



2015 Annual Report

Choices, Chances, Changes—

You must make a choice to take a chance
or things will never change.



AMHA

American Morgan
Horse Association



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Message from President Jeff Gove

Successfully navigating the challenging business climate in 2015 has been a team effort and I want to acknowledge all the hard work of the

board, staff and committee volunteers. It truly takes a village!

The thing I'm most pleased with from 2015 is the implementation of our new strategic plan which encapsulates over 25 initiatives we have undertaken to advance the Association and improve our relevance to members and prospective members.

I am also very pleased with the integration of the National Museum of the Morgan Horse and the overall direction it's taking to preserve our history.

It is my sincere hope that in 2016 we can make further strides, and I eagerly look forward to hearing the ideas and proposals from various task forces we've formed to support the strategic plan.



Message from Executive Director Julie Broadway

Our theme for 2015 was "working together" and boy did we! Thank you to everyone who volunteered to serve

on a committee or task force, answered our surveys, and sent in suggestions!

We hope you have found the changes we've made based on your feedback helpful. Look for more streamlining, self-service tools and automation in 2016.

Keep reading to learn more about our accomplishments, and join me in embracing our theme and slogan for 2016, "Choices, Chances and Changes!"

Thank you for your love of the breed and support of the Association.

Mission, Vision, Core Values

Mission

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

Vision

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

Core Values

Stewardship; Embrace diversity; Accountability; Integrity; Transparency; Stability

Governing Structure

Members

Elect Board of Directors.

Board Of Directors

Sets Association policy; Make, amend, repeal and enforce Association rules and regulations; Responsible for Association's activities and fiscal integrity.

Standing Committee

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

Special/Working Committee

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

Executive Director

Responsible for day-to-day operation and guidance of the Association; Implements policies adopted by the Board of Directors.



Board of Directors

Each year the AMHA Board of Directors undergoes extensive governance training including presentations from legal, accounting, investment, insurance, government, and equine industry experts. The 2015-2017 AMHA strategic plan can be found on pages 6 and 7.

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

10 Basic Responsibilities of the Board

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

2015 Board Members

Region 1

Sara Foy, Cindy Mugnier

Region 2

Ann Scussell
Sharon Skelly (*Vice President, Eastern Region*)

Region 3

Gayle Singer

Region 4

C. A. "Tony" Lee

Region 5

Kristen Breyer
(*Vice President, Central Region*)

Region 6

Vicki Bennett

Region 7

Mari Sanderson
(*Vice President, Western Region*)

Region 8

Carol Fletcher Churchill
(*Vice President, Finance*)

Region 9

Linnea S. Sidi

Region 10

Vacant

Directors-At-Large

Jeffrey Gove (*President*)
Sherry Cole
Ling Fu Wylie



Administration

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



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

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



Our Mission

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



2015 Staff Members

Executive

Julie Broadway
Executive Director

Registry

Erica Eulau Richard
Registrar, IT

Catherine LaBarre
Registry Representative

Janet West
Registry Representative

Membership

Christina Koliander
Communications Specialist

Katie Hodges
Customer Relations Coordinator

Publications

Stephen Kinney
Editorial Director

Abbie Trexler
Associate Editor

Kimberly Wilkinson
Graphic Designer

Brooke Cote
Graphic Designer

Administration

Sheila Knight
Senior Accountant

Tena Fraser
Shipping/Receiving

Museum

Amy Mincher
Director

The Morgan breed was well represented across the United States in 2015, thanks to AMHA's Trade Show Funding program. Morgans were seen by thousands of horse enthusiasts at the following venues due to the hard work of these recognized AMHA clubs:

- World Horse Expo, Pennsylvania Morgan Horse Club
- Hoosier Horse Fair, Indiana Morgan Horse Club
- Midwest Horse Fair, Wisconsin Morgan Horse Club
- Illinois Horse Fair, Mississippi Valley Morgan Horse Club
- Equine Affaire-Ohio, Ohio Morgan Horse Association
- Nebraska Horse Expo, Missouri Valley Morgan Horse Club
- Mother Earth Fair, Cornerstone Morgan Horse Club
- High Desert Horse Expo, Morgan Horse Association of Oregon
- Walnut Hill Farm Driving Competition, New York Morgan Horse Society
- Equine Affaire-Massachusetts, New England Morgan Horse Association
- Western States Horse Expo, Sacramento Valley Morgan Horse Club

Significant Member and Morgan Accomplishments in 2015

- USEF honors **Ellen Di Bella** and **Mary Woolverton**
- **Frank Newman** receives FFA Award
- **Suzy Stafford** and **Stilwell Spring** win Florida CDE
- **Cheryl Rivers** and **Kennebec Joyce** win Kingdom CDE
- National Pedigree Livestock Council honors **Sherry Cole**
- **Creekside Morgans** named "Face of NY Agriculture"
- **Morgan riders** help U.S. achieves Gold Medal sweep at Saddle Seat Invitational
- **Gayle Lampe** inducted into Missouri Sports Hall of Fame and named Horseperson of the Year by Missouri Horse Show Association
- **Shelly Temple** earns USDF Silver Medal
- **Amber Brown** wins AMHA Young Adult Alliance bull riding finals
- **Victoria Angers** named 2015 AMHA Youth of the Year
- **Suzy Stafford** wins U.S. Single Horse Driving Championship
- **Nick Roberts** earns Reserve USEF Youth Award
- **Bogar Tucker** achieves 5,000 endurance miles
- **Cameron Kay** claims top honors at USEF Saddle Seat Finals and named USEF Junior Equestrian Of The Year
- **Morgan trainers** raise more than \$25,000 in AMHA/ASHA Trainer's Equitation Challenge
- **PVF Peace Of Mind** named USEF 2015 International Horse of the Year

National Museum

The National Museum of the Morgan Horse exists to educate the public about the Morgan horse, and to further that purpose by collecting, preserving, and making available for display and study original works of art, historical materials, volumes, manuscripts, and photographs.

In May, the Museum welcomed a new Museum Director, Amy Mincher, who has a strong background in history, museum, and education. She has worked to update exhibits at the museum's gallery at 34 Main Street in Middlebury, Vermont. **The museum participated in many community events in downtown Middlebury, including Arts Walk. The museum welcomed three artists and two authors to display and talk about their work during the summer and fall.**

The museum's new Advisory Council began meeting this year to plan for the museum's future. Members of the Advisory Council include:

Kristen Breyer, Co-chair, Illinois
Gayle Singer, Co-chair, Indiana
Patti Brooks, Connecticut
Kathlyn Furr, Vermont

John Greenall, Vermont
Andy Illes, Massachusetts
David Ladd, California
Kim Loewer, Vermont

Suzy Lucine, Pennsylvania
Joanie Maclay, Vermont
Gail Perlee, Arizona
Susan Williams, California

The museum has benefitted from a few grants this year. A group of local business and non-profit leaders called Leadership Champlain crafted a marketing plan for the museum. The plan, which focused on outreach and partnership-building, has helped the director and advisory council focus their efforts over the past year. The NMMH also received a grant from the American Alliance of Museums (AAM) and the Institute for Museum and Library Services (IMLS). The Museum Assessment Program (MAP) grant helps museums focus on three goals that will guide the strategic planning process. As part of the MAP grant, AAM and IMLS has connected the NMMH with a museum consultant who will visit the museum in Middlebury this April.

The museum's collection is its most important asset. The museum purchased a new collections database to better document the collection and make it available to the public through digitization. The museum director and volunteers have been organizing, cataloging, and photographing objects. By this time next year, a fair amount of the museum's artifacts, archives, and photographs will be searchable through an online portal for museum members. To fund this project, the museum started a Go Fund Me campaign (www.gofundme.com/morganmuseum).

The Museum had a presence at the New England Morgan Horse Show and the Grand National & World Championship Morgan Horse Show®. The museum's social media presence has grown dramatically in 2015 with active accounts on Facebook, Twitter, and Instagram.

2015 Museum Statistics

2,000*

Visitors

Several countries and states

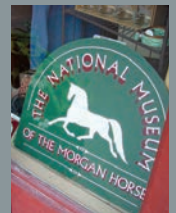
*Approximately

Facebook fans 1,750

People viewed a recent Facebook post about Bulrush Morgan 11,453

NMMH Members 80

Annual gift shop sales \$6,000+



2015 Registry Statistics

1,270

Registrations

1,360 in 2014

-6.62% change [As of December 31, 2015, the 2014 foal crop was 1,019. The foal crop in 2013 and 2012 was 1,197 and 1,403 respectively.]

1,530

Mares Bred in 2014 (Reported in 2015)

[compared to 1,490 mares at this time in 2013 (reported in 2014). This represented an increase of almost 3 percent.]

2,706

Transfers

3,207 in 2014

-15.62% change [In 2014, the Registry held a Summer Transfer Sale.]

1,339

DNA Kits

1,383 in 2014

-3.18% change

167 Coat Color Tests

140 in 2014

19.29% change



Registry

Registry had several
key events:

Veterinary Genetics Laboratory was licensed to perform the SynchroGait test by Capilet Genetics.

“SynchroGait” is a diagnostic DNA test for a genetic variant that has a major impact on the gait and leg movement coordination of horses. The test could be used to assist the gaited Morgan breeder, as well as by those desiring only to have non-gaited offspring in selection of breeding stock and verify if a Morgan is gaited or not. This test is now being offered through AMHA.

The Registry developed a reporting form to be used by dam owners when an unregistered horse is sold without registration eligibility, or when a registered horse is sold without papers.

A Task Force was formed to address the Strategic Plan Initiative—Develop Registration and Breeding Incentive Program.

The staff completed the paperwork on approximately 6,900 registry transactions. This does not include transactions that have no cost, such as recorded castrations and deaths.



Membership

AMHA is committed to serving the need of each of its membership, including more than 7,000 members in all 50 states and 29 countries throughout the world. In 2015 we hosted a **monthly MAD (Members Appreciation Day)** and awarded 12 lucky members with great prizes! Congratulations to everyone.

In 2015 we continued to take steps to streamline and automate many of the services we offer to make them more convenient and user friendly.

We also conducted a customer satisfaction survey and are pleased that **85% of members rated the service they received as very satisfactory!** We appreciate all the positive feedback and suggestions too!

We remain committed to serving you to the very best of our ability!

Thank you for being a part of the Morgan breed.

2015 Membership Statistics

5,985
Member
Accounts

Approximately
7,261 Members

Individual Members **3,101** (3,118 in 2014)

Business/Household Members **1,281** (1,332 in 2014)

Youth Members **596** (619 in 2014)

Youth Life Members **459** (417 in 2014)

Life Members **543** (543 in 2014)



Programs

AMHA's Membership Department offers recognition/incentive programs designed to enhance our members' involvement with the breed. The Champion Title program is one of AMHA's most successful programs. Honoring Morgan show horses, the program as of this writing has more than 250 horses enrolled, with most of those having a CH or GCH title.

AMHA's Star Rating Program has gained in popularity following the addition of Grand National qualification for 3 Star Shows in 2013. In 2015, 43 shows applied for Star Rating status, an increase of five shows from 2014. **The most popular region was Region 3, with eight Star Rated shows, followed by Region 5 with six shows.**

A decision was made following program evaluation to revamp AMHA's Silver Medal program, which has seen a loss in participation in the last couple of years. In 2015, there were 347 participants at 50 shows, compared to 492 just five years previously. Hunter Seat on the Flat continues to be the most popular division, followed by Saddle and Western. At the Grand National, 94 youth rode for the gold medal. In 2016, medals will be paid for in advance and riders will receive their silver medal at the show. #showmymedalmonday will be promoted on social media with the hope riders will share photos of themselves with their medal on AMHA's Facebook pages on Mondays during show season.

The Youth of the Year Contest saw an increase in participants at a Local/Regional level after streamlining portions of the contest to make it more accessible to youth.





New this year was the opportunity for contestants to take their written exam online. Additionally the horsemastership pattern was distributed to contestants before the show so they could videotape their pattern and submit it online to be judged.

Another great opportunity 17 youth took advantage of in 2015 was the first AMHA/UPHA Open Gate Learning Center at the Grand National & World Championship Morgan Horse Show®.

The learning center had a teacher and administrator tutor students and administrated tests so youth did not fall behind in school during the show. AMHA looks forward to continuing to offer this program. AMHA Youth members also participated in the UPHA Ribbons of Service program, which is dedicated to fundraising for charities while showing in the saddle seat division.



AMHA saw new members enrolling in the Open Competition Program, Pathways Recreational Program, and Ranch Horse Network™ in 2015. By adding online entry forms and making it easier to submit points, we hope to add even more members to Open Competition. We hope to add new rewards for both Pathways and Ranch Horse Network participants in the coming year.



2015 Program Statistics

Pathways

Active members: 58

New members: 16

Open Competition

Active member horses: 138

Active Junior Exhibitors: 8

New member horses: 55

(38 Lifetime)

Horsemastership

Achievers: 40

AMHA Medal Classes

Riders for silver: 347

Riders for gold: 94

Youth of the Year

Shows to apply and report: 19

Senior Participants: 55

Junior Participants: 39

Walk/Trot Division

(12 & under): Participants: 43

Total Participants at Grand

National (Seniors only): 12

Top Regionals By Show Entries

New England: 461

Gold Cup: 325

New York: 248

Jubilee: 219

Star Rated Shows

4 Star: 17 shows

3 Star: 15 shows

2 Star: 1 shows

1 Star: 9 shows

Champion Title

Grand Champion (GCH): 153

Champion (CH): 69

29 Enrollees pending titles

Ranch Horse Network™

22 farms in 15 states

2015 Website Statistics

Annual website visits

242,962

Unique Visits: 117,106

Annual page views: 935,673

Top 5 Pages Viewed

Homepage

Online Registry

Classified Ads

Stallion Service Auction Listing

Show Results

Top 5 Referring Sites

Facebook

Ask.com

Morgan Grand National

Bing.com

AMHA Global Email

Inquiries

119

 languages from
161 countries

Top downloaded

PDF Forms

Transfer

Application

Membership Application

Registration Application

Open Competition Guidelines

Morgan History

Devices

Desktop:

59.28%

Mobile: 28.41%

Tablet: 12.32%



Marketing & Communications

AMHA continues to publish its popular weekly newsletter every Thursday morning. The newsletter is designed and produced by staff and sent through Constant Contact. Producing it in-house allows for flexibility of printing more up-to-date news. **It is sent to more than 13,000 readers.**

AMHA's national presence continued to thrive throughout 2015. News releases are posted on an almost daily basis on www.morganhorse.com. Important AMHA press releases were sent out of house to 70 equine media outlets across the country. AMHA has continued its membership with the American Horse Publications, which allows press releases to be distributed to its vast network of publications and associations.

AMHA's presence on Facebook continues to grow every day under the names "Sharing Carrots" and "Say Hay." **As of this writing, Sharing Carrots has close to 10,000 "likes," a growth of almost 2,000 in one year's time!** Say Hay has 1,500. Daily posts of questions, news, comments, and photographs allow our fans to interact with AMHA and one another.

The Network produced two issues in 2015, Summer and Winter, which was sent to all current members. The issues were paid for in part by funds from the United States Equestrian Federation's "Membership Incentive Grant Program." The 2015 issues of *The Network* were published by *The Morgan Horse* magazine's printer, Royle Printing, and was bound and printed on quality paper.



Publications

At *The Morgan Horse* magazine we take seriously our role as the official publication of the breed. This means we strive to be “Everything Morgan” in order to have the broadest appeal possible to AMHA’s diverse membership. In 2015 history came to life as our editorial content was anchored by Brenda Tippin’s exhaustive research into the genesis of our breed, producing encyclopedic articles on founding sire Justin Morgan himself, as well as his three primary sons Bulrush, Sherman, and Woodbury. We strive to cover the many disciplines in which Morgans excel including, but not limited to, carriage/CDE, dressage, and ranching. Keeping us vibrantly in touch with our breed and membership, *TMH* covered 40 Morgan shows in 2015.

Our covers tell the tale: As is well known, the front covers of the official breed journal are sold. It is a source of gratification that in 2015, in addition to heavily promoted show horses, we enjoyed front cover sponsorship from an eventer and one of the world’s greatest combined driving horses, who happens to be a Morgan. The November “review” issue saw a Montana rancher and his herd sire on the front cover. Like our editorial content, our covers also celebrate breed diversity.

Advertising revenue is vital to the well-being of the magazine and of AMHA in general. We frequently remark that it is true of breed journals that the advertising pages add tremendously to the informational and entertainment value of the publication. The majority of *TMH*’s ads are designed in house by a team of two graphic designers. Of the nearly 1,800 pages we published in 2015 (the October and December issues came in at more than 350 pages each), 45 percent of the pages were colorful, creative ad designs featuring many of the horses that make the Morgan world go round.

Special November Issue: In November *TMH* published a “magazine review” of 48 pages and four covers. We sampled the best of our articles from the past three years and we sent the issue to all AMHA members, both subscribers and non-subscribers.

2015 Publication Statistics | Pages 1,772
Advertisement/Editorial Ratio 45%/55% | Average pages per issue 215



Affinity Partners

ACSI A Partners • Liberty Mutual • Foy Insurance • VPI Pet Insurance • Barn Upgrades • Constellation Energy • Constant Contact • Dana's Doodles • Equine Wellness Magazine • Free Prescriptions Savings Card • Office Depot • Teleflora Flowers • Visa® Platinum Rewards Card • Avis Car Rental • Budget Car Rental • Enterprise • Hertz • CruisesOnly • Endless Vacation Rentals • Orlando Vacations • TNT Vacations • Wyndham Hotels





Corporate Partners

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C. JARVIS
INSURANCE AGENCY INC.



SMARTPAK™

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 • 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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