to developed new partnerships like the sales of the fjord horse calendars that we carry on the website. This has been a good partnership with the owner of the calendars.

30TH ANNIVERSARY AD HOC COMMITTEE

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

Highlights of 2009: This committee was inactive in 2009.

STRATEGIC PLANNING AD HOC COMMITTEE

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

Highlights of 2009: This committee was inactive in 2009.