



2022 AMHA ANNUAL REPORT

*Leading the Way*



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## 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

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## Governing Structure Members

Elect Board of Directors.

### Board Of Directors

Sets Association policy; Makes, amends, repeals, and enforces 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.



## Executive Director's Message

The theme of the 2022 Annual Report is “Leading the Way.” What comes to mind when you think of a Leader—a President, a General, a CEO, or maybe a Team Captain? While leaders traditionally have been

revered, times have changed and leaders are often ridiculed, criticized and disrespected quickly and publicly. It's easy to back seat drive or armchair quarterback these days. Social media is flooded with naysayers and complaints from those far removed from the actual decision-making process or specific event. It's an honor to be a part of The American Morgan Horse Association. AMHA is definitely LEADING THE WAY within the equestrian industry in so many different ways. I believe we are leading the way in how equestrian ownership can build the greatest of characters, create the sincerest circles of friendships, teach the most valuable of life lessons, and remain humble through even the toughest of challenges. Leading the way requires confidence to choose your actions based on doing the “Right” things over the “Easy” things ALL the time, not just some of the time. Leading the way requires the ability to risk choosing incorrectly and having to pivot to take a new path rather than being stagnant and having zero growth. Whatever the risk, the view is always better from the front. Consider your part and how you are helping AMHA to “Lead the Way.” Warren Buffett is quoted as saying “Someone is sitting in the shade today because someone planted a tree a long time ago.” So, let's keep LEADING THE WAY in the coming year. After all, we are all MORGAN STRONG. Get involved, do your part and be part of this great Morgan movement!

*Carrie J. Mortensen, AMHA Executive Director*



## 2022 Staff Members Administration

Carrie Mortensen  
Executive Director

Kathie Morrow  
Executive Assistant

Jennifer Whitecrane  
Senior Accountant

Brenda Newell  
Office Manager

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## Registry

Erica Eulau  
Registrar, IT

Susan Steward  
Registry Associate

Lisa Duncan  
Registry Coordinator

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## Programs

Alyssa Plewacki  
Marketing Manager

Nikki Dumas  
Programs Manager

Carol Deeble  
Programs Coordinator

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## Publications

Stephen Kinney  
Editor

Kim Oplotnik  
Associate Editor

Kimberly Wilkinson  
Graphic Designer

Brooke Cote  
Graphic Designer

Sarah Pruetz  
Traffic Manager

Linda Freeman  
Scanner



## President's Message

Through this passion for the Morgan horse, 2022 was another year of great progress and accomplishment. Our Morgan breed and our Morgan family continues to grow thanks to the positive momentum set forth by all of us working together

The AMHA Registry continues to show growing numbers in registrations and transfers. *The Morgan Horse* magazine continues to set records in ad sales as it covers all facets of our great breed with award-winning detail. And to cap it off, the breed's largest showcase of all things Morgan completed its 50<sup>th</sup> celebration in grand style.

The Grand National & World Championship Morgan Horse Show® boasted over 1,000 of the world's best Morgan horses in October as Morgan owners, trainers, and enthusiasts traveled to Oklahoma City to celebrate fifty years of excellence. Competitive classes in all divisions capped off a year of competition as the best of the best made their final victory passes to the cheers of our Morgan family. This was one of the largest shows in several years and marked yet another year of generous sponsors making it the breed's ultimate showcase.

The National Museum of the Morgan Horse debuted the first of several promotional videos in October. These videos are part of an expanded effort to promote the Museum's exhibit at Pineland Farms in New Gloucester, Maine. This location welcomes thousands of visitors each year and introduces many new enthusiasts to the Morgan breed. Plans are in the works to continue its growth and awareness throughout the equine industry as well as further reaching out to the thousands of tourists that visit the area each year.

### Some of this year's other accomplishments include:

- Our youth program continued to showcase a bright future as many remarkable contestants competed in this year's youth activities.
- Almost \$80,000 was raised in this year's AMHECT/WMF Stallion Service Auction providing for continued promotion of our great breed.
- *The Morgan Horse* magazine continued to thrive in 2022 thanks to our wonderful advertisers and dedicated staff. Each issue showcased all facets of our great breed with the September issue reaching all members thanks to the AMHA/WMF Stallion Service Auction.
- AMHA membership is currently over 6,000 members strong.
- Registration and transfer numbers continue to climb in 2022 with all activity rising above the previous year's totals. With

this upward trend, it looks like we are on track for another incredible year.

- Financial balances are demonstrating healthy gains due to the above positive trends and the hard work of our dedicated staff. With this added financial stability, we were able to schedule a much-needed Strategic Planning exercise for the Board of Directors in early 2023.

As we look to 2023, we plan to continue this momentum and work hard to position the Morgan horse as the premier choice for families looking to fulfill their love for the equine world. The AMHA Board of Directors has already started the new year off working on a new Strategic Plan. This endeavor is past due and promises to set the stage for more growth and promotion in the future. Look for further details and results of this extensive process later this year.

As the new year begins, I will be passing my role as President of the association to someone new. I have been truly lucky to serve our breed during these amazing years and look forward to continuing as a board member into the future. Thank you all for your support and continued love for the Morgan horse.

As I always say, let's continue this great momentum and focus on the unifying fact that we all share a love for the Morgan breed. We might not all have the same preference in activities, but we all share this amazing passion for the Morgan horse!

*C. A. "Tony" Lee, AMHA President*

## Financial Overview

Because staff must compile this report and send it to the printer several weeks PRIOR to the final data being available, and because of the early meeting date this year, AMHA will be providing attendees with a supplemental handout and Finance Report at the Convention that will show the 12-month financials for the period of December 1, 2021, through November 30, 2022. This information will be presented by the Vice President of Finance during the Annual Membership Meeting.

We will begin working with the accounting firm McSoley, McCoy, and Company on the 2022 annual audit in early February. Once finalized and available, the formal audit report and post-audit year end financials will be placed on the AMHA website for review and reference.

However, due to the many significant reasons noted in the preceding President's report (strong membership, advertising, and registrations/transfers as well as cost controls and grant monies awarded to AMHA), AMHA is expecting to close the books on 2022 with a strong and abundant bottom line. We look forward to sharing the details in person and upon posting the final reports online.

## 2022 AMHA Board Members Eastern Region

Steven Handy

(Vice President, Finance)

C. A. "Tony" Lee, III (President)

Ashleigh Wood

## Central Region

James Gruenberg

Harlan Grunden

Kelly Kraegel (Vice President)

## Western Region

Sharon Boyce Bender

Dallas McLarney-Bolen

Terri Sturm

## 2023 AMHA Board of Directors Meetings 2nd Quarter Meeting

– Las Vegas, Nevada

May 5–6

## 3rd Quarter Meeting

– Zoom Video Conference

September 9

## 4th Quarter Meeting

– Portland, Maine

November 3–4

## 2024 Election Nomination Process

The nomination process for the 2024 election opens on April 1, 2023. Nomination materials must be completed by Oct. 1, 2022. Nominees must have attended a minimum of two board meetings (one of which must be live, in person attendance).

## 2022 Registry Statistics

As of November 30, 2022

# 2,334

### Registrations

1,824 in 2021 (11/30/21)

27.96% change

# 3,737

### Transfers

3,410 in 2021 (11/30/21)

9.59% change

# 2,179

### DNA Kits

2,093 in 2021 (11/30/21)

4.11% change

# 165

### DNA Kits for Unknown Horses

216 in 2021 (11/30/21)

-23.61% change

# 356

### Coat Color Tests

392 in 2021 (11/30/21)

-9.18% change

# 3,626

### Mares Bred in 2021

(Reported 12/08/22)

Compared to 3,230 mares in 2020

# 773

### Stallions

### Bred in 2021

(Reported 12/08/22)

Compared to 883 stallions in 2020

## Registry

2022 was an exciting year for the AMHA Registry and we wish to thank our breeders and owners for their support and timeliness in sending in their paperwork. We also wish to thank all the Morgan sales throughout the country who require Morgan registration and who submitted the transfers from their sales to the Registry on behalf of the purchasers. This does so much to ensure that our beautiful Morgan horses retain their registration certificates with them.

As of November 30, 2022, 2,334 Morgan horses were registered; up by almost 30 percent from 2021. The oldest was foaled in 2004. We have registered 990 2022 foals so far, compared to 699 2021 foals that were registered during the same period in 2021.

We transferred 3,737 Morgan horses as of November 30, 2022; up by almost 10 percent from 2021.

In 2022, UC Davis Veterinary Genetics Laboratory, at the request of the AMHA Registry, completed a study of PSSM1 in Morgan horses. This study was graciously sponsored through a grant from the USA Equestrian Trust. Based on their data, the allele frequency was estimated to be 0.35% in the population. To read the complete study, please visit [www.morganhorse.com/registry/research/research/](http://www.morganhorse.com/registry/research/research/).

### Stallions/Mares Bred (as of 4/11/2022)

Stallion Service Reports for 645 stallions have been processed to date. This compares with 629 Stallion Service Reports that had been processed at this time in 2021, representing an increase of approximately 2.5 percent. Last year we saw an increase of approximately 13 percent from the prior year.

3,101 mares were reported bred, compared to 2,601 mares at this time in 2021. This represents an increase of approximately 19.2 percent. Last year, we saw an increase of approximately 9.4 percent from the prior year.

When comparing the percentage of mares bred with foals registered from 2015 through 2019, the average percentage of mares with resulting registered foals is approximately 65 percent. Last year, the average of mares bred with registered foals from 2014 through 2018 was approximately 64 percent.

### Foal Crop (as of 4/11/2022)

Over the last five years, the average percentage of foals registered for the preceding year, at the time the reports were run, was approximately 74 percent.

Using an average of 74 percent and the 2021 foal crop as of the report date of 1,459, we estimated that the 2021 foal crop will be approximately 1,972. Last year, it was estimated that the

2020 foal crop would be approximately 1,722 and it is currently 1,757.

FOAL YEAR	FORECAST	CURRENT
2021	1,972	1,459
2020	1,722	1,757
2019	1,642	1,771
2018	1,613	1,785
2017	1,320	1,575

*Note: The 2021 foal crop as of 12/8/2022 was 1,879.*



## Registry Rush Service Changes

Due to the rising costs for overnight services, the AMHA Registry Committee and Board of Directors voted to change how the Registry handles rush orders for registration certificates and DNA kits.

**Effective January 1, 2023, the following policy/procedure will be in place:**

1. Rush Fee at \$100.
2. Process the paperwork as soon as it is received.
3. Mail the registration certificate or DNA kit back by certified mail/priority mail unless the owner chooses to pay for an alternate shipping/mailling option (domestic US mail only).
4. If the owner wants the registration certificate or DNA kit returned by an overnight carrier, they will either need to provide their shipper number or agree to be charged for the actual mailing cost. This will only be available to those that provide a credit card.

**Please note:** DNA kits will still be emailed immediately if an email address is provided.

## Coat Color and SynchroGait Test Update

The AMHA Registry is the only official recordkeeping organization for Morgan horses. To ensure your coat color and/or SynchroGait testing becomes part of your Morgan's permanent record, these tests must be ordered through AMHA. AMHA no longer requires new hair samples be submitted for testing done on registered Morgans, unless a replenishment of hair samples is required. When your testing is done through AMHA, prospective buyers can view the results via AMHA's online Registry database and rest assured that the test results shown are from that specific horse.

## Registry Rule Changes

During the November meeting of the AMHA Registry Committee and Board of Directors meeting, two motions were approved.

### #1 Registry Rule 9 – Required Reports Amendment

The motion approved removes “B” and “C” from Rule 9, Section 2, regarding reporting the death of a Morgan. The rule now reads:

#### Rule 9, Section 2: Death

- A. The death of a registered horse shall be recorded with the Registry. The date of death, registered name, registration number and signature of the recorded owner must be submitted.
- B. The original Registration Certificate may also be sent to the Registry for the purpose of recording the death thereon:
- C. Upon written request of the recorded owner, the Registration Certificate will be returned:

## #2 Registry Rule 4 – Registered Prefixes Amendment

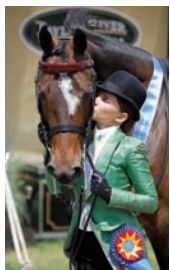
Over many years, the Registry Committee has discussed registered prefixes as it is becoming increasingly difficult to find available prefixes and name horses. The AMHA Registry Committee and Board of Directors voted to allow the reuse of a prefix if it has never been used, upon notification of the prefix owner. Item “D” was added, and the rule now reads:

### Rule 4: Registered Prefixes

A registered prefix is a name, word, letter, or combinations of these, preceding a name, recorded with the Registry and used exclusively by the owners of Morgan horses for the purpose of distinguishing Morgans bred by them from those of other Morgan breeders.

- A. A prefix may be recorded with the Registry providing:
  - 1. The word(s) selected as a proposed prefix cannot be the complete name of a registered Morgan horse that has lived in the last fifty years.
  - 2. The word(s) selected as a proposed prefix cannot be the complete name of a registered Morgan horse that has registered offspring.
  - 3. The prefix applicant shall not have another registered prefix on record with the Registry.
  - 4. The Prefix Application has been correctly completed and submitted with the appropriate fee.
  - 5. The Registry does not deem the prefix to be confusingly similar to a name or prefix previously recorded or otherwise unsuitable.
- B. A name, word, letter, or combination of these, preceding a name, not recorded as a prefix with the Registry, may be used by other breeders, until registered for the exclusive use of one breeder.
- C. A registered prefix can only be used by the recorded owner of that prefix. The recorded owner of a prefix may grant permission, in writing and on file with the Registry, to designated person(s) to allow use of that prefix.

**D. A registered prefix that has never been used to register a horse within 20 years after its registration may be registered to a new applicant upon proof that 30 days’ written notice has been provided to the prior registrant and the prior registrant has made no objection to use by the new applicant.**



## Membership

At the time this report goes to print, the AMHA year-to-date membership statistics ending November 30, 2022, reported just 49 memberships short of our record-breaking year in 2021. Growth continues in Premium Memberships, up 126 from last year for a total of 857 Premium Memberships this year! AMHA appreciates ALL members whether you hold a Life Membership or renew at the Associate level as you ALL contribute to the Association being able to say we are LEADING THE WAY! Thank you.





## Programs

AMHA strives to provide a vast array of programs so that ALL Morgan horse enthusiasts will find something to fulfill their interests for youth and adults alike, both competing and noncompeting. Check out the plethora of options offered.

### Youth of the Year

The 2022 Youth Contest Program consisted of 17 contests held across the country. AMHA held a brand-new contest, virtually, in order to give Youth across the country, who are not close to any existing, in-person contest, the opportunity to qualify for the Grand National. The 2022 Grand National Youth of the Year Contest had 20 talented individuals participate, the largest contest in 15 years! Ten amazing Juniors participated in the Junior Invitational. And two Youth took advantage of our new Individual Judging contest!

### Youth Medals Program

In 2022, 54 horse shows held AMHA Silver Medal Classes. This exceeded expectations with a grand total of 115 equitation riders qualifying to compete in the Gold Medal Finals at Grand National! This year the Medals program “took it up a notch...AGAIN!” The Gold Medal winner’s swag bag included a hard brush with the Medals logo, a full pound of horse treats, a purple Medal logo drink tumbler—all in a custom AMHA logo groom’s bag! Special thanks to the Grand National Committee for their contribution that made these special bags possible. The Gold Medal winner received a treat basket for their horse, flowers for their trainer, a beautiful silver photo frame, and a free 8x10 photo from Howie Schatzberg. There was also a “Youth Mixer” for all those who qualified which treated them to the “swag bag,” and provided an opportunity to meet other Medal and YOTY competitors, play fun games, and win prizes!

## 2022 Membership Statistics (as of November 30)

**6,079** Member Accounts (6,128 in 2021)

### Six Membership Levels

**Associate Members 353** (343 in 2021)

**Standard Members 3,249** (3,413 in 2021)

**Premium Members 857** (731 in 2021)

**Youth Members 508** (574 in 2021)

**Youth Life Members 534** (501 in 2021)

**Life Members 578** (566 in 2021)

### Youth Merit Program

The AMHA Youth Merit Program boasts 46 new Merit Achievers in 2022! Many new applications are coming in daily for the new year!

### Youth Teams Program

The AMHA Youth Teams program has also grown exponentially! 2022 brought 17 teams to the program that include 146 members competing for the end-of-year awards for both the team with the most points and the highest scoring individual. A special thanks goes to the US Equestrian Federation for funding received to help make the Teams Program possible!

### Youth Council

The AMHA Youth Council had a very accomplished year. Headed up by their President, Allison Hall, all the Council members put a huge effort into their monthly, live interview episodes of “The Morgan Horse Source” featuring Morgan greats. They also worked hard to raise money by selling fanny packs at horse shows across the country. And they organized and ran wheelbarrow races at local horse shows, which resulted in a finale with over 10 teams competing at the Grand Nationals! All are looking forward to what will come for the Youth Council in 2023.

### Champion Title Program

The AMHA Champion Title Program had an amazing year! In 2022, 81 new horses enrolled, 36 horses received their CH status, 46 received their GCH title, and 247 horses are currently enrolled in the program. The future seems bright for this inspiring program!

### Open Competition Program

The 2022 Open Competition Program boasted 117 enrolled horses, including lifetime enrollments. The overall awards were calculated and announced on December 2nd and will be presented to those participants attending the UPHA/AMHA Convention in January 2023. Those who cannot attend were sent their awards prior to the holidays. There were also 11 Medallions awarded this year.

### Star-Rated Show Program & Star Awards

In 2022, 61 shows applied for and received Star-show status through the Star-Rated Show Program. Eighteen (18) horses were named division champions in AMHA’s Star Awards Program. The Star Awards are being presented to those participants that attend the UPHA/AMHA Convention in January 2023. Those who cannot attend will be sent their awards following the Convention.

## 2022 Website Statistics As of December 8, 2022 compared to December 7, 2021

**151,556 Annual Seasons** (down 1.06%)

**Users 82,951** (up 1.19%) • **Page views 298,347** (down 12.10%)

**Top 5 Pages Viewed** Homepage • Registry Online • Membership/Join

About the Morgan/History • Registry/Forms

**Top 5 Referring Sites** Facebook • dailytraffic.shop • nemha.com • baidu.com  
gnwcmhs.com

**Inquiries** 261 languages from 178 countries

**Devices** Mobile: 49.7% • Desktop: 47.36% • Tablet: 2.94%

## Distance Championship

The 4th Annual Morgan Distance National Championship was held September 30<sup>th</sup> through October 1st at the Autumn Sun Pioneer Camp Site in Gooding, Idaho. The ride is organized by the Arabian Horse Association with many breed associations offering their National Championships there. This year, three Morgans participated in the event, all from Oregon. Statesmans Eagle and Karen Pate took home the Champion title for the AMHA Limited Distance Championship, with Marvelous Portia and Nora Mains taking Reserve. The AMHA 50-mile Endurance Ride was won by Lisa Cohen and Storming Liberty by Dia H. Next year's Distance Championships are, tentatively, to be held in Menahga, Minnesota.

## My Morgan & Me Program

AMHA's My Morgan & Me Program is for those who enjoy their Morgans in a wide variety of ways. Milestone awards, given at various levels, reward the hours you devote to enjoying Morgans for pleasure. If this sounds like the program for you, please visit [https://www.morganhorse.com/programs/my\\_morgan/](https://www.morganhorse.com/programs/my_morgan/).

## USDF All-Breeds Dressage Awards Program

AMHA partners with the United States Dressage Federation as a participating organization in their USDF All-Breeds Awards Program, designed to recognize the accomplishments of specific breeds in Dressage. AMHA chooses to offer the maximum number of placings in ALL divisions (both mandatory and optional). In 2022, USDF issued 36 awards (placings) in various Dressage divisions to Morgan horses participating in this program. [Note: AMHA pays USDF a fee for each award granted.]



## Marketing & Promotion

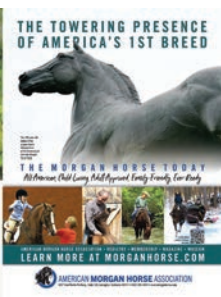
2022 saw AMHA hire a full time Marketing Manager to oversee the promotion of AMHA as well as assist with the National Museum of the Morgan Horse and the Grand National & World Championship Morgan Horse Show.\* Alyssa Plewacki joined the team and jumped right in to begin promoting our Morgan horses!

## Membership Communications

AMHA continues to publish its popular weekly digital newsletter each Thursday morning. Be sure to get on the subscription list so you are always up to date with all things AMHA! This is our main source of communication with our members!

The production of the printed, mailed version of THE NETWORK newsletter for all members happens twice a year including a Spring/Summer issue and a Fall/Winter issue.

Increased postings to Facebook, Instagram and TikTok were also made this year—be sure to follow us on each of those platforms!



## Promotional Grants

AMHA's Breed Promotion Grants are open to any AMHA club, organized group, Morgan barn, or AMHA-affiliated organization. The following seven awardees promoted the Morgan breed to thousands of people across the country in 2022:

- **Clarity Riding** for the World Horse Expo.
- **Connecticut Morgan Horse Association, Inc.** for the inaugural Open House at the Connecticut Morgan Horse Show.
- **Iowa Morgan Horse Association** for the Iowa Horse Fair.
- **Morgan Horse Association of Oregon** for the Oregon State Fair and the Ag-Fest.
- **Morgan Stock Horse Association** for advertisements in *Western Horseman*, and other publications.
- **North Central Morgan Association** for the Minnesota Horse Expo.
- **Ozarks Morgan Horse Club, Inc.** for the Ozark Spring Roundup and Fall Farmfest.

## Breyerfest

AMHA was present at the 2022 Breyerfest in July at the Kentucky Horse Park to honor the two featured Morgans, Avatar's Jazzman and Morganquest Native Sun, as well as pass out desperately needed hand fans for the countless visitors that battled the July heat!

## Advertising Partnerships

AMHA continued its great partnership with *Blaze* magazine and *Horse Illustrated* and added a new partnership with *Young Rider*. These magazines allow AMHA to reach thousands of horse lovers many of which are at the grass roots level.

## New Marketing Materials

New, simple postcards handouts were debuted and tested at the Grand National this year and got a rave review. The first round included promotional cards for the Champion Title Program, the Open Competition Program, the National Museum of the Morgan, and Where to Meet a Morgan! AMHA is currently developing additional cards that can be branded in simple but



direct way directly to specific target groups. We updated some of the promotional materials such as the stickers, keychains, and tattoos this year as well.

### The National Museum of the Morgan Horse

Activity continues for the National Museum of the Morgan Horse Exhibit at Pineland Farms located in New Gloucester, Maine. Buses have returned and visitors have flocked to visit the Equestrian center and see live Morgans at their Museum stop. Wrigley Media Company completed three videos to assist us with the promotion of the museum and the history of the Morgan horse. Check them all out on YouTube via the following links:

- 30 Second Promotional Video: [www.youtube.com/watch?v=-DsJpD2T33U](http://www.youtube.com/watch?v=-DsJpD2T33U)
- 60 Second Promotional Video: [www.youtube.com/watch?v=-pLE9aY9\\_DI](http://www.youtube.com/watch?v=-pLE9aY9_DI)
- 2 Minute History Video: [www.youtube.com/watch?v=lziYXPfvQuI](http://www.youtube.com/watch?v=lziYXPfvQuI)

And me sure to include a stop by the Exhibit if you are traveling through Maine!



### Publication—The Morgan Horse

The American Morgan Horse Association continues to be served by one of the most enduring official breed journals in the equine industry, *The Morgan Horse*, which marked 81 years of continuous publication in 2022. Generous and lively advertising from the Morgan community supports features, columns, and event coverage as diverse as the breed itself.

*The Morgan Horse* staff is asked to operate the magazine on a profitable business model, publishing eight issues a year. Approximately 50 percent of AMHA's members, in other words 3,000 households, are consistent subscribers to the publication. In addition, all subscribers have access to the digital issue online. Annually, magazine aims for a 50/50 ratio of advertising to editorial, the formula for a healthy profit margin (last year the ratio was 54 percent advertising). In 2022, the October and November/December issues (pre-and post-Grand National) climaxed the publishing year with a combined total of 840 pages, 490 of which were paid advertising. The annual January/February "Breeding Guide" has become a bible for Morgan breeders.

The small magazine staff of four, joined this year by a part-time Traffic Manager, generate this unique content with the goal of providing the Morgan breed with information, education, and, yes, entertainment.

We thank the Morgan community for its generous and loyal support.

*Stephen Kinney, Editor, Kim Oplotnik, Associate Editor, Kim Wilkinson, Graphic Designer, Brooke Cote, Graphic Designer, Sarah Pruetz, Traffic Manager*

### 2022 Publication Statistics

Advertisement/Editorial Ratio 54%/46%

Issues 8 • Pages 2,046

Average pages per issue 256



## AMHECT

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

### 2022 TRUSTEES

Mike Goebig, *President* • Carol Fletcher, *Finance Chair* • Meredith Bodnar • Linda Brewer  
C. A. Lee, III • Lyn Estell • Dallas McLarney-Bolen • Terri Sturm • Steven Handy

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, 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.

In 2022, AMHECT granted AMHA \$96,927 in grant monies to assist with programs and promotions! Thank you, AMHECT.

## A Final Note

Thank you for joining us for our Annual Membership Meeting held in conjunction with the United Professional Horsemen's Association National Conference here in Orlando, Florida. We hope to see you at next year's Meeting which is scheduled to be held in Lexington, Kentucky, January 24–27, 2024!

**Enjoy this weekend and may the new year continue to have our entire Morgan family LEADING THE WAY!**



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## Discipline Colleagues

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2022 Annual Report

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