



AMHA
American Morgan
Horse Association

2016 Annual Report

**MOVING
FORWARD**



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American Morgan Horse Association, Inc. • 4066 Shelburne Road, Suite 5, Shelburne, Vermont 05482-4904
P 802.985.4944 • F 802.985.8897 • info@morganhorse.com • www.morganhorse.com

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Message from AMHA President, Jeff Gove and AMHA Executive Director, Carrie Mortensen



The AMHA theme and slogan for 2016 was “Choices, Chances and Change” and that indeed has been the case! **2017 will have AMHA focusing on “Moving Forward.”**

In June of 2016, we said goodbye and thank you to Julie Broadway for her dedicated and professional service as the Executive Director at AMHA for the previous nine years and welcomed Carrie Mortensen in August to fill the vacancy. **Transitions always are a challenge, and everyone is “moving forward” to keep operations running smoothly and efficiently.**

During this Convention and Annual meeting, a new Board of Directors will be seated according to the newly established regions—Eastern, Central, and Western. Be sure to continue looking for reports from your Regional Directors following each quarterly Board meeting.

Remember, once this newly elected Board is seated, the Association will be back on a rotation schedule electing directors for three-year terms. (While three people from each Region will be seated now in 2017, they will have staggering terms, one three-year term, one two-year term, and one one-year term.) Therefore, AMHA will be searching for nominees from each of the Regions for the 2018 election. If you have considered running for the Board, please contact the AMHA office for more information on the requirements (one of which is PRIOR attendance at a minimum of two AMHA Board meetings—one meeting must be in person and one may be a conference call).

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; Embrace diversity; Accountability; Integrity; Transparency; Stability

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.

2016 Staff Members

Executive

Carrie Mortensen
Executive Director

Registry

Erica Eulau
Registrar, IT

Janet West

Registry Representative

Membership

Christina Koliander
Communications Specialist

Katie Hodges

Customer Relations Coordinator

Publications

Stephen Kinney
Editorial Director

Kim Oplotnik

Associate Editor

Kimberly Wilkinson

Graphic Designer

Brooke Cote

Graphic Designer

Administration

Sheila Knight
Senior Accountant

Tena Fraser

Shipping/Receiving

Museum

Amy Mincher
Director

Note that the 2017 Board of Directors meetings are scheduled as follows:

- 1st Quarter – Riverside, CA (Feb. 22, 2017)
- 2nd Quarter – Chicago, IL (April 29, 2017)
- 3rd Quarter – Burlington, VT (Aug. 12, 2017)
- 4th Quarter – Chicago, IL (Nov. 4, 2017)

2016 saw the elimination of the Household/Business membership so that AMHA could better track and serve our “individual” members with customized software and online services as well as market to more appropriately targeted “specific” demographics.

Speaking of customized software, AMHA is currently working with a new software company in a MAJOR conversion of our database to keep up with current technology while providing the best customer experience available. It is a momentous task but will be well worth it upon our projected “go-live” date late summer. As with any software conversion or update, there will be some wrinkles that we will have to iron out. However, AMHA looks forward to being able to offer our membership fast, accurate, enjoyable services once established.

With all the changes occurring in 2016, the Association happily ended the year in the black and the detailed financials will be provided and discussed during the Annual Membership meeting.

USEF (now US Equestrian) recently unveiled their strategic plan including their efforts to increase participation in ALL equestrian sport—starting with the grassroots movement. AMHA is excited to join this effort with a very ambitious nationwide project called “DAY OF THE MORGAN.” Spearheaded by Sandy Sessink after the extremely successful “DAY OF THE MORGAN” held in Ohio last October, AMHA will have more information available later this spring on how you can start planning to participate in this massive outreach to bring our beloved Morgan horse to the public this fall.

Thank you for your love of the breed and continued support of the Association. We can’t wait to keep “Moving Forward” with you in 2017!

Board of Directors

Each year the AMHA Board of Directors undergoes extensive governance training including presentations from legal, accounting, investment, insurance, government, and equine industry experts.

AMHA governing structure includes four standing committees: Bylaws, Registry, Finance, and the Executive Committee. Twelve special/working committees with more than 150 volunteers.



10 Basic Responsibilities of the Board

1. Determine mission and purpose.
2. Select the chief executive.
3. Support and evaluate the chief executive.
4. Ensure effective planning.
5. Monitor and strengthen programs and services.
6. Ensure adequate financial resources.
7. Protect assets and provide proper financial oversight.
8. Build a competent Board.
9. Ensure legal and ethical integrity.
10. Enhance the organization’s public standing.

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.

2016 Board Members

Region 1

Karen Marlin
Holly Scribner

Gayle Singer

(Resigned in November due to relocation)

Region 6

Vicki Bennett

Region 9

Linnea S. Sidi *(Vice President, Central Region)*

Region 2

Kate Kirsch

Region 4

C. A. “Tony” Lee *(Vice President, Eastern Region)*

Region 7

Marl Sanderson *(Vice President, Western Region)*

Region 10

Vacant

Region 3

Sherry Cole
(Past President)

Region 5

Vacant

Region 8

Carol Fletcher Churchill
(Vice President, Finance)

Directors-At-Large

Jeffrey Gove *(President)*
Ling Fu Wylie

Significant Member and Morgan Accomplishments in 2016



- **Windstorm Sienna** and **Wayne Tolbert** were inducted in the North American Trail Ride Conference Hall of Fame.
- **Sean Cunningham** received the AMHA Van Schaik Scholarship.



- **PVF Peace Of Mind** was inducted into the Horse Stars Hall of Fame, which was established by the EQUUS Foundation and the United States Equestrian Federation. And with owner/driver, Suzy Stafford, PVF Peace Of Mind won her third straight FEI Single Horse division title at Live Oak International.



- **Dallas Bolen** and **Aletta Husmann** were the first 2016 Harry Sebring Memorial Grant recipients.

- **Stefanie Putnam** and **Bethesda After Dark** finished fifth overall in the 2016 FEI World Para-Driving Championships, which took place in The Netherlands. Later in the year, Stefanie was honored with the prestigious President's Award from the American Driving Society.



- Sixteen-year-old **Aileen Bodine** of Avon, Ohio, was named the 2016 AMHA Youth of the Year.

- **Anne Brown** of Mettowee Morgans in Westford, Vermont, was inducted in the Vermont Agriculture Hall of Fame.

- **Alexandra Ferris** won the 2016 USEF Youth Sportsman's Award.

- **Connie Berto** and her gelding **Eco Stardust** received the Century Club Award, which is given by the American Endurance Ride Conference, which honors rider/equine teams who earn the recognition when they complete a ride once their ages total 100 or more.



- **Deb M'Gonigle** and her homebred gelding **Forsite Renoir** won the Open FEI Test of Choice at the National Pony Cup Championship.

- **Jordan Cusumano** of Howell, Michigan won the Young Adult Alliance's third annual Judging School Scholarship.

- AMHA Board member **Sherry Cole** and para-equestrian driver **Stefanie Putnam** were honored by the United States Equestrian Federation at its 2017 Pegasus Awards dinner.



- At the 2017 UPHA Convention, **Mike Goebig** was honored with the 2017 Larry Bacon Lifetime Achievement Award, for his dedication to the Morgan breed, **Matt Kwapich** received the 2017 UPHA Herman Miles Horse Show Manager of the Year Award for his leadership and management of the Grand National & World Championship Morgan Horse Show®, and AMHA Board member **Ling Fu Wylie** was the UPHA Associate Member of the Year honoree.



Registry

Registry had several key events:

The Registry offered a reduced maximum fee of \$50 per horse for any registry procedures to aid in the registration and/or transfer of those horses registered and/or transferred from the Hoskins situation that went under receivership. Thirty Morgans were registered and/or transferred under this program.

The Registry offered a discounted DNA testing fee of \$40 to help in the identification of a large herd of horses in upstate New York known as the Easter Twilight. DNA testing has commenced.

The Registry issued hundreds of DNA Kits for unknown horses. Many resulted in the identification and registration and/or transfer of the horse.

The Registry Committee was presented with many member requests throughout the last year.

The Registry staff was reduced to two in 2016. The decision not to replace the vacated position was based on financial reasons and that the AMHA and Registry will be converting to new software in 2017. It is anticipated the new software will streamline processes.

The staff completed the paperwork on approximately 7,100 registry transactions. This compares to 6,800 registry transactions in 2015. This does not include transactions that have no cost, such as recorded castrations and deaths and the numerous phone calls and emails addressed daily.

2016 Registry Statistics

1,296
Registrations

1,270 in 2015
2.05% change [As of December 31, 2016, the 2015 foal crop was 1,053. The foal crop in 2014 and 2013 was 1,132 and 1,238 respectively.]

1,627

Mares Bred in 2015
(Reported in 2016)
[compared to 1,530 mares at this time in 2014 (reported in 2015). This represented an increase of almost 6 percent.]

2,790
Transfers

2,706 in 2015

1,406

DNA Kits
1,339 in 2015
5% change

190 Coat
Color Tests

167 in 2015
13.77% change



Membership

AMHA was pleased to see an increase in the membership numbers in 2016 compared to last year. AMHA's loyal members came from all 50 states and from 20 different countries in the world. In 2016, AMHA continued working toward achieving its goals in the Strategic Plan in order to better serve its members. More than 92 percent of AMHA members responded that they were very satisfied with how staff assisted them in our customer satisfaction survey.

We look forward to working with our members again this year to make it our strongest year yet!



2016 Membership Statistics

6,121
Member
Accounts
Approximately
7,369 Members

Individual Members **3,228** (3,101 in 2015)
Business/Household Members **1,248** (1,281 in 2015)
Youth Members **622** (596 in 2015)
Youth Life Members **477** (459 in 2015)
Life Members **546** (543 in 2015)



Programs

AMHA's Membership Department worked diligently to ensure that all of the needs of its members were met in 2016. Whether a member enjoys trail riding their Morgan at home or if they're competing on a national level, AMHA offered reward programs for its members to participate in designed to reward their hard work and loyalty to the breed.

The Youth of the Year Program thrived in 2016.

There were several new contest coordinators who stepped up to the plate along with some dedicated volunteers who returned to organize fantastic Local/Regional level contests. The Grand National show saw 15 passionate youth between the ages of 14-21 compete for the honor of Youth of the Year. Additionally, there were 16 bright and enthusiastic juniors under the age of 13 who competed in the very first junior Invitational Contest held during the show that consisted of a judging contest and an oral presentation. There were 26 children diligently studying and working on homework in the second annual AMHA/UPHA Learning Center at the Grand National. AMHA is thrilled to offer this program to help youth balance the responsibilities of schoolwork with riding and showing.

The new My Morgan & Me Program (formerly known as the Pathways Recreational Program) was unveiled.

Participants are no longer required to keep track of the hour logs, and the annual fee was waived. Instead participants pay a small fee when they submit a simple award application. Many participants achieved new milestones with their pleasure horses. The Open Competition Program was restructured, and this year a new point system was used to score the seven divisions. Many participants gave their feedback, and AMHA strives to continue improving the program for its members in the future.

2016 Program Statistics

My Morgan & Me

Active members: 59
New members: 9

Open Competition

Active member horses: 130
Active Junior Exhibitors: 11
New member horses: 32

Horsemastership

Achievers: 30

AMHA Medal Classes

Riders for silver: 353
Riders for gold: 88

Youth of the Year

Shows with local contests: 14
Senior Participants: 45 (approx.)
Junior Participants: 38 (approx.)
Walk/Trot Participants: 42 (approx.)
Total Participants at Grand National (Seniors only): 15

Top Regionals By Show Entries

New England: 463
Gold Cup: 270
New York: 234
Jubilee: 207

Star Rated Shows

4 Star: 12 shows
3 Star: 19 shows
2 Star: 1 show
1 Star: 3 shows

Champion Title

Grand Champion (GCH): 185
Champion (CH): 92
42 new enrollees • 319 horses

Ranch Horse Network™

30 farms in 18 states

Mentor Network

Number of Mentors: 28

2016 Website Statistics

Annual website visits

237,834

Unique Visits: 112,450

Annual page views: 819,379

Top 5 Pages Viewed

Homepage

Classified Ads

Online Registry

Registry Homepage

Stallion Service Auction Listings

Top 5 Referring Sites

Facebook

Google.com

savetheperformancehorse.com

outlook.live.com

morgangrandnational.com

Inquiries

117 languages from
159 countries

Top downloaded

PDF Forms

Registration Application

Transfer App

Open Competition Forms

Stallion Service Report

History Overview

Devices

Mobile:

47.12%

Desktop: 43.76%

Tablet: 29.29%

Marketing & Promotion

2016 marked the first year of AMHA's Breed Promotion Grant. This grant, which was revised last year, replaced the former Trade Show Funding that was offered to AMHA clubs, is open to any AMHA club, organized Morgan group, Morgan barn, or AMHA-affiliated organization (individuals are ineligible).

A total of 37 grant requests and approximately \$10,000 was awarded to the following.

- **Arizona Morgan Horse Club** conducted a breed demonstration at Cave Creek Rodeo Parade with over 12,000 attendees
- **Cornerstone Morgan Club** had a promotional booth at the Old Threshers Reunion in Iowa with over 100,000 visitors
- **Indiana Morgan Horse Club** had a promotional booth at the Hoosier Horse Fair with approximately 35,000 visitors
- **Lippitt Morgan Club** held a promotional event at Equine Affaire in Massachusetts with more than 100,000 visitors
- **Morgan County Georgia 4-H Club** held a "Make Mine Morgan" Trail Ride for 100 participants
- **Morgan Horse of Oregon** had a promotional booth at the High Desert Horse Expo, approximately 1,000 visitors
- **Morgan SafetyNet** had a promotional booth at Maryland World Horse Expo with more than 10,000 attendees
- **Morgan Stock Horse Association** conducted an ad campaign in *Western Horseman* magazine with circulation of more than 160,000 readers per month
- **National Museum of the Morgan Horse** held a educational program series on Joseph Battell with 1,000 event visitors
- **New England Morgan Horse Club** had promotional booth at Equine Affaire in Massachusetts with more than 100,000 visitors
- **North Central Morgan Club** had a promotional booth at the Minnesota Horse Expo with 50,000 attendees
- **New York State Morgan Horse Society** had an event at the Western New York Equifest with more than 3,000 visitors



- **Sacramento Valley Morgan Horse Club** promoted the breed at the Western States Horse Expo with over 40,000 attendees
- **Show Me Morgans** had a promotional booth at EquiFest in St Louis and Ozark Spring Round Up with approximately 8,500 participants
- **Virginia-Carolina's Morgan Horse Club** made a breed promotion video to air on local TV station, Carolina Hoofbeats TV, with more than 4 million viewers
- **Washington Morgan Horse Club** promoted the breed at the Washington State Horse Expo with over 6,000 visitors
- **Almanzo and Laura Ingalls Wilder Association** held the Wilder Homestead for Morgan Horse Day and Annual Children's Art Event with more than 500 attendees
- **Wisconsin Morgan Horse Club** had a promotional booth at Midwest Horse Fair with more than 50,000 visitors



Publications

The Morgan Horse magazine celebrated its 75th anniversary in 2016. The staff takes seriously our responsibility for perpetuating the tradition that has made the publication a household word in the Morgan community for all these decades.

Everything Morgan: Part of the mission of the magazine is to be as diverse as the breed itself. We go to great efforts to make sure our editorial calendar reflects Morgan history, the many disciplines in which it participates, and the myriad bloodlines that populate the breed. We can't help but call attention to Brenda Tippin's contribution of articles on the early genesis of our breed. In 2017, she'll take the opportunity to write about Morgan people, C. C. Stillman and Joseph Battell, as well as the founding sires. We also appreciate the color genetics commentary of author Laura Behning. In addition, everything from dressage to carriage/CDE to *vaquero* horsemanship to the saddle seat traditions find space in the magazine, with commentary typically coming from experts in their fields. We really do attempt to be **"Your ONE source for EVERYTHING Morgan."**

Advertising: We totally APPRECIATE our advertisers. The revenue *TMH* brings in from advertising is a vital source of financing both for the magazine itself and for AMHA in general. In 2016, the magazine consisted of more than 1,800 pages, 44 percent of which were advertising. **Our biggest issues, October and November/December, had a total of more than 450 pages of ads between them.** Keep in mind that, while some ads come from advertising agencies, most are produced by our two-member design team, who are responsible for the colorful and interesting graphics that complement the publication. We couldn't provide the content we do without the support of advertisers, many of whom are holding this report in their hands right now. THANK YOU!

Our Digital Presence: While *TMH* does not sell a digital issue to subscribers (interestingly we have polled our subscribers and members and found very little interest in this), we do make an effort to have an electronic presence. "TMH SnapSHOT" is an abbreviated version of the magazine's articles hosted on the AMHA website where reader can access content on a regular basis. We eBlast the Table of Contents to all email addresses in our database upon publication of each issue in an effort to keep members in touch with what we are putting out and to help with subscription and single issue sales. *The Morgan Horse* magazine's social media presence has grown exponentially in 2016. *The Morgan Horse* Facebook page began 2016 with 5,540 Facebook page likes and now exceeding 9,000 likes. This almost 100 percent increase in completely organic activity means more people are viewing *TMH*, following *TMH*, and sharing *TMH*. During New England Regional and Grand Naational, the *TMH* staff produced interactive "Horsin Around" videos from the shows that were posted to Facebook. The year ended with the additions of *TMH* Instagram and Pinterest accounts providing our advertisers with even more exposure and added value as we upload their ads through these platforms and Facebook monthly.

One Final Word: If anything seems missing from our editorial mix, we enjoy friendly chats with readers and AMHA members on how best to serve you. Feel free to contact the magazine staff.

2016 Publication Statistics | Pages 1,804
Advertisement/Editorial Ratio 44%/56% | Average pages per issue 226

National Museum of the Morgan Horse



The AMHA Board and the NMMH Advisory Council made the difficult decision to move out of our space in downtown Middlebury because of rising costs and an impending railroad bridge construction project slated to begin in 2017. We set up a small display area at the AMHA office in Shelburne, but the 3,000+ item collection is still housed at the Middlebury College Library. We continue to post regularly on social media, especially Facebook, where at least one newly cataloged object is posted each day.

The collections digitization project is still active. So far, about 2,000 items have been cataloged. Most have high-quality images and detailed catalog information. They are in a searchable database so that we can easily access information for visitors and researchers. To help fund this project, the museum started a Go Fund Me campaign (www.gofundme.com/morganmuseum). We have raised more than 50 percent of our goal of \$10,000 thanks to several small donations and a \$4,000 donation from a generous Morgan horse history enthusiast.

We received a grant funded and administered by the Institute of Museum and Library Services and the American Alliance of Museums in Washington, DC. The grant funded a museum consultant, John Verrill, to visit the museum, interview stakeholders, and write an assessment with recommendations for the future success of the museum.

In May, the museum had a successful opening reception for the exhibit titled *Jeanne Mellin Herrick: American Morgan Master*. The exhibit provided a retrospective of Jeanne Herrick's art while also telling the history of the Morgan horse through exhibit text, paintings and drawings, videos, and interactive elements like our drawing table and the Morgan horse painted on the wall with chalkboard paint.

We would also like to thank the Massachusetts Morgan Horse Association and especially Judy Candage, who organized a silent auction at the Mass Morgan Show. They raised more than \$3,000 for the museum!

Another successful fundraising effort was at the Grand National & World Championship Morgan Horse Show® in Oklahoma City. Our Advisory Council co-chair, Gayle Singer, organized **a brand new fundraiser: a state bucket silent auction. The auction earned nearly \$5,000.** We appreciate everyone who donated buckets filled with local products from each state and thank everyone who bid on them!

NMMH Advisory Council:

| | | |
|------------------------------------|---------------------------|----------------------------|
| Kristen Breyer, Co-chair, Illinois | John Greenall, Vermont | Suzy Lucine, Pennsylvania |
| Gayle Singer, Co-chair, Arizona | Amanda Gustin, Vermont | Joanie Maclay, Vermont |
| Patti Brooks, Connecticut | David Ladd, Massachusetts | Gail Perlee, Arizona |
| Kathy Furr, Vermont | Kim Loewer, Vermont | Susan Williams, California |



Affinity Partners

ACSIA Partners • Liberty Mutual • Foy Insurance • VPI Pet Insurance • Constant Contact • Constellation Energy • Dana's Doodles • Equine Wellness Magazine • Free Prescriptions Savings Card • Office Depot • SaddleOnline.com • Teleflora Flowers • Avis Car Rental • Budget Car Rental • Enterprise • Hertz • CruisesOnly • Endless Vacation Rentals • Orlando Vacations • TNT Vacations • Wyndham Hotels



AMHA & Grand National Corporate Partners

C. Jarvis Insurance Agency Inc. • SmartPak • NIGHTWATCH™ • Mathis Brothers® Furniture • MD Barnmaster • Freedman's • The Outlet Shoppes • Purina • Finish Line Horse Products, Inc. • Bluebonnet® Feeds • Stride Animal Health® • OKC Trailer Marketing



Discipline Colleagues

American Competitive Trail Horse Association • The American Driving Society • American Endurance Ride Conference • American Horse Council • The Carriage Driving Association of America • Equine Land Conservation Resource • Equus Foundation • National Pedigreed Livestock Council • North American Trail Riding Conference • PATH International • United States Dressage Federation • United States Equestrian Federation • United States Pony Club • Western Dressage Association • United States Hunter Jumper Association





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4066 Shelburne Road, Suite 5, Shelburne, Vermont 05482-4904
P 802.985.4944 • F 802.985.8897 • info@morganhorse.com • www.morganhorse.com

