



2017 ANNUAL REPORT
Norwegian Fjord Horse Registry
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PRESIDENT'S REPORT-Bob Long

I would like to end the 2017 NFHR year by saying I feel it has been a productive year. I am particularly happy with the individual committees and the work they have accomplished this year. I would like to thank Erin and Gretchen for the great job they have done with the Herald, with the articles and in getting new sponsorships. It's great to see us ending the year in the black financially. And it's nice to see the increase in new foals this year. We need to keep the numbers and quality of the Fjord Horses strong in America.

It has been my pleasure to be associated with the Board of Directors and our membership over the past six years and the many friends I have made, however it's time for me to step down from the Board. I encourage the NFHR Board to keep moving forward in a positive manner. I see great things for the future. Happy New Year

EXECUTIVE DIRECTOR'S REPORT-Nancy Newport

This has been an exceptional year for the NFHR. We have had more committee involvement than I've seen in my eight years as executive director. As you can see from Jeanne's report foal numbers are on the rise and folks are selling horses. We have a very involved Board of Directors whose leadership is getting things done for our membership! Our Facebook Page and Group are active as well as our Farm Directory and Herald. I cherish my own three Fjords and look forward to hearing about everyone else's on social media. I'm happy to see so many international Fjord Horse people posting on social media.

I would like to thank our outgoing board members, Bob Long and Wendy Bauwens and our new 2018 board members, Darby Hewes and Jim Raabe. Thanks also to Eric Watness and Cynthia Madden who are serving their second three-year term.

TREASURER'S REPORT – Cynthia Madden

In 2017, the NFHR ended on a financially sound note. We are somewhat better off due to increased membership and registration income, and better advertising revenue. Our Executive Director and Registrar to run a very efficient operation. I believe our committees are more cognizant of the need to work for financial growth and I commend especially the work of the Membership Committee, Evaluation Committee, Fjord Herald Committee, and Breeders Committee, all of which are dedicated to NFHR growth. I look forward to working with the Board of Directors, Executive Director, Registrar, and Committees to see more growth in member services and membership satisfaction in 2018.

REGISTRAR'S REPORT-Jeanne Poirier

<u>Horses Registered per Year (1-1-2005 to 12/31/17)</u>													
	2005	2006	2007*	2008	2009	2010	2011	2012	2013*	2014	2015	2016	2017
Mares	187	187	221	143	105	87	104	104	78	63	56	61	64
Stallions	57	67	78	57	35	31	26	31	30	15	25	20	23
Geldings	114	112	150	92	69	62	61	57	48	37	36	19	25
Total	358	366	449	292	209	180	191	192	156	115	117	100	112
Ownership Transfer	411	564	614	547	377	330	270	295	265	274	328	274	265
Total Foals**	302	278	274	235	186	142	127	100	91	76	70	45	68
*Amnesty Years **Foal count reflects completed registrations with DNA confirmed for foals born that year (does not include foals born with incomplete registrations pending)													
Gender Statistics 2017:													
	Mares			Stallions			Geldings			TOTAL			
Living	3591			293			2548			6432			
Deceased*	403			286			177			866			
* deceased numbers only reflect those which have been reported to the Registry													
TOTAL	3994			579			2725			7298			
Colors:													
Top 5 States:			Top Provinces:			Other Interesting Statistics:							
Brown Dun	6589	90.3%	Wisconsin	623	British Columbia	103	Australia	1					
Grey Dun	367	5.0%	Washington	594	Nova Scotia	73	Bermuda	2					
Red Dun	200	2.7%	Minnesota	557	Ontario	61	Costa Rica	5					
White Dun	136	1.9%	Montana	388			Dist. of Columbia	1					
Yellow Dun	6	.08%	California	387			Hawaii	3					
Kvit	1	.01%					New Zealand	1					

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

BREEDERS COMMITTEE – Curtis Pierce

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

Highlights of 2017:

At the 2017 NFHR Board of Director's Face-to-Face meeting, it was decided to restart the NFHR Breeders Committee. The objective of the committee is to support, educate, and encourage Fjord Horse breeders. The committee discussed several issues and concerns for Fjord breeders, sellers and buyers. One of the issues that the committee acted on was the concern from Fjord mare owners that with the information available in the Fjord Herald and the pedigree search, it was difficult to find stallions that were open to outside mares. The committee recommended some changes to the annual stallion listing in the Fjord Herald to the Board of Directors and these changes were approved. Both the old and the new formats were printed in the Fall issue. The committee continues to discuss issues help Fjord breeders, sellers, and buyers.

EDUCATION COMMITTEE-Kay Schwink

Objective: to provide accurate, up-to-date information about the Norwegian Fjord Horse to the public and to NFHR members. 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 2017:

The Education Committee set a goal of producing and providing updated information pertinent to the Norwegian Fjord Horse in the USA, including the breed itself as well as all aspects of management. It was proposed that we seek and create articles for the Fjord Herald, that we identify and facilitate presentations for meeting forums, and that public sites such as those provided by state extension services and university animal science departments be offered updates and (if necessary) corrections so that our breed is represented as honestly and realistically as possible. It was also a goal to identify committee members to carry out these objectives and generate new ones.

Articles for the Fjord Herald have been generated and will continue if the Herald Committee so advises. Review of internet information sources has been initiated, starting with land grant university animal science departments, but to date no response from site owners has been received when breed descriptions were inaccurate (e.g. "usually under 13.2 hands") or outdated. A large push in this direction has been tabled pending availability of the new breed standards, and I suggest we draft a physical letter with updated breed information to such institutions with a request that their current information be edited and updated. We continually need to recruit members for this committee.

ELECTIONS COMMITTEE-Bob Long, Eric Watness

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 2017:

New Board Members, Darby Hewes and Jim Raabe have replaced outgoing Board members Bob Long and Wendy Bauwens. And Cynthia Madden and Eric Watness agreed to remain on the Board for a second term. It is fortunate that members continue to volunteer for Board and committee positions that are so vital to the strength of the NFHR. In 2018, we will need to fill additional expiring terms. We ask that anyone who might be interested serving as an NFHR Board member please contact Eric Watness or Nancy Newport to explore this important service.

EVALUATION COMMITTEE-Eric Watness

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

Highlights of 2017:

The Evaluation Committee has been hard at work in 2017 reviewing and redrafting the Evaluation Handbook and creating much needed improvements. The committee consisted of Curtis Pierce, Beth Beymer, Dan Watanabe, Wendy Bauwens, Brandy Ferganchick, Ardeth Obenauf, Lori Albrough, Jeanne Poirier and Eric Watness, chair. The purpose of this effort has been to educate the NFHR membership while improving the evaluation process. The committee received recommendations from a select committee on Evaluations that was convened in Berthoud, CO in January 2017. Dan, Curt, Beth, Lori and Ann Appleby met along with Eric and Jeanne to discuss needed improvements. These recommendations were then forwarded to the EC. The EC met in a telephone conference every other month through the year reviewing and editing a number of proposed changes to the Evaluation Program. In the meantime, the Board decided to maintain a moratorium on Evaluations until the new system is completed. Specific edits to the EC Handbook are being recommended although that remains a work in progress. A description of the Evaluation Event has been completed. Directives to evaluators and participants has been drafted. A new score sheet has been proposed although only in rough draft at this time. The Introductory and Advanced English and Western Riding Tests have been combined into Introductory and Advanced Riding Tests. The committee is also working on a primer on preparation for an Evaluation. A new score sheet has been proposed and is being developed that may be utilized via electronic tablet or paper as necessary although this is only in rough draft at this time. We anticipate that the scoring will be digitized in future Evaluations and made available to the membership in some approved manner not yet decided. The Committee will review and finalize these recommendations in 2018. We recognize that that the current delay in holding Evaluations is a problem. However, due to the importance of the credibility of the current and re-vamped program (including validity of past and future results as viewed by the membership and other Fjord registries worldwide), the committee has repeatedly recommended that the changes to the Evaluation program should be thoroughly reviewed prior to finalizing and reinstating Evaluations.

FINANCE COMMITTEE – Cynthia Madden

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 2017: see Treasurer's report

FJORD HERALD COMMITTEE-Gretchen Payne

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 2017:

The Herald Committee met in person early April 2017 to discuss several year-end and long-term goals for the Herald. Key topics included advertising, articles, deadlines, expenses, and reader feedback. The HC implemented an advertising special for the Fall and Winter 2017 issues and marketing began in the Spring. As a result, advertising participation was up which resulted in a substantial profit to the Herald. The advertising specials also promoted farms and stallions which had either not previously advertised or had not done so in some time. Overall, membership participation through ads, articles and photo submissions, farm directory, and reader feedback is up significantly from previous years. Goals for 2018 include increase advertising from Fjord-supported and outside resources as well as connecting with past and current membership to become more involved.

MEMBERSHIP COMMITTEE – Wendy Bauwens

Objective: To build membership in the NFHR and receive member input.

Highlights of 2017:

The NFHR Membership Committee has devoted 2017 in attempting to reach out and understand the needs and desires of our membership. Early in the year, we designed and conducted a survey which proved that our membership seeks the following: additional educational opportunities, special rates for items and services, and additional perks and benefits to the membership that are more wide reaching (beyond that of the breeders). Upon reviewing several other equine breed registries, the membership committee proposed numerous options that would meet many requests of the membership.

The membership committee also reviewed the list of Fjord owners/non-members (which included several thousand names) and offered a list of individuals that would be beneficial to contact. In addition, the committee developed several ideas which comprised a fall membership drive. These included: a referral membership from a member to a non-member that would grant the member a discount at the marketplace; discounted gift memberships during the month of December; and 20 gift incentives that will be given at random to those who joined or renewed before December 25, 2017. The membership committee will be responsible to distribute the prizes to the winners shortly after the drawing. Hopefully these efforts will have enticed returning and new members to join the NFHR.

PROMOTIONS AND MARKETING COMMITTEE - Jessica Reuterskiold

Objective: To promote the NFHR per our mission statement and assist members in promoting and marketing their Fjord Horse

Highlights of 2017:

We had a very productive 2017 as a committee. Lots of fresh ideas were brought to the table and we focused on two major and one minor. Our biggest success was the implementation of the NFHR High Point Award program. We handed out five awards in total. An article was written for the recent Herald to further promote and showcase the program to drive awareness. The committee will continue to focus on expanding this award in 2018. Our next success was identifying a preferred embroidery vendor for Fjord items. LVR Embroidery was promoted as the primary vendor in November. An announcement was made via Facebook and the Constant Contact. We hope this will bring additional revenue to the NFHR as we move into 2018. Our final initiative was bringing increased awareness to our key NFHR roles by having Nancy and Jeanne provide write-ups for the Herald.

RECOGNITION AND AWARDS COMMITTEE- Anne Crandall

Objective: Recognize achievements of NFHR Members and their horses.

Awards completed in 2017:

- Hall of Fame – Gingard – J. Frank Baylis - August
- NFHR sponsored high point awards for
- We also sponsor annual USDF awards

Current Number of Horses Enrolled:						
Year	Award of Excellence	Versatility	Fun with Fjords	Trail Riding	Steppin’ Out	Driving Participation
	four have 75-99 points towards 100 (three have not added points since 2009, one has not added points since 2012), eight have 30-75 points, sixteen have 1-30 points nineteen have zero points	five have 2 of 3 categories completed	no updated hours since 2014, twelve participants have never updated hours	no updated hours since 2012	one has 1609 hours of 3000 completed, no hours added since 2013	
1998		1				
2000		1				
2001	1					
2002						
2003			1	2	2	
2004			1		2	
2005				2	1	
2006	3	1				
2007			3			
2008	6	3			4	
2009	9	2	2	2	1	
2010	5	1	3	3	3	
2011	8	1	1	1		
2012	1			1		
2013	2		1		1	
2014	2	1	1		1	
2015	4	2	2	1	1	
2016	3		1			
2017	3					
0	47	13	16	14	16	0

YOUTH COMMITTEE – Jennifer Wright

Objective: Provide NFHR youth members the ability to give input and direction to the BOD and NFHR committees, and develop NFHR youth related programs. This committee will be composed of youth and young adults who own, ride, or drive Fjord horses.

Highlights of 2017:

The Youth committee of the NFHR strives to provide a voice for the young members of our organization. Through our social media, we have created a great youth community of sharing and discussing the Fjord horse. Recently, we encouraged our young members to submit photographs of them participating in activities with their Fjord for a chance to be published in the Fjord Herald magazine. This not only received great feedback, and fantastic photographs of our up and coming riders, it hopefully encouraged non-members to join to see what the Herald might be all about! We continually strive to be great representatives of the breed and encourage members to engage with other youth about the great suitability of the Fjord horse breed for other young riders. Going forward in 2018, we hope to expand and encourage youth membership, engagement and participation with the Fjord Horse.

