



AMHA
 American Morgan
 Horse Association

2018 Annual Report
We Are One



Table of Contents

President and Executive Director Messages	3-4
Staff and Board of Directors	4-5
Safe Sport.....	5-6
Registry.....	6-7
Membership and Programs	7-8
New AMHA Programs.....	9
Marketing and Promotion	10
Publication.....	11-12
National Museum of the Morgan Horse	12-13
American Morgan Horse Educational Charitable Trust (AMHECT)	13
A Final Note.....	14
Affinity, Corporate, and Discipline Partners.....	15

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Executive Director's Message

There goes another year! Goodbye 2018 and hello 2019. The AMHA theme and slogan for 2018 was "Time To Choose." Reflecting on the past year, what did you personally choose to do to improve

the state of the Morgan Industry? **AMHA would like to thank each of you who chose to do your part** (no matter how small or large).

AMHA had lots of choices to make in 2018 just like any other year. This report includes the highlights of the activities along with status reports of current projects. As we move forward in the coming year, I'd like to suggest the following strategy stated by Robert H. Schuller, "Never bring the problem solving stage into the decision making stage. Otherwise, you surrender yourself to the problem rather than the solution."

We are so glad you chose to join us for the 2019 Annual Meeting and Convention here in San Antonio, Texas. **The sum of us all is MORGAN STRONG. Stronger together. United is better. We are one.**

Carrie Mortensen, AMHA Executive Director



President's Message

WE ARE ONE.

The catch phrase "The Horse That Chooses You," "Pride and Product of America" or the "First American Horse Breed" all carry

the same emotional feeling. **We love the Morgan horse.** We are proud of our breed. We embrace the diversity of the catch phrase "The horse breed that can do it all, and do it well." We Are One.

The astute practices of a breeder can choose characteristics favored for a certain discipline. The "Form to Function" of one discipline may not be the "Form to

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 Committees

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

Special/Working Committees

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.



2018 Staff Members

Executive

Carrie Mortensen
Executive Director

Registry

Erica Eulau
Registrar, IT

Janet West
Registry Representative

Membership

Christina Koliander
Communications Specialist

Kristen Kelly
Customer Service Representative

Publications

Stephen Kinney
Editorial Director

Kim Oplotnik
Associate Editor

Kimberly Wilkinson
Graphic Designer

Brooke Cote
Graphic Designer

Administration

Jennifer Whitecrane
Senior Accountant

Tena Fraser
Shipping/Receiving

Function” of another discipline. We embrace the Morgan horse for its diversity and capability to look stylish and appropriate for whatever discipline is chosen by the horse and its breeder/owner. We should always remember We Are One.

We may have our own differences and opinions on what is pleasing to our eye, but it doesn't make another person's choice of what is pleasing to their eye wrong. It just means we and the breed are diverse. We should remember We Are One.

Promoting the Morgan horse comes in many different ways. We have horse show enthusiasts who glow with admiration of a well-trained horse in the show ring. We have just as many owners who trail ride, show in open competition or have a backyard pet. There is one thing certain, no matter where we take our wonderful breed someone is going to be enamored with the beauty, presence, type and attitude of the Morgan horse. How many times have we heard, “What horse breed is that?” We proudly answer “It's a Morgan horse.” We Are One.

We have come together this year in San Antonio to celebrate another year of success within the breed. We will be honoring achievements of horses and owners. There will be learning topics along with fun and frivolity. Old friendships will be renewed and new friendships will be enjoyed. Most of all remember We Are One.

Thank you for the honor of being your President,
Mari Sanderson, AMHA President

Safe Sport



The American Morgan Horse Association fully supports the Safe Sport initiatives aimed at providing a competition environment free from sexual abuse, harassment, and bullying. We believe that AMHA members agree these goals are in the best interest of the sport, our youth, and the entire equine industry.

As a recognized affiliate organization of US Equestrian, AMHA is subject to comply with the laws, rules, and regulations that fall under US Equestrian's jurisdiction. As such, AMHA is currently complying with Safe Sport measures including but not limited to reporting requirements, training requirements, and suspension reciprocity. AMHA has been proactive and both AMHA employees and Board members already have completed the training.

As with any significant change, there has been endless discussion as this Safe Sport policy evolves. Any new policy such as this one goes through a series of changes and amendments as it is ironed out. A well established, efficient system is rarely created overnight. AMHA's standard policy is not to communicate or respond to Social Media chatter or discussion. Trying to respond to individual or other group posts is a very ineffective way to communicate AMHA's official stance to our membership so we do not attempt to do so. AMHA only uses their own personal Social Media sites to communicate and comment on issues facing our association and members.

The AMHA Board is actively reviewing all information as we receive it and realizes that there appear to be burdens, hardships, and difficulties expressed by our members in regard to the Safe Sport Policy as currently established. It is important to know these issues are indeed being discussed and evaluated. As information is made available, AMHA will disseminate it to our membership.

AMHA has created a page on its own website to assist those with questions about Safe Sport Laws, Policies and Requirements. You can find the page at: <https://www.morganhorse.com/about/safe-sport/>.

2018 AMHA Board Members

Eastern Region

Steven Handy
Kate Kirsch (*Vice President, Finance*)
C. A. "Tony" Lee, III

Central Region

Vicki Bennett
Kris Breyer
Harlan Grunden (*Vice President*)

Western Region

Carol Fletcher Churchill
Mari Sanderson (*President*)
Terri Sturm

2019 AMHA Board of Directors Meetings

2nd Quarter Meeting
– Portland, ME, April 5-6

3rd Quarter Meeting
– Las Vegas, NV, Sep. 6-7

4th Quarter Meeting
– Lexington, KY, Nov. 8-9

2020 Election Nomination Process

The nomination process for the 2020 election opens on April 1. Nomination materials must be completed by October 1. Nominees must have attended a minimum of 2 board meetings (one must be in person; one can be a teleconference) prior to nomination closing date of October 1.

2018 Registry Statistics

1,797

Registrations

1,436 in 2017

25.14% change.

2,040

Mares Bred in 2017 (Reported 4/11/18)

[compared to 1,881 mares at this time in 2015 (reported 4/13). This represented an increase of approximately 8.5 percent.]

3,024

Transfers

2,786 in 2017

8.45% change

1,745

DNA Kits

1,615 in 2017

8.05% change

194 Coat Color Tests

154 in 2017

25.97% change

AMHA leadership will be attending both the USEF Convention and UPHA Convention

prior to the 2019 AMHA Annual Meeting and have planned a live, in-person Safe Sport Training (open to anyone) as well as a Safe Sport Seminar and Open Forum with guest speakers Bill Moroney (US Equestrian CEO), Teresa Roper (US Equestrian Safe Sport Director), and Dan Mills (US Center for Safe Sport Training Director).

Registry

2018 was an exciting year for the Morgan horse with a renewed enthusiasm. After watching a decline in the number of annual registrations since 2006, the AMHA Registry has experienced a growth in registrations for the last two years. In 2018, 25 percent more Morgan horses were registered than in 2017. More importantly, as of December 31, 2018, AMHA registered 25 percent more foals born in 2018, than 2017 foals registered by December 31, 2017. Due to the registration fee structure change initiated in 2014, the number of older Morgan horses being registered has increased as well.

Since Stallion Service Reports are not due until after press date, we will review the 2018 statistics.

As of April 11, 2018, Stallion Service Reports for 522 stallions had been processed. This compared with 510 Stallion Service Reports that had been processed at this time in 2017, representing an increase of approximately 2.35 percent. Last year the registry saw an increase of approximately 2.2 percent from the prior year. 2,040 mares were reported bred, compared to 1,881 mares at that time in 2017. This represents an increase of approximately 8.45 percent. Last year the Registry saw an increase of approximately 15.6 percent from the prior year.

Registrar Erica Eulau attended the Mid-Atlantic Morgan Horse Sale, the Buckeye Morgan Horse Sale, and Superior Morgan Horse Sale in 2018, as well as the Grand National. She was on hand to answer questions and help people with their paperwork. As always, it was a wonderful experience meeting our Morgan members, old and new.

We are making it easier for you to do business with us!

At the November 2018 AMHA Board of Directors meeting the Board, upon recommendation from the Registry Committee, approved the acceptance of Digital Signatures on AMHA registry forms. All registry PDF forms on our website

have been updated to allow for digital signatures, except for the Application for Duplicate Certificate. This application still requires that signatures be notarized.

Coat color testing for registered Morgans was reduced for AMHA members!

The AMHA Board of Directors, upon request from the Registry Committee, voted to reduce the first coat color test fee for a registered Morgan from \$65 to \$40 for members and from \$150 to \$125 for non-members. The Registry Committee recognizes that other labs provide this service and wants to encourage Morgan owners to do their coat color testing through AMHA. Since the lab verifies the identity of all samples submitted, ensuring the integrity of the Registry, the results can then be included with the horse record. This change went into effect immediately.

In other news, the AMHA Board upon the recommendation of the Registry Committee voted to discontinue offering the Hand Generated Old Style Certificate, effective January 1, 2019. These certificates are hand typed on a bigger, "old style" certificate and are very time consuming to produce. The fee had not been raised since 1999, and there are very few requests received annually.

Membership and Programs



2018 saw a dramatic increase in Premium Memberships chosen (up by 135 additional memberships). Overall membership was slightly lower than it was in 2017 (down by 160) and may be due to the realization by many that due to the change in 2017, multiple memberships are no longer required even if you show your horses in a business or household account name.

The Youth of the Year Contest had 13 talented young women competing for the top honor. It is important to note there were 30 AMHA Youth Members who actually qualified to participate in the national competition. AMHA is currently looking into establishing a program to assist more of the qualified members to participate at the national level.

Thirty-one students took advantage of the AMHA/UPHA Open Gate Learning Center at the Grand National & World Championship Morgan Horse Show®. The Learning Center allowed students to take tests and complete homework in a quiet setting so they could balance their school work with the horse show.

2018 Membership Statistics

5,809 Member Accounts (5,969 in 2017)

Seven Membership Levels:

Associate Members 377 (415 in 2017)

Standard Members 3,374 (3,545 in 2017)

Premium Members 505 (370 in 2017)

Youth Members 571 (626 in 2017)

Youth Life Members 428 (460 in 2017)

Life Members 549 (548 in 2017)

Honorary Members 5 (5 in 2017)

2018 Program Statistics

AMHA Medal Classes

Riders for Silver: 282

(293 in 2017, 353 in 2016)

Riders for Gold: 92

(87 in 2017, 88 in 2016)

Youth Programs

Local/Regional Contests: 22

YOY Qualifiers: 30

Grand National Contestants: 13

Junior Invitational

Participants: 11

Horsemastership Badges: 29

Youth Clubs: 13

Youth Council Members: 14

My Morgan & Me

Members Achieving Milestones
in 2018: 30

Open Competition

Active member horses: 94

Active Junior Exhibitors: 8

Top Regionals By Show Entries

New England: 506

New York: 268

Gold Cup: 245

Star Rating Program

Star Rated Shows: 41

Champion Title

Grand Champion (GCH): 356

Champion (CH): 156

115 new enrollees

572 horses

The Youth Council grew to 14 members this year and were proud to introduce two new events at the Grand National including an annual Barn Spirit Award and a Youth Mixer which focused on reviving the famous Horse Bowl contest.

Improvements were made to both the My Morgan and Me and Open Competition Programs. Earlier in the year, AMHA pledged to provide more timely and higher quality service to both of these programs and we stuck to it. We purchased My Morgan and Me inventory in order to shorten the time from submission to receipt of award. The office staff worked persistently to calculate, verify, and announce the Open Competition winners for 2018. High-point awards were extended through sixth place. Invitations to the annual convention were mailed out in December to each of the high point and medallion winners. The 2019 Open Competition Guidelines have been posted and AMHA is ready for the timely processing of this program again this year.

AMHA's Champion Title Program continues to exceed all expectations. The 2018 change to accept all reserve championships retroactively has added many more participants joining the ranks. We also are now seeing horses "graduate," from this program; some who started as enrollees with just a few points, have earned enough points through the years to become a GCH. As of this writing, the stats are: 356 GCH, 156 CH, and 60 enrollees totaling 572 horses, an increase of more than 100 horses since last year at this time. We also have several participants from both Australia and Canada, so this program is now international!

The Silver Medal Program participation has declined but entries for the Gold Medal classes at Nationals continues to hold steady. The majority of classes offered at shows have either zero or one rider. Plans are underway to determine the best ways to revive this prestigious program.

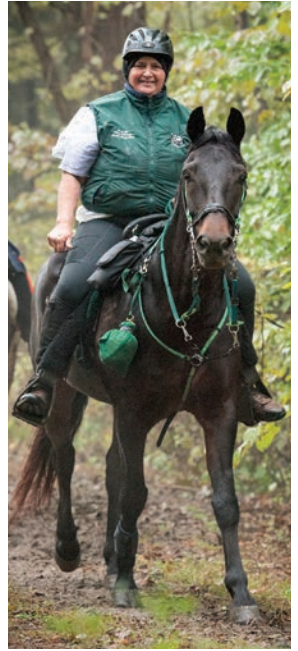
The Star Rated Show Program saw 41 shows apply for status in 2018.

In 2018 there were seven regional shows that boosted more than 1,500 participants.

New AMHA Programs

Distance Riding Championship

The inaugural AMHA Distance Championship was held in conjunction with the Arabian Horse Association's Open Distance Championship. AMHA partners with several breed organizations to allow them to host their own breed specific national championships for Endurance Riders. 2018 marked the first year that AMHA partnered to offer this 50-mile Distance Championship open to AMHA members riding AMHA registered horses. Held October 26 in Henryville, Indiana, the event also offered options for Limited Distance and Competitive Trail Riders. Mary Coleman of Cassville, Pennsylvania, (right) was the inaugural champion with her 14-year-old horse Westwind Eldorado (W A R Justin x Sweet's Dixie Daisy) bred by Bryan Blatt of Montana. Mary also placed 15th overall in the Open All Breed 50-Mile Championship, proving Morgans can compete very successfully in this challenging discipline. We look forward to next year's championship to be held in Vinita, Oklahoma.



STAR Awards Program

The new STAR Awards Program was launched in 2018 as a FREE value added AMHA member benefit for those showing registered horses in the Morgan division. This program was created to increase participation at Morgan competitions, encourage all shows to become AMHA Star Rated Shows, provide a fun, exciting venue for awards presentation at AMHA's annual convention, provide additional advertising opportunities for *The Morgan Horse* magazine, and to foster good will and sportsmanship. The program initially offers 18 divisional awards with five overall high-point awards. Points are automatically calculated by AMHA for any AMHA member riding any AMHA registered Morgan at USEF recognized Shows, AMHA Star Rated Shows, AMHA Regional Shows, and the Grand National & World Championship Morgan Horse Show®. AMHA hopes the program will be well received and may pursue adding additional awards and possibly expanding into regional awards depending on the response of members and the potential for program sponsorships. Those attending the Star Awards Reception (being held in conjunction with the Stallion Service Auction at the 2019 Convention) will be voting for the overall divisional winners to be announced during the annual awards Gala the following night. Divisional Champions will receive their STAR award at the Friday evening reception and certificates and pins will be mailed to the top ten in each division following the convention.



2018 Website Statistics

Annual website visits

204,423

(up 1.76%)

Unique Visits: 100,025

(up 5.96%)

Annual page views: 672,490

(down 3.22%)

Top 5 Pages Viewed Homepage

Registry Homepage

Registry Online

Classified Ads

Membership Homepage

Top 5 Referring Sites Facebook

Google

Pinterest

duckduckgo.com

morgangrandnational.com

Inquiries

123

languages from
175 countries

Top downloaded PDF Forms

Registration Application

Transfer Application

Membership Application

USEF Morgan Rule Changes

Approved

Champion Title Guidelines

Devices

Desktop:

51.25%

Mobile 39.73%

Tablet 9.02%

Marketing and Promotion

AMHA continues to publish its popular weekly newsletter each Thursday morning. We find this is the best way to get AMHA and industry news out to the largest number of people. It is emailed to more than 15,000 email addresses.

AMHA's presence on Facebook at "Sharing Carrots" continues to be a fun and welcoming place for people to share Morgan news and photos. Daily posts of questions, news, Morgan history, and photos allow our nearly 14,000 followers a positive interaction with the Association. At last year's Convention, we had a live video from the Town Hall Meeting that was met with positive feedback.

AMHA continues to produce *The Network* twice a year with its Summer and Winter issues, thanks to funds from the US Equestrian's Membership Incentive Grant Program. This allows us to get important information to our membership who might otherwise not have access to our weekly newsletter.

AMHA's **Promotional Grant** is open to any AMHA club, organized group, Morgan barn, or AMHA-affiliated organization. The following awardees promoted the Morgan breed to thousands of people across the country in 2018.

- **Big Sky Morgan Horse Club** for the Idaho Horse Expo
- **Iowa Morgan Horse Association** for the Iowa Horse Fair
- **Maine Morgan Horse Club** for the Meet the Morgan event at the Pineland Equestrian Center
- **Morgan Horse Association of Oregon** for the NorthWest Horse Expo
- **Morgan Stock Horse Association** for advertising in *Western Horseman*
- **New England Morgan Horse Association** for Equine Affaire 2018
- **New York State Morgan Horse Society** for the Everything Morgan event
- **National Morgan Reining Horse Association** for ranch horse versatility classes at the North Central Working Western Horse Celebration
- **North Central Morgan Association** for Minnesota Horse Expo 2018
- **Ozark Morgan Horse Club** for FarmFest 2018
- **Sacramento Valley Morgan Horse Club** for the 2018 Horse Expo Sacramento
- **Show Me Morgan Horse Club** for the Ozark Spring Roundup
- **UVM Morgan Horse Farm** for a farm promotional video
- **Wisconsin Morgan Horse Club** for the Midwest Horse Fair 2018

Publication

The *Morgan Horse* magazine functions on the principle to be as diverse as the breed it serves. We strive to produce a journal fitting of the long-term interests of our readership. With 2018 changes such as upgrading the printing method for better quality to rebranding the stallion issue as the premier Breeding Guide, *The Morgan Horse* team keeps the excellence of printed Morgan history at its forefront.

The new glossy covers surround pages dedicated to everything Morgan. An exclusive team of valued writers and correspondents contribute wide-ranging content to each issue. With an editorial compilation ranging from historical articles, educational resources, inspirational stories, international news, to in-depth show coverage, *The Morgan Horse* staff is passionate about this product and its service to the Morgan community.

In a time where digital communication is conventional, the magazine benefits from the remarkable support of AMHA's advertising members, as well as non-members, and subscribers. The financial gains from advertising sales have created a self-sustaining publication that contributes to the economic well-being of AMHA. A wide range of vital, sold page content proves the readers' desire to support the future of *The Morgan Horse* and for this we are grateful.



2018 covers of *The Morgan Horse*

The *TMH* team is committed to producing quality-filled content that is educational, stimulating, and memorable. A staff of four orchestrate eight issues a year. Two graphic designers create all the artistic editorial layouts and original advertising themes. Once again, between the October and the November/December issues, more than 700 pages were produced. This immense task is a labor of love and the results were remarkable. The editorial duo plans the year's content, arranges authors and show reporters, bridges communication between advertiser and designer, generates and invoices sales, as well as other magazine related duties. The production of *The Morgan Horse* encompasses more than the printed result and the process gives the staff much to be proud of.

The *TMH* staff would not be complete without its extensive resource of loyal writers, correspondents, and photographers, both professional and amateur.

2018 Publication Statistics

Advertisement/Editorial Ratio 44%/56%

Issues 8 • Pages 1,754

Average pages per issue 219

From show coverage to historical features, we are fortunate to have a multitude of qualified contributors willing to maintain the integrity of this magazine which ultimately represents the Morgan community. Candid photography captures living Morgan history from the show circuit to working Western families and everything in between. In addition, *The Morgan Horse* is an interactive publication supporting reader submitted news and welcoming feedback and ideas.

2018 was richly filled with Morgans and their people. We look forward to servicing the community in 2019.



Pineland Farms

National Museum of the Morgan Horse



The Board of Directors continue to work diligently to ensure the proper placement and continuation of the National

Museum of the Morgan Horse. Unfortunately, the previously outlined proposal from the Eastern States Exposition Center (often referred to as “The Big E”) has not proven feasible due to the inability for them to obtain a lead donor for their renovations.

However, AMHA is excited to announce that we are currently in negotiations to establish an exhibit at Pineland Farms located in New Gloucester, Maine. Morgan horse trainer Rick Lane is the resident trainer and visitors to the exhibit will have direct contact and viewing with our beloved breed.

It is a unique opportunity as Pineland Farms has thousands of visitors each year including tour buses with as many as 200 people at a time. Located just a short drive from Portland (where many cruise ships dock for day excursions), the farm is open to the public year round. Visitors will be able to view the exhibit, see live horse demonstrations, and pick up materials to assist them in locating all things Morgan once they return to their home state.

In addition to the main exhibit, a research station, a reading room/library and a Walk of Honor Hallway for the many annual AMHA awards (connecting the exhibit area to the banquet facilities which overlook

the indoor arena) are planned. We look forward to announcing more details as they are finalized as well as providing an invitation to all for the ribbon cutting of this exhibit.

The digitization project was completed thanks to the generous funds raised by the annual “State Bucket” fundraiser held at the Grand National & World Championship Morgan Horse Show®. A special thank you to those who donated buckets and those who placed bids.

The museum is temporarily closed to all research requests and other collections/archives questions while we transition through a restructuring. Thank you for your patience and understanding during this adjustment period. If you have questions or need assistance during this period, please contact AMHA at info@morganhorse.com.

AMHECT

2018 Trustees

Mike Goebig, *President* • Carol Fletcher, *Finance Chair*
 Sara Foy • Sherry Cole • Sally Plumley • Georgie Green
 Shane Darnell • Meredith Bodnar • Teri Rumens



The American Morgan Horse Educational Charitable Trust is a 501(c)3 tax-exempt organization established in 2002 to support AMHA educational programs and services, and other charitable organizations. Funds are used to:

1. Provide grants and related expenses for on-going educational efforts to support an understanding of the history and benefits derived from raising and owning Morgan horses.
2. Encourage members in promoting an appreciation of Morgan horses.
3. Educate the general population regarding the substantial benefits provided by equine activities.
4. Actively engage the Morgan community to ensure that a quality of enriching experience is available to leaders and workers in the Morgan Horse community of tomorrow. And,
5. Build public awareness and knowledge of the Morgan horse breed.

Up to nine Trustees are seated for a three-year term and rotate so that three trustee terms expire annually.

AMHECT would like to thank Sara Foy, Sherry Cole, Sally Plumley, and Georgie Green for their service as previous trustees and will post the names of the newly appointed Trustees shortly following their approval late February of 2019.





A Final Note

We provided numerous statistics and lots of information for your review in this report. Each year, we do our best to work closely with the accounting firm that handles AMHA's yearly audit and tax return (McSoley, McCoy and Company). They try their best to get everything finalized PRIOR to our Annual Meeting and Convention so we may relay accurate information to our membership. However, staff must compile this report and send it to the printer several weeks prior to the final data being available. In addition, recently enacted IRS regulations require new reporting methods beginning with the 2018 tax returns increasing the volume of work for the auditors. Therefore, we will be providing "pre-audit" year-end financial information at the time of the meeting via the Finance Committee Chair's report AND hard copy handouts. Members also will be able to access this information on the website following the convention once available. We look forward to sharing the Association's success at that time.

Here's to the coming year with our beloved Morgan horses. Stronger Together—We Are One. Enjoy the Convention!



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 • OKC Outlets • TheraPlate • Purina • Finish Line Horse Products, Inc. • DePaulo Equine Concepts, Inc. • NRS Trailers



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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