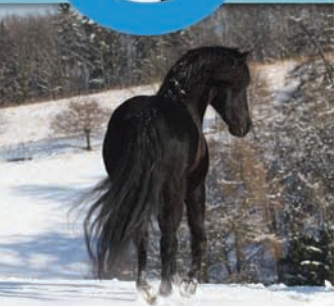




# AMHA

American Morgan  
Horse Association



# 2013

ANNUAL REPORT



PRESERVING, PROMOTING AND PERPETUATING THE MORGAN BREED



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## MESSAGE FROM PRESIDENT HARRY SEBRING

2013 was an amazingly productive year for AMHA. The board undertook several strategic initiatives that are already well underway and seeing results as evidence in this report. I want to thank the board of directors, staff and all our volunteers for making it a success; special thanks to you our members for your love of the breed and support of AMHA as we strive to “preserve, promote and perpetuate” the Morgan horse!

## MESSAGE FROM EXECUTIVE DIRECTOR JULIE BROADWAY

Thanks to all AMHA members for your efforts on behalf of the Morgan horse in 2013. I hope you will enjoy reading all the many ways people have strived to “preserve, promote and perpetuate” the breed in this annual report. Our theme for 2013 was “The future is yours!” and we’re delighted with the response.

## MISSION, VISION, CORE VALUES

### MISSION

The American Morgan Horse Association exists to preserve, promote and perpetuate the Morgan breed.

### VISION

AMHA strives to be the global authority, a resource and educational forum, and advocate for Morgan horses and enthusiasts.

### CORE VALUES

Stewardship	Accountability	Transparency
Embrace diversity	Integrity	Stability

### *What did you do to preserve, promote and perpetuate the Morgan in 2013?*

“ My daughter showed her 27-year-old mare at the county fair and had information on the Morgan in her stall... people were amazed at how strong and beautiful a Morgan could look at such an old age... she was the ‘greeter’ horse for the barn too... if kids came through and wanted to pet one old ‘Dee’ could be counted on to do the job! ”

## GOVERNING STRUCTURE

### MEMBERS:

Elect Board of Directors.

### BOARD OF DIRECTORS:

Sets association policy.

Make, amend, repeal and enforce Association rules and regulations.

Responsible for association’s activities and fiscal integrity.

### STANDING COMMITTEE:

Assist in ongoing review of key operations, including bylaws, finance and registry.

### SPECIAL/WORKING COMMITTEE:

Assist with services and programs content to meet needs of the bulk of membership.

### EXECUTIVE DIRECTOR:

Responsible for day-to-day operation and guidance of the Association.

Implements policies adopted by the Board of Directors.



## 2013 BOARD MEMBERS



Sara Foy  
*Region 1*



Cindy Mugnier  
*Region 1*



Ann Scussell  
*Region 2*



Sharon Skelly  
*Region 2*



David Earehart  
*Region 3*



Gayle Singer  
*Region 3*



Patricia West  
*Region 4*



Kristen Breyer  
*Region 5*



Jonalyn Gwinup  
*Region 6*



Mari Sanderson  
*Region 7*



Carol Fletcher-Churchill  
*Region 8*



Linnea S. Sidi  
*Region 9*



Diana Swanson  
*Region 10*



Ling Fu Wylie  
*Director-At-Large*



Jeffrey Gove  
*Director-At-Large*



Harry Sebring  
*Director-At-Large*

## BOARD OF DIRECTORS

In 1909 a group of Morgan enthusiasts formed the American Morgan Horse Club. The organization grew and in 1927 was incorporated as a membership association in the state of New York.

In 1971 the Morgan Horse Club was renamed the American Morgan Horse Association, Inc. The national headquarters reside in Shelburne, VT.

AMHA supports a permanent display at the Kentucky Horse Park in the Breed Barn, including a Morgan horse representative in the Parade of Breeds.

## 10 BASIC RESPONSIBILITIES OF THE BOARD

1. Determine mission and purpose. It is the Board's responsibility to create and review a statement of mission and purpose that articulates the organization's goals, means, and primary constituents served.
2. Select the chief executive. The Board must reach consensus on the chief executive's responsibilities and undertake a careful search to find the most qualified individual for the position.
3. Support and evaluate the chief executive. The Board should ensure that the chief executive has the moral and professional support he or she needs to further the goals of the organization.
4. Ensure effective planning. Boards must actively participate in an overall planning process and assist in implementing and monitoring the plan's goals.
5. Monitor and strengthen programs and services. The Board's responsibility is to determine which programs are consistent with the organization's mission and monitor their effectiveness.
6. Ensure adequate financial resources. One of the Board's foremost responsibilities is to secure adequate resources for the organization to fulfill its mission.
7. Protect assets and provide proper financial oversight. The Board must assist in developing the annual budget and ensuring that proper financial controls are in place.
8. Build a competent Board. All boards have a responsibility to orient new members, continue on-going education and





training, and periodically and comprehensively evaluate their own performance.

9. Ensure legal and ethical integrity. The Board is ultimately responsible for adherence to legal standards and ethical norms.
10. Enhance the organization's public standing. The Board should clearly articulate the organization's mission, accomplishments, and goals to the public and garner support from the community.

Each year the AMHA Board of Directors undergoes extensive governance training including presentations from legal, accounting, investment, insurance, government, and equine industry experts. The 2013 AMHA strategic plan can be found on pages 5 and 6.

AMHA governing structure includes four standing committees: Bylaws, Registry, Finance and the Executive Committee. Twenty Six special/working committees with over 150 volunteers.

## ADMINISTRATION

AMHA's administration works in conjunction with the AMHA Board of Directors to determine the focus and vision for the year. This is based on the strategic plan and takes into account emerging issues, new challenges and opportunities affecting the equine community, breed associations, non-profits, and general business climate.

Administration encompasses budget/finance, human resources, retail, property management, risk management, and operations.

The staff strives to deliver excellent services and appreciates the amazing contributions of our volunteers.

### *What did you do to preserve, promote and perpetuate the Morgan in 2013?*

“My daughter uses her Morgans for eventing. We are constantly bragging (promoting) the breed up, for versatility and willingness to do anything you ask of them. They can compete right up there with the big boys!”

## STAFF MEMBERS



Julie Broadway  
*Executive Director*



Erica Richard,  
*Registrar, IT*



Catherine LaBarre  
*Registry Representative*



Janet West  
*Registry Representative*



Marlene Duell  
*Registry Representative*



Julie Dickie  
*Membership Development Specialist*



Chris Koliander  
*Communications Specialist*



Taylor Royals  
*Membership Services Coordinator*



Stephen Kinney  
*Editorial Director*



Abbie Trexler  
*Associate Editor*



Kim Wilkinson  
*Graphic Designer*



Brooke Cote  
*Graphic Designer*



Sheila Knight  
*Senior Accountant*



Tena Fraser  
*Shipping/Receiving*



## AMHA STRATEGIC PLAN OVERVIEW 2013

The foundation of the AMHA strategic planning process is STEWARDSHIP. This means that our job is to be excellent stewards of the organization; we are tasked with fiduciary and governance responsibilities as well as registry oversight. Our values include:

- EMBRACING DIVERSITY,
- ACCOUNTABILITY,
- STABILITY,
- INTEGRITY/HONESTY and
- TRANSPARENCY

Your AMHA Board of Directors is firmly committed to our values.

Our focus areas for 2013 are included on the following Traffic Light report; this is a way to summarize our information in a handy graphic format; it is easy for you, our stakeholders, to see where we are on certain initiatives. You will see some green items meaning we are “go,” some yellow which mean we are “in progress” and for this past year, no red items “stopped.” As you can see, during 2013, the membership structure was revamped; we are looking at methods to increase registrations/transfers. Our AMHA website was totally redesigned. We held a few Town Halls; our goal is to increase this again. *The Network* has been published two times this year.

A very important item is our endorsement of the Amicus Brief to support the American Quarter Horse Association which is intended to join with other like-minded equine associations to maintain control of our association business. We have added some new discipline partners. Trade shows that allow us to showcase our wonderful breed are being evaluated to determine best coverage. All documents that govern the board have been reviewed and updated in the past 12 months and finally we are in the throes of a big project dealing with the recruitment/retention/succession of board members.

As a board, we are very excited to present our annual report card for your review.

*Linnea Sidi for the Strategic Planning Committee*

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### *What did you do to preserve, promote and perpetuate the Morgan in 2013?*

“ I promote Morgans every day, to anyone who will listen! People are always intrigued when you mention you have horses. After showing just one picture of my guy, they’re blown away and want to know more! Not to mention taking him and my Mom’s Western gelding to small local shows (4H, farm shows, etc.). People come by the trailer constantly singing their praises. Morgans sell themselves, in my opinion. We’re just here to do the talking for them.

We show at the all breed shows locally as well as the all Morgan shows. Also, ALL of our lesson horses are Morgans! This is a great way to introduce new people to the attributes of the Morgan horse. ”





## 2013 STRATEGIC PLAN TRAFFIC LIGHT REPORT

A Traffic Light Report is a way to communicate in writing how the proposed action items are progressing. **GREEN LIGHT** items are issues that have been addressed and are complete. **YELLOW LIGHT** items are issues in progress. **RED LIGHT** items are those issues or ideas that cannot be completed at this time.

ACTION ITEM	NOTES	STATUS	NEXT STEPS
Membership recruitment/retention	One class; many options	Complete	Monitor and adjust as needed to provide the best membership packages possible
Increase registrations/transfers	Subcommittee doing research	In process	Committee preliminary report due Feb 2014; final recommendations due May 2014
Marketing/Promo	Swap Ads/website redesign/ social media	In process	Reevaluation of web design with tweaks, continue to promote in general equine publications
Town Halls	We need membership to engage	In process	Encourage regional town halls annually
<i>The Network</i>	Quarterly messaging	In process	We continue to try to publish hard copy for the benefit of our members
Legislative issues	Expanded	Expanded surveillance	Continual monitoring of national and international horse issues; Joined AQHA Amicus Brief
Business/Affinity/Discipline Partners	Goal to add partners	In process	WDAA, Path Intl., USDF, USEF, ADS Seeking additional business partners
Communications/Trade Shows	Evaluate and expand	In process	Information release SOP in process; M&P Committee working on Trade Show recommendations.
Governance	Review/surveillance	Complete	This is an annual sweep of Board documents and also on going surveillance of Federal requirements
Board Recruitment/Retention/Succession	Task force in place	In process	Framework complete; need strategy next



## REGISTRY

### History in the Making...

The sole reason for the AMHA Registry to exist is to maintain and ensure the integrity of the records of the American Morgan Horse Register. To accomplish this purpose the Registry uses current scientific and administrative concepts and techniques to ensure all registrations and transfers are carried out according to the Rules and Regulations of the AMHA, while verifying that the Rules and Regulations are applied to all individuals in a non-discriminatory manner. Since its inception, AMHA has registered more than 185,000 Morgan horses. Registration increases the value of your horse, makes it more marketable, opens the door to many local, regional and national activities available to registered horses, helps ensure its future, and helps you keep track of your Morgan legacy.

2013 was a busy year for the Registry. The staff completed the paperwork on approximately 7,100 registry transactions, in addition to recording numerous changes of status on our Morgans, fielding phone calls, and providing information to Morgan enthusiasts throughout the world. Did you know that Morgans can be found in 29 countries outside of the United States?

Also in 2013, in response to AMHA's Strategic Plan, a subcommittee was formed to investigate why some people do not register their horses, or register late, and what can be done to encourage more and timely registrations. Surveys were conducted and the subcommittee's conclusions and recommendations will be forthcoming in 2014.

In March 2013, AMHA announced a new partnership and agreement with the UMass Amherst Libraries to store, archive, and catalog the AMHA registry record collection from inception (roughly 1930s) to 1980. Registration of individual animals provides a permanent record of their genealogy, thus validating their ancestry.

We all know the loss of your beloved Morgan is a difficult time. But by notifying the Registry following your horse's death helps with valuable breed statistics. This can be done at any time, but it is helpful that we receive notice within a year of the horse's death. All that is needed is the name of the horse, its registration number, and month, day, and year of his death. It is no longer necessary to send AMHA the registration papers. Notification of your horse's death needs to be in writing.

STATISTIC	12/31/2013	12/31/2012	CHANGE
Registrations	1,374	1,816	-24.34%
Reciprocity Registrations	51	39	30.77%
Transfers	2,894	3,067	-5.64%
Blood/DNA Kits	1,379	1,789	-22.92%
Coat Color	99	106	-6.60%

While the decline in registrations may seem alarming, please remember that in 2011 AMHA offered a reduced registration fee for older horses. Most of these applications were completed in 2012. When December 31, 2013 is compared with December 31, 2011, the Registry only experienced a 4.25% decline in registrations.







## What did you do to preserve, promote and perpetuate the Morgan in 2013?

“ We became the first Morgan stud farm in Ireland. Our 30 Morgans participated in stallion parades, endurance rides and show jumped. We are looking forward introducing more people to Morgans in 2014.

*I preserved the Morgan by breeding my Morgan mare for the first time!  
This will be my first foal ever, due in May!*

*I have been trying to preserve and perpetuate Morgans by breeding my mares and standing my stallion to the public. We also promote Morgans by showing, participating in exhibitions, and trail riding.*

*Bred three mares including a rare gray. Promote: Took Morgans to open breed shows.  
Perpetuate: Promoted them to children, sold one to a first time Morgan owner.*

*We rescued a wonderful 21-year-old stallion who, after a long career of showing and breeding, was simply tossed away. Now a gelding, he is the most loved animal of our adopted 10-year-old son, who was himself tossed away by neglectful parents.  
They are awesome together!*

*Bought three mares and a weanling stud colt and a fantastic gelding.  
Looking forward to showing in 2014.*

*I obtained another mare to start a breeding program with, and will breed her and one other this spring to my Morgan stallion.*

*We bred our first foal! Participated in the local club open house promoting the breed. Exhibited at local shows. Attended clinics with my Morgans. Posted pictures on social media throughout the year of our Morgans doing amazing things.*

*Bragged loudly and daily about the versatility and beauty of the Morgan breed!*

*We were so happy with our first foal from 2012, we are trying it again.  
Can't wait to see our new 2014 foal!*

*Bought a foundation-bred mare to try and restore some of the Morgan qualities the breed is starting to loose.*

*Became a first time Morgan owner in 2013 (fulfilling my childhood dream). I work in Northampton, MA, and when asked about the pictures in my office, I happily and proudly say, 'that's us down the street at the NEMHS.' They learn the Morgan is THE New England breed. My co-workers get excited in July now, and some now attend the show.*

*I acquired my first Morgan in May and I am hooked for life.  
His personality wins everyone over!*

*I purchased my own Morgan last April. Last year at 56, I showed in my first Morgan show; my Daughter showed her Morgan in the Hunters and my Granddaughter at age 2 1/2 started in leadline. We had three generations at that show!* ”





## 2013 STATISTICS

Individual Members.....	3,140
Entity Members.....	1,355
Youth Members.....	707
Youth Life Members.....	433
Life Members.....	569

## MEMBERSHIP

AMHA is committed to serving the needs of each of its members, including nearly 6,250 in all 50 states and 29 countries and territories outside the U.S. A barometer of how well we're accomplishing that is our membership renewal rate—which was 74% in 2013! (Just slightly below the national average retention rate for individual associations.)

But numbers are just that: numbers. They mean little if not accompanied by a meaningful relationship with members. Much of our success there is attributable to the selfless dedication of volunteers. They bring us an attitude that's open to new experiences and new ideas; a deep-seated belief that anything is possible if we work together, and put our hearts, minds and energy into what we do.

One major initiative in 2013, was an extensive survey to determine how to better serve existing members and motivate non-members to join AMHA. What we heard resulted in a complete overhaul of AMHA's membership structure. Beginning in 2014 AMHA offers Associate, Standard, and Premium Membership levels in both the Individual and Household/Business category. These new membership levels and benefits have been met with positive feedback!

The staff continues to communicate and reach out to Morgan owners/enthusiasts regarding the value of membership, highlighting the many programs AMHA has to offer as well as added membership benefits.

### *What did you do to preserve, promote and perpetuate the Morgan in 2013?*

“ I started the ‘next generation’ of Morgan horse lover—I brought my nine-year-old grandniece to stay for a month to learn about horses—she’s pretty well hooked.

*EVERY TIME I ride my Morgan at a public park, I stop to let children pet him and introduce him as a Morgan. It’s rare when people don’t stop to admire my horse and tell me how beautiful he is. I answer their questions and explain how versatile Morgans are.*

*We held a open barn, did local fund raiser events, attended local open shows, and kids camps.*

*I have given horse anatomy and grooming lessons using my two Morgans to Girl Scout troops for their ‘horse woman’s badge.’ I also hand out information about the Morgan horse breed.*”





## PROGRAMS

AMHA's Membership Department offers incentive programs designed to enhance our members' involvement with Morgans. The department's newest program, the Champion Title Program, was met with relative success in its first year, and then took off to even greater success in its second. This program honors Morgan show and competition champions akin to other breed organization champion programs. As of this writing, nearly 125 horses are enrolled in the program, with more than 100 of that total having a CH or GCH title.

AMHA's Star Rating Program was revamped in 2013, with 3 Star Shows being allowed to qualify for Grand National if all criteria are met. In 2013, 30 shows applied for Star Rating status. Statistics are to the right. The most popular region was Region 1, with seven Star Rated shows.

AMHA's Silver Medal program continues to be a strong youth program, yet one that has seen a steady decline in the past decade. In 2013, there were 406 participants in the program at 48 shows. Hunter on the Flat continues to be the most popular, but Saddle Seat is right behind in entries. At the Grand National, 112 youth rode for the gold medal. The Youth of the Year Contest continues to gain momentum each show season, with new competitors each year in both the local and regional contests.

At the end of 2013, the American Morgan Horse Association's Ranch Horse Network™ was created. This new program highlights and helps promote the western/ranching life style. To date we have close to 50 farms enrolled in this program. This represents close to 750 Morgan horses using over 112,000 acres across the United States. As 2014 unfolds we hope to get more enrollees and offer more incentives and benefits to the program.



### *What did you do to preserve, promote and perpetuate the Morgan in 2013?*

“After promoting Morgans riding and competing in TRAIL TRIALS for the AMHA Open Competition and Morgan Pathways Recreational Programs in 2013, we just set up a NEW and friendly group on Facebook called the ‘Morgan Horse Trail Trials Enthusiasts’ for anyone who likes trail trials, trail obstacles, and trail riding.”

## 2013 STATISTICS

### PATHWAYS

Year to date enrolled: 702  
New enrollees: 23  
Members that submitted hours: 54

### OPEN COMPETITION

Active member horses: 150  
Active Junior Exhibitors: 13  
New member horses: 42  
(33 lifetime)

### HORSEMASTERSHIP

Achievers: 30

### AMHA MEDAL CLASSES

Riders for silver: 406  
Riders for gold: 112

### YOUTH OF THE YEAR

Shows to apply and report: 19  
Seniors: 38  
Juniors: 42  
Walk/Trot Division  
(12 & under): 37  
Total Participants at the  
Local/Regional Level: 117  
Total Participants at  
Grand National: 6

### TOP REGIONALS BY SHOW ENTRIES

New England: 519  
New York: 302  
Gold Cup: 289  
Jubilee: 217

### STAR RATED SHOWS

4 Star: 15 shows  
3 Star: 7 shows  
2 Star: 2 shows  
1 Star: 6 shows



## 2013 STATISTICS

### WEBSITE STATISTICS

Annual website visits: 255,032

Unique Visits: 126,698

Annual page views: 1,636,187

### TOP 5 PAGES VIEWED

Online Registry

Classified Ads

About the Morgan

Registry

Stallion Service Auction

### TOP 5 REFERRING SITES

Facebook

Global Email-Multiview

Mobile Facebook

Dreamhorse.com

Horsetradition.com

### INQUIRIES

111 languages from 152 countries

### TOP DOWNLOADED PDF FORMS

Registration Application

Transfer Application

"The Rockefeller Morgans"

### DEVICES

Desktop: 77.65%

Mobile: 14.07%

Tablet: 8.28%



REDESIGNED WEBSITE,  
SUMMER 2013

## MARKETING & COMMUNICATIONS

Probably the most significant change in 2013 for marketing and communications at AMHA was a complete redesign of [www.morganhorse.com](http://www.morganhorse.com) mid-summer. Staff worked on making this a more user-friendly and easier to navigate website; pages were consolidated and rewritten and new and exciting photographs were added. We've heard many good things about the redesign and are thrilled that members and others are pleased with our efforts.

AMHA's national presence in the media continues to flourish. Press releases are sent to 70 equine media outlets across the country. AMHA is a member of the American Horse Publications, so AMHA press releases also are distributed to their equine media members. AMHA distributes press releases on its regional shows as well as the Grand National to garner local attention.

News releases are posted on [www.morganhorse.com](http://www.morganhorse.com) almost every day. In 2013, over 600 releases were posted under Latest News, averaging 50 per month. The AMHA Weekly News Brief continues to be a popular Thursday morning publication with more than 20,000 recipients.

*The Network* had two editions in 2013, Summer and Fall/Winter, which were sent to current members. The Summer edition was paid for by funds from the United States Equestrian Federation's "Membership Incentive Grant Program."

AMHA continues to develop its presence on Facebook under the name, "Sharing Carrots." As of this writing, AMHA has more than 6,500 "likes" and the numbers increase daily. Daily posts as well as questions and comments allow our friends to interact with AMHA and each other. The most popular posts tend to be general equine stories and questions.

### What did you do to preserve, promote and perpetuate the Morgan in 2013?

“ I tried to promote the breed as best I could by posting pictures all over Facebook, riding our Morgans in the local Christmas Parade, and purchased a Lippitt mare with plans to breed her in the spring of 2014 to continue the legacy and breed.

My daughter promoted her Morgan via photos and Facebook posts. She also is the 'Morgan expert' at her equine based charter school. ”





## PUBLICATIONS

We like to say that *The Morgan Horse* magazine is “Your ONE source for EVERYTHING Morgan.” It’s more than a tagline. The publication team takes this mission quite seriously.

It is an interactive process between the magazine staff and the Morgan community to maintain the diversity of the publication. In 2013 the magazine published trail and reining clinics; instructional Western dressage articles; historical chronicles about Morgans in trotting races and Morgans in Civil War re-enactments; portraits of breeders of colorful Morgans; and personality and farm profiles. Regular columns such as “Memorabilia” and “Blood Will Tell” keep readers in touch with our breed’s heritage. “View From The Ingate,” “View From My Saddle,” “Promoters” and other sections of the magazine give readers and members space for their own voices. And our writers and photographers are present at dozens of All-Morgan competitions, keeping exhibitors across the country in touch with happenings in their sport.

Also reflecting the diversity of the breed are our covers. We are very thankful to the Morgan community. Our covers are sold and these sales are a significant part of our annual budget. Nevertheless, the support received allows us to display covers that reflect “everything Morgan.” A winning example of this was our July 2013 “Morgan Americana” cover, which featured a Western rider galloping through the hills of the Pacific Northwest flying the American Flag. It was our July 4<sup>th</sup> celebration!

All of this has led to a period of popularity and stability for the publication. But we must not fail to mention the pride we take in the profitability of *The Morgan Horse*. For the publication to sustain its mission it must be financially viable and, in 2013, we continued to capitalize on the growth of the past five years, doubling our profitability from 2012. The October 2013 issue, at 400 pages, was our largest in ten years. Again we have the support of the Morgan community to thank for this.

### *What did you do to preserve, promote and perpetuate the Morgan in 2013?*

“When out on my Morgan mare I am constantly asked, ‘What breed is she?’ and I am more than happy to share everything I know about Morgans and how special she is to me. Melody is a wonderful representative of the breed and promotes Morgans everywhere we go... and we love to go!”

## 2013 STATISTICS

- Published 2,024 pages; averaged 225 pages per issue.
- Approximately 47% advertisement/53% editorial ratio.



TMH COVERS FROM 2013





## AFFINITY PARTNERS



**Liberty  
Mutual.**



**Constellation Energy**



**teleflora.**  
Fresh flowers hand-delivered daily

**VISA**

**AVIS**

**Budget**

**enterprise**

**Hertz**

**ENDLESS  
VACATION  
RENTALS**

**CRUISES ONLY**  
AMERICA'S LARGEST CRUISE AGENCY



TNT VACATIONS

**y.t.b.**





## CORPORATE PARTNERS

Merial



RB Powers



SmartPak



Boehringer Ingelheim Vetmedica



## DISCIPLINE COLLEAGUES



*Sweet!*  
**CAROLINA**  
FUN • EDUCATION • FELLOWSHIP *2014*

**2014 AMHA  
ANNUAL CONVENTION**

**RENAISSANCE RALEIGH NORTH HILLS HOTEL  
RALEIGH, NC**

**FEBRUARY 20-22, 2014**



**American Morgan Horse Association**

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