



2010 ANNUAL REPORT

Norwegian Fjord Horse Registry

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Berthoud, CO 80513

www.nfhr.com

PRESIDENT'S REPORT

The NFHR has started another year with new board members and existing members all having a “can do attitude.” 2010 was a year of transitions and process improvement using technology and systems to reduce cost and time in providing the services our members expect and deserve. We have been communicating with members using our updated website and constant contact. Membership renewals, registration and transfers are more efficient using electronic processes and pay pal on our website.

In early 2011 our financial conditions are improving. One of our top goals in 2011 is to have a balanced budget. We are using Quick Books to help us achieve our goal with very timely data to help manage the budget process.

Many new products have been added to our online “Market Place” at the request of members and will be available at the 2011 Educations Forum at the Tennessee Livestock Center in Murfreesboro, Tennessee.

The Fjord Herald Team continues to produce an outstanding publication that we all are proud to receive every quarter. We are slowly attracting new advertisers and hope for more.

There will be a dinner and celebration of twenty plus years of service by Mike May and Roger Cabic. We will also celebrate 30 years of the NFHR with a slide show of past years that should be interesting to all.

To insure a bright future of the Fjord Breed we need to continue to develop a group of volunteers that are dedicated and have a passion for working to keep our breed and organization strong.

Thank you all for your continued support of the NFHR and its successful future.

Howard Fiedler
NFHR BOD President

EXECUTIVE DIRECTOR'S REPORT

The office of the NFHR was moved to Colorado in 2010 with the transition of Nancy Newport to Executive Director beginning in 2011 and Jeanne Poirier as Registrar in July of 2010. Jeanne and Nancy live within 1 mile of each other and will work closely together to run the day to day business of the NFHR. This change begins the significantly large effort to curb expenses and increase income to better serve the members of the NFHR.

REGISTRAR'S REPORT

Horses Registered:	2005	2006	*2007	2008	2009	2010
Mares	187	187	221	143	105	87
Stallions	57	67	78	57	35	31
Geldings	114	112	150	92	69	62
Total Registered:	358	366	449	292	209	180
Registration %		↑2.2%	↑22.7%	↓35.0%	↓28.4%	↓13.9%
Ownership Transfers:	411	564	614	547	377	360
Transfer %		↑37.2%	↑8.9%	↓10.9%	↓31.1%	↓4.5%

* Amnesty Year

Gender Stats 2010:	Mares	Stallions	Geldings	TOTAL
Living	3277	479	2229	5985
Deceased	252	84	103	439
TOTAL	3529	563	2332	6424

Colors:		Top 5 States:		Top Provinces:		Other Interesting Stats:	
Brown Dun	5902	Wisconsin	620	British Columbia	97	Hawaii	1
Grey Dun	269	Washington	539	Nova Scotia	77	District of Columbia	1
Red Dun	160	Minnesota	500			Costa Rica	5
White Dun	160	Montana	365			Australia	1
Yellow Dun	85	California	344				
Kvit	1						
Unknown	1						

Membership Statistics	2009	2010
Single	598	535
Family	277	239
Life Single	100	101
Life Family	24	25
TOTAL Paid Members	999	952
Percentage		↓4.9%
<i>Fjord Herald</i> Subscribers	52	38
Complimentary Memberships	12	12
#Heralds sent for 2010/2011 Winter Issue	1063	933

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 2010: The Chairs of each of these committees coordinated activities.

ELECTIONS COMMITTEE

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

Highlights of 2010: The Election Committee was able to attract two new nominees and Jeff Pedersen ran for reelection. We had these members to fill the three vacant positions so we did not need an election. All three nominees were accepted by the Board. The committee recommends that we should be looking for next year's candidates throughout the year.

EDUCATION COMMITTEE

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

Highlights of 2010: The biggest challenge facing the Education Committee this year was to produce educational materials of value to our membership without spending any money. This called for creativity and individual effort on the part of committee members Jeanette Haislip and Jan Robins and committee chair Ardeth Obenauf. While the majority of the time put in by the members of the committee has gone to the planning and execution of the Annual Forum and Members Meeting, along with the 30th Anniversary Banquet, quite a bit was accomplished in the way of published articles for the Fjord Herald, the American Driving Society Magazine and publications of the USEF. An experiment was started with a youtube video on Body Clipping a Fjord Horse, which we hope will be expanded on in 2011. And finally, a new relationship was forged with the American Driving Society as the NFHR became one of the ADS' first recognized Breed Partners, with Ardeth Obenauf as the Breed Steward, or liaison between the NFHR and the ADS.

EVALUATION COMMITTEE

Objective: Ongoing development and oversight of the NFHR evaluation program

Highlights of 2010

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 2010:

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 2010:

MEMBERSHIP COMMITTEE

Objective: Facilitate increasing new members and membership retentions.

Highlights of 2010: Nancy Newport and Jeanne Poirier have volunteered to work on the membership committee. They have compiled a list of expired memberships from the last five years and will attempt to contact those people. Jeanne, as the Registrar, sends out membership information, a copy of the *Herald* and a personal note with each registration and transfer when there is a non-member involved.

PROMOTIONS COMMITTEE

Objective: Coordinate NFHR promotional activities.

Highlights of 2010

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 2010: Due to lack of funds, the show committee had to withdraw support for shows this year. We hope to start this program again when funds become available.

RECOGNITION AND AWARDS COMMITTEE

Objective: Recognize achievements of NFHR Members and their horses.

- **Highlights for 2010:**

WEBSITE/ MARKETPLACE COMMITTEE

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

Highlights for 2010: 2010 was the first full year that the marketplace was on the web. We sold 342 items for a total of \$5,662 in sales. Our one new item this last year was the Fjord horse calendar. It was done at the last minute after the person doing the old one decided to not do a calendar this year. It was put together in less than 72 hours. The website has seen some changes with the addition of Phil Odden's blog and Lisa's Musings . The average daily visits is 724 per day for 2010 vs. 473 per day for 2009. This is well up from when we launched the new site two years ago when the daily visits where the average daily visits were 150 per day.

30TH ANNIVERSARY AD HOC COMMITTEE

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

Highlights of 2010: With 2011 being the 30th anniversary of the NFHR, and following the success of the 25th Anniversary, a national showcase was planned to take place in Lincoln, Nebraska. However, due to the financial climate and its effect on the horse business in general, it was decided that the responsible thing to do would be to hold a smaller celebration. A banquet celebrating the 30th anniversary was added to the 2011 Educational Forum in Murfreesboro, coinciding with the Retirement Celebration for Mike May.

STRATEGIC PLANNING AD HOC COMMITTEE

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

Highlights of 2010: