



*Dentore
Photography*



2023 AMHA ANNUAL REPORT

Morgan Momentum



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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.

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

Morgan Momentum is the 2023 Annual Report theme. Well, what exactly is momentum? What does that mean for the Morgan community and how does that affect you or me? What do you think of

when you hear the word momentum? The dictionary says it is the quantity of motion of a moving body, measured as a product of its mass and velocity or the impetus gained by a moving object. Well, isn't that helpful? I tend to think of momentum as a progressive movement towards something. It is continual, it is growing, and it is getting bigger! Once the momentum of a movement starts, it is easier to keep that movement going.

As you will see in the report this year, our Morgan industry momentum is making a stir. Growth is happening, people are noticing, and we are achieving GREAT THINGS in countless areas. Who made that happen? Who keeps this going? YOU DO—every single member of this association, all the Directors, Committee Members, Volunteers, Owners, Breeders, Fans, Staff, and Morgan horse lovers of all sorts! You ALL play a roll in keeping this momentum going and going and going. I applaud you all and know you will continue to play your part, jump in, keep it going and continue this amazing journey. Nick Vujicic stated, "Keep moving ahead because action creates momentum, which in turn creates unanticipated opportunities," and Michael Korda said, "One way to keep momentum going is to have constantly greater goals." Let's keep moving in 2024 and experience even bigger things!

Remember, consistency day in and day out breathes life into this endeavor and for that reason, I would like to end my message with a word of thanks to our dedicated and hardworking staff members. They continually amaze me, and I would like to publicly acknowledge their day-to-day commitment

2023 Staff Members

Administration

Carrie Mortensen
Executive Director

Kathie Morrow
Executive Assistant

Jennifer Whitecrane
Senior Accountant

Brenda Newell
Office Manager

Registry

Erica Eulau
Registrar, IT

Lisa Duncan
Registry Associate

TBD
Registry Associate

Programs

Nikki Dumas
Programs Manager

Alex Hesse
Programs Coordinator

Devin Sell
Marketing Manager

Publications

Stephen Kinney
Editor

Kim Oplotnik
Associate Editor

Kimberly Wilkinson
Graphic Designer

Brooke Cote
Graphic Designer

Linda Freeman
Scanner

to The American Morgan Horse Association and *The Morgan Horse* magazine.

Those with over 10 years of service in 2023:

- Erica Eulau, Registrar, 35 years
- Kim Wilkinson, Graphic Designer, 19 years
- Brooke Cote, Graphic Designer, 17 years
- Stephen Kinney, TMH Editor, 15 years

And

- Kim Oplotnik, TMH Associate Editor, 7 years
- Carrie Mortensen, Executive Director, 7 years
- Jennifer Whitecrane, Senior Accountant, 4 years
- Kathie Morrow, Executive Assistant, 4 years
- Nikki Dumas, Programs Manager, 3 years
- Brenda Newell, Office Manager, 3 years
- Lisa Duncan, Registry Associate, 2 years
- Linda Freeman, TMH Scanner, 1 year
- Alex Hesse, Programs Coordinator, New Hire
- Devin Sell, Marketing Manager, New Hire

Be a part of this amazing Morgan Momentum—reach out to the AMHA Office or your Regional Director and volunteer to help us keep it going! Read on for the complete 2023 year in review report. It's great stuff.

Carrie J. Mortensen, AMHA Executive Director



President's Message

Our shared love and passion for the Morgan horse made 2023 a great year! Our Morgan breed and Morgan Horse Family continue to grow and throughout this annual report, it is evident that Morgan Momentum is strong!

The Registry reports increased numbers in registrations and transfers, showing our most registrations (2,681) and transfers (3,973) since 2007. *The Morgan Horse* magazine had a very successful year, driving significant revenue for the association and documenting all facets of our great breed. The Grand National & World Championship Morgan Horse Show® capped off an incredible year of competition with over 1,000 Morgan horses showcasing their versatility in Oklahoma City. In addition, our AMHECT/WMF Stallion Service Auction had its most successful year raising over \$135,000 to support and promote our great breed.

The AMHA Board focused on strategic planning throughout the year developing a roadmap and initiatives to undertake over the next five years to help strengthen the breed and asso-

ciation. A key aspect of that initiative is the development of the AMHA Mobile App, while still in the early stages, we are hopeful for a 2024 launch! We've also evaluated and adopted new technology to help streamline communications and made improvements to the member experience in our online registry.

An additional goal of strategic planning is to increase member participation and engagement with AMHA Committees. Our committees are three groups, standing committees, special working committees, and ad hoc committees. Our standing committees are the Registry Committee, the Finance Committee, and the By-Laws Committee. Standing committees meet typically monthly and on the day before AMHA quarterly in-person meetings. Special working committees and ad hoc committees meet on a monthly or as-needed basis. A full listing of AMHA Committees can be found on the AMHA website under "Who We Are" in the "About AMHA" section. If you'd like to learn more about different ways that you can help, please reach out to me via phone at (508) 944-0787 or email at s.t.handy@gmail.com.

Your membership, registry work, advertising, and program support enable our staff and board to preserve, promote, and perpetuate the Morgan horse. Thank you all for your support and continued love for the Morgan horse. Let's keep the Morgan Momentum strong!

Steven Handy, 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, 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, 2022, through November 30, 2023. 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 2023 annual audit in mid-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 2023 with a strong and abundant bottom line. We look forward to sharing the details in person and upon posting the final reports online.

2023 AMHA Board Members Eastern Region

Steven Handy (President)

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

Ashleigh Wood

(Vice President, Finance)

Central Region

James Gruenberg

Harlan Grunden

Kelly Kraegel

Western Region

Sharon Boyce Bender

Dallas McLarney-Bolen

Terri Sturm

2024 AMHA Board of Directors Meetings

2nd Quarter Meeting

– Oklahoma City, Oklahoma
May 3–4

3rd Quarter Meeting

– Allentown, Pennsylvania
September 6–7

4th Quarter Meeting

– Zoom Video Conference
November 2

2025 Election Nomination Process

The nomination process for the 2025 election opens on April 1, 2024. Nomination materials must be completed by October 1, 2024. Nominees must have attended a minimum of two board meetings (one of which must be live, in person attendance).

2023 Registry Statistics

As of December 31, 2023

2,681

Registrations

2,616 in 2022 (12/31/22)
2.48% change

3,973

Transfers

3,956 in 2022 (12/31/22)
.43% change

2,504

DNA Kits

2,486 in 2022 (12/31/22)
.72% change

186

DNA Kits for Unknown Horses

201 in 2022 (12/31/22)
-7.46% change

470

Coat Color Tests

389 in 2022 (12/31/22)
20.82% change

3,687

Mares Bred in 2022

(Reported 12/31/23)
Compared to 3,819 mares in 2021

779

Stallions Bred in 2022

(Reported 12/31/23)
Compared to 849 stallions in 2021

Registrar's Report *By Erica Eulau*

Well, we did it again! The breeders, owners, Morgan enthusiasts, and AMHA made this another exceptional year for the Registry. Registrations increased again in 2023. While not as much as last year (24 percent) which would have been hard to match, registrations did increase by almost 2.5 percent totaling 2,681, the most horses registered since 2007. The oldest horse registered in 2023 was foaled in 2000. We are seeing more older mares registered each year as owners' interest in registering their offspring increases. We registered 1,295 Morgans foaled in 2023, compared to 1,226 foals registered during the same period in 2022.

In 2023, we transferred 3,973 Morgans compared to 3,956 Morgans in 2022. This represents an increase of .43 percent. Again, we thank the owners that transfer their Morgans timely, and to the Morgan sales throughout the country that not only require registration, but also complete the transfers for each horse and submit them to AMHA for processing.

As of December 31, 2023, Stallion Service Reports for 779 stallions have been processed for the 2022 breeding year and 849 Stallion Service Reports had been processed for the 2021 breeding year.

As of December 31, 2023, Stallion Service Reports for 3,687 mares have been processed for the 2022 breeding year and 3,819 Stallion Service Reports had been processed for the 2021 breeding year.

Please note that the Registry processes late Stallion Service Reports throughout the year and these numbers may increase. For instance, in April 2023, the Registry had processed Stallion Service Reports for 645 stallions bred in 2022 that included 3,089 mares.

The 2022 foal crop is currently 2,186. This is the biggest foal crop since 2008 and will continue to increase as more registrations are completed.

The Registry team handled 11,977 registration transactions that required payment, an almost six percent increase from 2022. This does not include registry paperwork that is received without money, such as castration and death reports, and general correspondence.

In 2023, I attended six Morgan sales, two educational clinics, and Grand National. This is one of the most fulfilling aspects of my job. I really enjoy helping people in person, seeing old friends, meeting new people, and above all, seeing our beautiful Morgan horses. I hope to increase this in 2024 and to see you at one of the many events throughout our country. Let's make 2024 another banner year for our Morgan horses!



2023 Registry Rule Changes

May 6, 2023 Board of Directors Meeting

To amend Registry Rule 8-B waiving the Notary requirement of duplicate registration certificates when the owner of record resides outside of the United States.

To amend Registry Rule 4-D revising the wording to read “D: A registered prefix that has never been used to register a horse within 10 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.”

To remove Registry Rule 3.H.2 which reads “The horse has not appeared on an AMHA Stallion Service Report or any other AMHA breeding record.”

September 9, 2023 Board of Directors Meeting

To increase all Registry Transfer fees by \$20, effective on January 1, 2024.

To increase the Registry Name Change fee from \$150 to \$250, effective on January 1, 2024.

To increase the Registry Prefix fee from \$300 to \$500, effective on January 1, 2024. If the prefix is used within five (5) years of reservation, it is reserved forever. If it is not used, the applicant would have to reserve the prefix for another five (5) years for an additional fee of \$500, which is effective forever until the applicant either uses or relinquishes the prefix.

November 4, 2023, Board of Directors Meeting

To increase the Application for a Duplicate Certificate fee from \$25 to \$45 effective January 1, 2024, in keeping with the recently increased transfer fee.

To approve the new marking diagrams for the Registration Certificate.

To update Registry Rule 6.D as follows:

“For the purpose of transfer, the membership status of either the buyer or seller determines the fee. Member rates may be applied to the transfer of all Morgan horses sold at consignment auctions offering registered Morgan horses provided:

1. more than 50 registered Morgans are catalogued;
2. the sale manager is a current AMHA member; and,
3. a fee of \$100 is paid by the sales management per auction.”



Membership

The AMHA membership statistics ending November 30, 2023, reported just 33 memberships short of the previous year. Growth continues in Premium Memberships, increasing by 39 for a total of 896 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 keep up the Morgan Momentum! Thank you.

Programs

Morgan Momentum was alive and well in the AMHA programs in 2023! All programs continued to grow and thrive in the past year, making it a great one. Just see what they have been up to . . .

Youth of the Year

The 2023 Youth Contest program consisted of 16 contests held across the country, including AMHA's 2nd Annual Virtual Youth Contest. The virtual option gave youth across the country, not close to existing in-person contests, the opportunity to qualify for the Grand National. Twenty talented individuals participated in the 2023 Grand National Youth of the Year Contest, eight amazing Juniors partook in the Junior Invitational, and four youth took advantage of our ever-growing Individual Judging Contest!

Youth Medals Program

The Youth Medals Program knocked it out of the park again! In 2023, 52 horse shows exceeded our expectations by offering AMHA Silver Medal classes with a grand total of 127 Equitation riders qualifying to compete in the Gold Medal Finals at Grand National. Our qualifiers enjoyed a youth

2023 Membership Statistics (as of November 30)

6,046 Member Accounts (6,079 in 2022)

Six Membership Levels

Associate Members 312 (353 in 2022)

Standard Members 3,223 (3,249 in 2022)

Premium Members 896 (857 in 2022)

Youth Members 478 (508 in 2022)

Youth Life Members 556 (534 in 2022)

Life Members 581 (578 in 2022)



mixer at Grand National where they received their swag bag, met other Medal and Youth of the Year competitors, played fun games, and won prizes. The swag bag included an insulated lunch bag, a bento box, collapsable water bottle, reusable travel straw, a set of travel silverware, an AMHA Medal bumper sticker, and a tumbler-style cup. In addition, the Gold Medal winners each received a treat basket for their horse, a flower bouquet for their trainer, a beautiful silver photo frame, a free 8x10 photo from Howard Schatzberg Photography, and, of course, a \$500 scholarship!

Youth Merit Program

The AMHA Youth Merit program celebrated 44 Figure, 17 Bulrush, eight Woodbury and six Sherman horsemastership badges this year, a total of 75 new Merit Achievers in 2023 with many new applications arriving daily for the new year!

Youth Teams Program

The AMHA Youth Teams program has also grown exponentially! 2023 brought 16 teams to the program that include 170 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 providing funding to help make the Teams program possible!

Youth Council

The AMHA Youth Council enjoyed a very accomplished year! Headed up by their President, Emilia Saint Loup, all the council members put a huge effort into continuing their live interview episodes of “The Morgan Horse Source” featuring Morgan industry greats. This year they worked hard to raise money by selling spritzer fans at horse shows across the country, BreyerFest and Equine Affaire. They also organized and managed a youth dance at the Grand National and are currently working diligently to create an online Jeopardy game to enable all youth to brush up on horsemanship knowledge. The entire council looks forward to what will come for the Youth Council in 2024!

Champion Title Program

The AMHA Champion Title program celebrated an amazing year! In 2023, 70 new horses enrolled, 56 horses received CH status, and 58 received a GCH title. There are 247 horses currently enrolled and working toward their titles and a total of 591 horses to date have received the GCH title. The future seems bright for this inspiring program!

Open Competition Program

The 2023 Open Competition program boasted 174 enrolled horses, including lifetime enrollments. The overall awards were calculated and announced on December 1st and will be presented to those

participants who attend the UPHA/AMHA Convention in January 2024. Those unable to attend the event will be sent their awards. This year, 28 Medallions were awarded.

Distance Championship

From September 29 through October 1, 2023, distance riders and enthusiasts gathered at the Huntersville Hundred site in Menahga, Minnesota, for the 5th Annual AMHA Distance Championships. The event, organized by the Arabian Horse Association, consists of several open divisions, and features breed organizations' national championships. Three teams competed for top Morgan honors at the event. Isac Dymesich (Wisconsin) rode his palomino gelding, Lindahl Jefe (Ranger), to the AMHA 50-Mile Endurance Ride Championship, finishing 13th of 27 overall in the open division. This team was also the AMHA 30-mile Limited Distance Reserve Champions. Brooke Moeller (Iowa) captured the AMHA 30-mile Limited Distance Championship on her mare, CAUM Aurora's Magical Luv (Aurora), placing 5th out of 19 overall in the open division. Aurora was also named Morgan Best Condition and High Vet Score Overall. Brooke and her gelding, Rusty Chris-te (Rusty), 18 years young, placed 5th out of 15 in the Open 40-mile Competitive Trail Ride. Congratulations! See you at the 2024 AMHA Distance Championships in August at the Iron Mountain Jubilee in Cripple Creek, Virginia.

My Morgan & Me Program

When members join the AMHA My Morgan & Me program, they promote Morgan suitability for any job, whether be work or play and their hard work and endless hands-on hours count towards gratifying awards. A total of 29 members proudly achieved these personal milestones with their beloved Morgans in 2023. While seven members just started their journey completing their first milestone (Level 1) this year, four other members each reached Level 9 with 5,000 hours recorded! Since the program's inception, more than 75 participants have shared their experiences with the AMHA and continue to represent the versatility of the Morgan breed.

USDF All-Breeds Dressage Awards Program

Each year, 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). 2023 saw USDF issue 29 awards (placings) in various dressage divisions to Morgan horses participating in this program. [Note: AMHA pays USDF a fee for each award granted.]

2023 Website Statistics

165,188 Annual Seasons (up 1.1%)

Users 91,085 (up 1.19%) • **Page views 330,899** (up 1.12%)

Top 5 Pages Viewed AMHA Homepage • AMHA • Registry Online • AMHA Search • AMHA Calendar Events

Top 5 Referring Sites Kentuckyhorse.org • Facebook • Onebidpal.net • Horseloversmath.com • Blazekids.com

Inquiries 45 languages from 160 countries

Devices Mobile: 55.2% • Desktop: 42.1% • Tablet: 2.7%



Marketing & Promotion

Promotional Grants

AMHA's Breed Promotion Grants are open to any AMHA club, organized group, Morgan barn, or AMHA-affiliated organization. The following 13 awardees promoted the Morgan breed to thousands of people across the country, and in Germany, in 2023:

- **Clarity Riding** for the Pennsylvania Horse Show Expo
- **Iowa Morgan Horse Association** for the Iowa Horse Fair 2023
- **AMHA** (breed demonstration) at Equine Affaire Ohio
- **KissN Morgan Farm** at Equine Affaire Massachusetts
- **The Lippitt Club, Inc.** at Equine Affaire Massachusetts
- **UVM Morgan Horse Farm** at Equine Affaire Massachusetts
- **Morgan Horse Association of Oregon** at the Oregon Ag-Fest & State Fair
- **Michigan Morgan Horse Breeders Futurity** for MMHBF Stallion Service Event
- **New York State Stallion Auction** for the NYSSA Stallion Celebration
- **Ozarks Morgan Horse Club, Inc.** for Ozark Farm Fall-Fest
- **Wisconsin Morgan Horse Club, Inc.** at the Midwest Horse Fair
- **Morgan Stock Horse Association** for advertising of Western working Morgans
- **Edelhof Morgans** for the German Morgan Show & Demonstration

BreyerFest

AMHA hosted a promotional booth with youth activities at the 2023 BreyerFest held locally at the Kentucky Horse Park. The Morgan horse HD Harkness was one of the featured 2023 Breyer-Fest models and AMHA staff were on hand to assist with the promotion of Hark via free hand fans, Facebook posts, and merchandise sales. Youth activities and the FREE charging station made the AMHA booth space a busy place throughout the weekend of events.

Equine Affaire

AMHA took the lead in organizing promotional booth space and live demonstrations at both Equine Affaire Ohio and Equine Affaire Massachusetts. "Meet a Morgan" petting horses were provided at both venues so the attendees could get up close and personal with our beloved breed. One lucky winner at each event won the raffle of a model horse Morgan with the famous *Justin Morgan Had a Horse* book.

Advertising Partnerships

AMHA continues to partner with *Blaze* magazine and *Horse Illustrated* with advertising that allows AMHA to reach thousands of horse lovers many of which are at the grass roots level.

GOOD AT EVERYTHING

ESPECIALLY THE IMPORTANT THINGS

The Child-Friendly, Adult-Loving, Ever-Ready, All-American
MORGAN HORSE

REGISTRY • MAGAZINE • MEMBERSHIP • PROGRAMS • MUSEUM
LEARN MORE AT MORGANHORSE.COM

AMERICAN MORGAN HORSE ASSOCIATION

WIN A FREE BREYER HORSE!

Enter a FREE RAFFLE for a JUSTIN MORGAN BREYER HORSE!

- Purchase a SPOTLITE FAN to meet all and support the AMHA Youth Program!
- Play a round of PUNISH and win a prize!
- Join us for fun profit activities, GAMES and COLORING!
- ...AND SO MUCH MORE!

VISIT OUR BOOTHS 224 & 225 IN THE COVERED ARENA!

FALL IN LOVE WITH THE MORGAN HORSE

• SAVE UP TO \$100 on all adult horse supplies • FREE MORGAN HORSE MUSEUM • FREE MORGAN HORSE MUSEUM • FREE MORGAN HORSE MUSEUM

AMERICAN MORGAN HORSE ASSOCIATION

AMERICAN MORGAN HORSE ASSOCIATION



Promotional Materials

AMHA offers a plethora of marketing and promotional materials including brochures that can be ordered by calling the office or visiting the AMHA website. There are fees plus postage expenses for physical orders, however, you may download and print these brochures FREE directly from the website if preferred.

Membership Communications

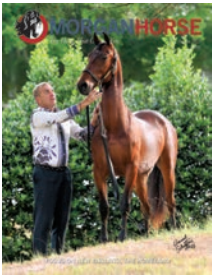
New software is being implemented to enhance our digital communication, so it is imperative that all members keep their email addresses updated at the AMHA Office. AMHA continues to publish its popular weekly digital newsletter each Thursday morning. Be sure to get on the subscription list so you are 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.

AMHA has several social media outlets such as Facebook, Instagram and TikTok. Be sure to follow us on each of those platforms.

The National Museum of the Morgan Horse

The National Museum of the Morgan Horse Exhibit at Pineland Farms located in New Gloucester, Maine, continues to receive visitors from scheduled bus tours as well as welcoming individual guests. The equestrian center showcases live Morgan horse demonstrations as part of the overall guest experience. The AMHA Board of Directors certainly enjoyed seeing the exhibit and farm while at their Third Quarter Board of Directors Meeting in November. Be sure to include a stop by the exhibit if you are traveling through Maine! You can find more information about the farm and operating hours on their website at <https://pinelandfarms.org/farms-agriculture/equestrian-center/>.



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 82 years of continuous publication in 2023. 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, the magazine aims for a 50/50 ratio of advertising to editorial, the formula for a healthy profit margin (last year the ratio was 52 percent advertising). In 2023, the October and November/December issues (pre-and post-Grand National) climaxed the publishing year with a combined total of 855 pages, 500 of which were paid advertising. The annual January/February "Breeding Guide" has become a bible for Morgan breeders.

The small magazine staff of four, plus a contracted 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*

2023 Publication Statistics

Advertisement/Editorial Ratio 52%/48%

Issues 8 • Pages 2,062

Average pages per issue 258



The American Morgan Horse Educational Charitable Trust (AMHECT)

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

2023 TRUSTEES

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

AMHECT 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:

- 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.
- Encourage members in promoting an appreciation of Morgan horses.
- Educate the general population regarding the substantial benefits provided by equine activities.
- 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,
- Build public awareness and knowledge of the Morgan horse breed.

In addition, AMHECT offers AMHA members seven different scholarship/grant programs to further their education, career, and/or equestrian skills. Eligibility and application information for each of these excellent opportunities is on our website at: [AMHECT/Grants-Scholarships](#).

AMHECT partners with the World Morgan Futurity to hold the AMHECT/WMF Stallion Service Auction fundraiser which contributes to the grant monies provided to AMHA and more. Services to 78 magnificent stallions were auctioned, and exciting enhancements were made to the program. In addition to the winnings for the various Futurity classes and championships, offspring resulting from a breeding purchased through the auction are now eligible for additional Auction Rewards AND the Auction Bonus which could result in \$10,000, \$20,000, or even \$40,000 to the winner!

The 2023 AMHECT/WMF auction was a huge WIN-WIN for our Morgan community. It generated over \$135,000—one of the all-time highest earning auctions since its inception! Thanks to the generous stallion owners and the successful bidders who participate in this winning program, we have more money to use for promotion, and to give back to the stallion owners, winning foals, and their handlers.

In 2023, AMHECT granted AMHA over \$78,000 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's National Conference here in Lexington, Kentucky. Enjoy this weekend and may the new year find our entire Morgan family continuing to contribute to the amazing MORGAN MOMENTUM!

AMHA & Grand National Corporate Partners

C. Jarvis Insurance Agency, Inc. • Zoetis • Freedman's • Forefront Equine • Mathis Home® Furniture • State Line Tack® • OKC Outlets • Finish Line Horse Products, Inc. • National Cowboy & Western Heritage Museum • Kensington • Pyranha and Adeptus • Bioveta QUAD Equine Blend • EquiFit® • Boot Barn®



Discipline Colleagues

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