

2019 AMHA For the Love of the Morgan





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Executive Director's Message

Hello 2020! What a jam packed year we had in 2019. I love these annual reports because time goes by so quickly that it's hard to remember just what EXACTLY have we indeed accomplished in the last

12 months. Well, when we put it all down on paper, it's pretty impressive. This mighty group can get things done!

Who is this "group?" Well, it's staff, board members and committee members of course. But, it certainly doesn't stop there. This "group" is a vast, endless supportive community that gets things done. It's hours of volunteer work, horse show teams, program participants, sponsors, professionals, amateurs, back yard owners, and non-owning enthusiasts as well. Yes, there is fun, laughter, camaraderie, and growth but there is also a lot of sweat and tears too. It's physically hard. It's mentally hard. It's emotionally hard. So why do we all do it? It all boils down to this one simple statement, "For the LOVE of the Morgan Horse."

So, let's continue to improve, continue to grow, continue to work together and continue preserving, promoting and perpetuating the Morgan horse in all we do. Let every action, every thought and every deed spring up from this ONE and ONLY purpose. Our breed and membership deserve nothing less.

Carrie J. Mortensen, AMHA Executive Director



President's Message For the Love of the Morgan Horse.

Another year has passed. What a whirl-wind ride it has been. The board has accomplished so much this year all for the Love of the Morgan Horse.

This past April the National Museum of the Morgan Horse moved a large portion of its collection to Pineland Farms in Portland, Maine. Rick Lane, the resident trainer there, offered to oversee the relocation and create an absolutely fabulous display of our treasured items. The Morgan horse and the treasured articles will be viewed to a much wider audience. Promotion through our marketing committee, is busy coming

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.





2019 Staff Members

Executive

Carrie Mortensen Executive Director

Registry

Erica Eulau Registrar, IT

Julie Dickie Registry Representative

Membership

Christina Koliander Communications Specialist

Kristen Kelly *Programs Manager*

Publications

Stephen Kinney Editorial Director

Kim Oplotnik

Associate Editor

Kimberly Wilkinson Graphic Designer

Brooke Cote Graphic Designer

Administration

Kathie Morrow Executive Assistant

Tena Fraser Shipping/Receiving up with many ideas to draw in a larger audience and the retail side of this is exciting. He did it for the love of the Morgan horse. Thank you so much.

The next big item that the board accomplished was the relocation of the AMHA office to Lexington, Kentucky. The relocation committee chaired by Terri Sturm reviewed all options in various locations to find the best suited place for the promotion of the Morgan horse. There was much discussion not only by the board but by the members. When it was all said and done Lexington, Kentucky, provided the best all-around solution financially, fiscally and most of all, visibility to promote the breed. We are so excited about the move. This move was not only done for better promotion of the Morgan horse but for the love of the Morgan horse.

Unfortunately, not all is rosy. One of the board members, Vicki Bennett, decided to sue her fellow board members past and present. The expense of this suit will be staggering. Programs that should be funded with the proceeds from the members will be affected. Her fellow board members, past and present donate their time, finances and effort for the love of the Morgan horse. This board, and I feel I can say the previous board have only given from their heart, for what they felt at the time of the decision was for the betterment of the breed. It is very discouraging to be subjected to false accusations by a fellow board member. But we hang in, because we do this for the love of the Morgan horse.

We are a small breed compared to others. Our members are passionate about their convictions. At some point the beliefs and convictions of a few have become a personal agenda and are aimed at personal satisfaction over the overall picture. This

has to stop! The overall picture we portray to the public is crucial. No one wants to join a breed or participate within the breed, when there are litigious members in the forefront. Please stop if only for the love of the Morgan horse.

This year and coming years are very exciting times and challenging times for the breed. The ownership of horses in general has dwindled throughout recent years. Joining together with other breeds in one location, to promote the horse along with our own breed has become much more important. Times are changing. We need to make sure we evolve with them for the love of the Morgan horse.

Mari Sanderson, AMHA President

Statement of AMHA

-in Response to Bennett Litigation

You may have learned that one of our members and directors, Vicki Bennett, has filed a lawsuit against current and former AMHA board members. Her complaints are wide-ranging, but focus mostly on the management and operation of the Grand National & World Championship Morgan Horse Show® by the American Morgan Horse Educational Charitable Trust (AMHECT), a charitable organization separate and distinct from AMHA. AMHA's Board, with the exception of Ms. Bennett, firmly disputes the lawsuit's allegations of mismanagement, and believes Ms. Bennett's complaint reflects a fundamental misunderstanding of the legal structure and mission of AMHECT.

The AMHA Board supports transparency and open dialogue regarding concerns that members or directors may have concerning AMHA's governance, finances, and strategic direction. While Ms. Bennett has a right to file whatever lawsuit she believes warranted, it is unfortunate that she chose to raise her complaints in the courts rather than bringing them forward in detail in the course of her service as a member of the AMHA Board, where there would have been opportunity for discussion and evaluation.

The AMHA Board members sued by Ms. Bennett have retained counsel to defend them in the litigation, and strongly believe they will prevail in the end. The lawsuit threatens to impose significant costs on the Association, and, unfortunately, those costs will increase as the litigation continues. The Board will make every attempt to minimize these unbudgeted expenses by working through proper Board governing channels.

2019 AMHA Board Members

Eastern Region

Steven Handy
Kate Kirsch (Vice President,
Finance)

C. A. "Tony" Lee, III

Central Region

Vicki Bennett Kris Brever

Harlan Grunden (Vice President)

Western Region

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

2020 AMHA Board of Directors Meetings

2nd Quarter Meeting
– Lexington, KY, May 7–8

3rd Quarter MeetingVideo Conference, Aug. 5

4th Quarter Meeting
– Lexington, KY, Nov. 7–8

2021 Election Nomination Process

The nomination process for the 2021 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.







New AMHA Headquarters

At the Third Quarter Board meeting held September 7, 2019, The American Morgan Horse Association's Board of Directors unanimously approved the recommendation to relocate the AMHA home office. The office has just recently opened at the Kentucky Horse Park in Lexington, Kentucky, in the building known as the Pony Club Annex located at 4037 Iron Works Parkway, Suite 130, Lexington, KY 40511.

The extensive and thorough presentation made to the board by the ad-hoc "Lease Review Committee," can be found by going to www.morganhorse.com/upload/photos/105509.09.19_ Relocation_Presentation_Approved.pdf. In addition, you can view the Kentucky Horse Park video at www.youtube.com/watch?v=xugnfcuQa5w.

This milestone decision was made with the single, united purpose of upholding the AMHA's mission of preserving, promoting and perpetuating the American Morgan Horse for generations to come. AMHA also acknowledges and will continue working hard to ensure that the history and legacy of the Morgan's New England heritage is not lost, but rather celebrated by all.

The relocation has been quite a lofty endeavor and while the office in Kentucky opened on January 2, 2020, it is not fully operational or completely staffed. The Vermont office is expected to remain open through the end of February while the transition goes through its final stages including setting up several current staff members to work remotely.

The new office at the horse park will be available for a sneak-peak on Friday, January 25 from 11:30 AM to 1:00 PM when AMHA hosts an informal, open house. Feel free to stop by the office (don't mind our boxes and incomplete furnishings!) and grab a piece of cake while you do a walk through to familiarize yourself with the new location! We know you will be able to see the potential in our new site.

AMHA also wishes to thank our membership for understanding the challenges that accompany such a move. While a slower processing time for transactions and requests is expected during this endeavor, AMHA prides itself with one of the shortest processing times of many associations and registries! We do expect a slower processing time for the remainder of January and early February but rest assured, there are many projects behind the scenes to ensure the quality of service is maintained and normal processing times return as quickly as possible. Thank you for your understanding during this challenging endeavor. Be sure to plan accordingly.

At this point in time, the phone number is expected to remain the same (802) 985-4944. All USPS mail is now being directed to the Kentucky Office. Any mail sent via the USPS to the Vermont office will be properly forwarded to the new headquarters.

2019 AMHA Award Winners

Our sincerest congratulations to all the 2019 Morgan award winners who will be honored by AMHA at the UPHA National Conference being held January 22–25, 2020 in Lexington, Kentucky.

Thursday AMHA Annual Meeting

Outgoing President (Mari Sanderson)

Thursday Combined Luncheon

- · Cecil R. Brown Memorial Sportsmanship Award (Stacy Hennessy)
- Professional Horsemen of the Year (Jim & Jenny Taylor)

Thursday Night Awards Dinner

- Dr. Albert Lucine Promoter Award (**Denny Emerson**)
- Person of the Year (**Rick Lane**)

Saturday AMHA Luncheon

- Outgoing Director 2009 2019 (Carol Fletcher)
- Golden Reins Award (Josie Davis, Nancy Flower, Robert Hughes)
- Mabel Owen Media Award (Laura Behning)
- Morgan International Award (**Greg Lyons**)
- Show Horse Hall of Fame (Opies Boy Cindy Nord, PVF Peace Of Mind Suzy Stafford, Treble's Tanqueray GCH – Greg & Carol Fleck)
- Therapy Horse of the Year (E F Star Performer Bianca Lyn Gaeta)
- USEF Morgan Horse Judge 25 Years (John Bennett, Todd Trushel, Phillip Fountain, John McDonald)
- USEF Morgan Horse Judge 30 Years (Cindy Mugnier)
- USEF Morgan Horse Judge 40 Years (Peggy Alderman, Gayle Lampe)
- Young Person of the Year (Amanda Hill)

Saturday Night Dinner Gala

- Breeders' Hall of Fame (Fortune Morgans, Gerald & Peggy Hatfield)
- Hall of Fame (Judy Nason)

2019 Membership Statistics

5,732 Member Accounts (5,809 in 2018)

Seven Membership Levels: Associate Members 349 (377 in 2018) Standard Members 3,255 (3,374 in 2018) Premium Members 555 (505 in 2018) Youth Members 542 (571 in 2018)
Youth Life Members 470 (428 in 2018)
Life Members 556 (549 in 2018)
Honorary Members 5 (5 in 2018)

2019 Registry **Statistics**

1.739 Registrations

1,797 in 2018 -3.23% change.

Mares Bred in 2018 (Reported 4/10/19)

Compared to 2,040 mares reported 4/11/2018. This represented an increase of approximately 14.31 percent.

2,820

Transfers

3.024 in 2018 -6.75% change

1,826 **DNA Kits**

1.745 in 2018

4.64% change

Color Tests

194 in 2018

24.23% change

Registry

Registration numbers remained strong in 2019 after an increase in 2018 of 25 percent compared to 2017. Transfers were slightly down, however AMHA processed the transfer requested (189) from the Superior Morgan Horse Sale in January rather than in December, when they are traditionally completed.

Stallions/Mares Bred

Stallion Service Reports for 565 stallions were processed as pf April 1, 2019. This compares with 522 Stallion Service Reports that had been processed at this time in 2018, representing an increase of approximately 8.24 percent. Last year we saw an increase of approximately 2.35 percent from the prior year.

2,332 mares were reported bred, compared to 2,040 mares at that time in 2018. This represented an increase of approximately 14.31 percent. Last year we saw an increase of approximately 8.45 percent from the prior year.

When comparing the percentage of mares bred with foals registered from 2012 through 2016, the average percentage of mares with resulting registered foals was approximately 62 percent. This percentage has increased to approximately 64 as of April 10, 2019.

New Horse Diagrams Adopted

The AMHA Registry Committee voted during 2019 to adopt new horse diagrams to include the front and rear views of the legs. These new additions will help breeders and owners more accurately record their Morgan's markings with the Registry.

AMHA's Broodmare Hall of Fame

AMHA announced the creation of the Morgan Broodmare Hall of Fame, in conjunction with *The Morgan Horse* magazine.

AMHA conducted extensive research into mares who have produced world champions since the first Grand National in 1973. The bar has been set high for inclusion; an inductee must have produced three world champions. Currently, more than 60 mares are eligible for this designation. Records will be updated annually with more mares being nominated for inclusion.

The Morgan Horse will feature a dozen of these inductees annually with a feature article in the January/February issue's "Breeding Guide." A complete list of the horses inducted in the Broodmare Hall of Fame can be found on our website and the designation is also noted on the horse's record and can be viewed on the Registry Online database.

AMHA hopes that inclusion in this select group will bring prestige to the mare and her owners.

SynchroGait Testing Fee Reduced

During 2019, the Registry Committee the committee voted to reduce the price of the Synchrogait test fee from \$135 to \$115 for AMHA members when it is requested at the time of registration. The Synchrogait test fee for registered Morgans is \$135 for AMHA members.

Membership and Programs

In 2019, AMHA continued to show growth within the Premium Membership Level (up an additional 50 from the previous year). Overall, membership was slightly lower than it was in 2018 (down by 77) but we did see an increase in both Life members and Youth Life Members.

The Youth of the Year Contest had 19 talented young women competing for the top honor in 2019. This is the largest number of national participants in many years! What a great indicator for future growth within the Morgan industry. A special thanks to US Equestrian for this year's Youth Sportsman's Grant Monies that made it possible to extend assistance to many of the eligible contestants to participate in the National Youth of the Year Contest held in Oklahoma City at the 2019 Grand National & World Championship Morgan Horse Show®.

Twenty-two students took advantage of the AMHA/UPHA Open Gate Learning Center at the Grand National & World Championship Morgan Horse Show®.

The Youth Council, led by AMHAY President Jillian Peek, continued to generate new ideas and programs. We look forward to what this group has in store for 2020.

AMHA's Champion Title Program continues to exceed anticipated growth. It grows exponentially each year, which may be attributed to marketing at specific times during show season. AMHA had many "graduates" of the program, those CH horses who earned their GCH title at the 2019 Grand National. We have several participants from both Canada and Australia, making this truly an international title program!

The AMHA Medal Program is always looking to grow our Silver Medal Classes. We encourage shows to offer these equitation options for our youth members. The Gold Medal Classes at the National show continue to be strong and with \$500 scholarships to each of the Gold Medal Class winners, please encourage riders to participate in this exceptional program.

In 2019, there were nine AMHA Regional Shows that boosted more than 1,600 participants.

The Star Rated Show Program saw 50 shows apply for status in 2019. That's 9 more than the previous year.

The STAR Awards program was established last year as a FREE, value added member benefit for those showing registered horses in the Morgan division. AMHA would like to officially thank US Equestrian for the 2019 Affiliate Membership Grant Award that greatly assists with the funding of the STAR Awards Program.

AMHA expanded its offerings to Distance Riders by offering additional options at the 2019

Distance National Championship held in Vinita, Oklahoma, in October. Riders had the option to compete in the traditional 50-Mile Ride, a 25-Mile Ride, or Daily, Limited Distance Rides. Being a fairly new National Championship for AMHA, we are still in the growing stages of establishing this program.

The Open Competition Program saw improvements with the shortened time between last results submitted and final placings announced. The office staff worked persistently to calculate, verify, and announce all winners and awards were shipped PRIOR to the Christmas holiday. This program continues to allow members to showcase our Morgan horses within the realms of all breed competition circuits.

The My Morgan & Me Program allows those enjoying their Morgan companions to be recognized with milestone awards granted at different levels of hours spent with Morgan horses. This program spotlights better than any other the "For the Love of the Morgan" spirit.

Marketing and Promotion

AMHA continues to publish its popular weekly newsletter each Thursday morning.

AMHA's Facebook page "Sharing Carrots" continues to be a fun and welcoming place for people to share Morgan news and photos.

AMHA continues to produce *The Network* twice a year with its Summer and Winter issues.

AMHA's Promotional Grant is open to any AMHA club, organized group, Morgan barn, or AMHA-affiliated organization. The following 17 awardees promoted the Morgan breed to thousands of people across the country in 2019.

- Arizona Morgan Horse Association for the Mane Event in Scottsdale
- Big Sky Morgan Horse Club for its Morgan Working Equitation Clinic
- Cornerstone Morgan Horse, Inc. for five separate promotional events across the country
- **Greater Vancouver Morgan Horse Association** for the Mane Event in Canada
- Maine Morgan Horse Club for the Meet the Morgan event at the Pineland Equestrian Center
- Morgan Horse Association of Oregon for various promotional events in the state
- Morgan Horse Club of Washington State for the Washington State Fair Expo and State Fair
- Morgan Horse Heritage Foundation for the Equine Affaire 2019
- Morgan Stock Horse Association for advertising in Western Horseman
- New England Morgan Horse Association for Equine Affaire 2019
- National Morgan Reining Horse Association for ranch horse versatility classes at the North Central Working Western Horse Celebration
- Ohio Morgan Horse Association for advertising in The Horsemen's Corral distributed at Quarter Horse Congress
- Ozark Morgan Horse Club for the Spring Roundup and FarmFest 2019
- Sacramento Valley Morgan Horse Club for the 2019 Western States Horse Expo
- The Lippitt Club for Equine Affaire 2019
- **UVM Morgan Horse Farm** for a farm promotional video
- Wisconsin Morgan Horse Club for the Midwest Horse Fair 2019







Publication

Not all equine organizations still support a print version of their official breed journal. *The Morgan Horse* is made possible as a result of the enthusiasm of our Morgan community. The magazine staff considers it a responsibility to produce an informative journal that is as diverse as the breed we serve, with insight into bloodlines, disciplines, and history that make the Morgan unique.

Here are some facts and figures about YOUR official breed journal:

- In 2019 *The Morgan Horse* sent to press 1,974 total pages with an average advertising ratio of 46 percent. The October and November/December issues distributed around the breed's biggest event, Morgan Grand National, each contained more than 400 pages.
- All of this is produced by a four-member staff handling editing, design, production, and sales. The content is made possible by expert authors in many fields including breed history, multiple disciplines, and Morgan genetics and bloodlines.
- TMH correspondents and photographers cover more than 50 Morgan and multi-breed shows annually, documenting this vibrant aspect of Morgan activity.
- In 2019, the decades old Stallion Issue was rebranded as The Breeding Guide, with analytical information on Morgan bloodlines. We believe the innovation has proven extremely popular. The number of stallions whose services were promoted nearly doubled from the previous year.
- Our covers are sold, by policy of the AMHA directors. Cover sales bring in \$20,000 annually. Working with the Morgan public we make every effort to find appealing cover subject matter.
- \bullet The Morgan Horse enjoys significant ad sales adding \$650,000 to \$700,000 to AMHA finances annually.
- · THANK YOU TO ALL WHO SUPPORT A VIBRANT OFFICIAL BREED JOURNAL!

2019 Publication Statistics

Issues 8 • Pages 1,974 Average pages per issue 247

Advertisement/Editorial Ratio 46%/54%

2019 AMHA For the Love of the Morgan





National Museum of the Morgan Horse



The Board of Directors are excited to announce the completion of the 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 of 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 are 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.

A reading room/library has been established that has a view to the indoor arena for anyone wishing to watch horses work while browsing collection literature. A Walk of Honor Hallway is still in the plans for the many annual AMHA awards to be displayed.

Most of the final touches have been completed and the AMHA Board of Directors held a private ribbon cutting after their inspection of the exhibit on Friday, November 8, 2019.

This has been quite the endeavor involving moving, setting up and storing a majority of the collection and we must express AMHA's greatest appreciation to all those involved particularly, Pineland Farms, Erik Hayward, Rick Lane, Debbie Lane, Sam Stanley, Anne Brown, and Sue Ford. These people have volunteered time, transportation, and space that made it possible to get this project completed.

The official, public, grand opening will be held Saturday, April 11, 2020 in conjunction with the Maine Morgan Horse Club's "Meet the Morgan" open barn day. This event brings in countless locals that get to experience demonstrations, farm tours, door prizes, viewing of the museum and actually RIDE a Morgan horse! It's going to be quite an event so please join us if you can.

New and exciting projects are in the works including the addition of gift shop items in the main Pineland store and updated promotional materials in both the store and main exhibit space. Videos, new collection items for display, and many other projects are being reviewed for incorporation into the Exhibit. It is definitely an exciting time to expose our Morgan horse to a large number of people outside of our own community.

The archives are temporarily closed to all research requests and other collection/archives questions while we transition through the restructuring. Rest assured, the remainder of the collection, research materials, books, etc. are still safely housed in the Special Collections portion of the Middlebury College Library in Middlebury, Vermont. The Board of Directors continue to work diligently to ensure their safe keeping. Thank you for your patience and understanding during this adjustment period. If you have questions or need assistance during this time, please contact AMHA at info@morganhorse.com.





AMHECT

2019 Trustees

Mike Goebig, *President* • Carol Fletcher, *Finance Chair* Meredithe Bodnar • Teri Rumens • C. A. Lee, III • Lyn Estell • Mari Sanderson • 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.
- Encourage members in promoting an appreciation of Morgan horses.
- 3. Educate the general population regarding the substantial benefits provided by equine activities.
- 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.

2019 Website Statistics

Annual sessions

192,243

Users: 95,437 (down 4.59%) Page views: 614,300 (down 8.65%)

Top 5 Pages Viewed Homepage

Registry Landing Page Registry Online Membership Landing Page Show Results

Top 5 Referring Sites Facebook

Duckduckgo.com Google Morgangrandnational.com Pinterest

Inquiries
130 languages from 169 countries

Top downloaded PDF Forms

Transfer Application Registration Application Membership Application Stallion Service Report Champion Title Guidelines

Devices Desktop:

47.21%

Mobile 44.74% Tablet 8.05%

2019 AMHA For the Love of the Morgan















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 (traditionally held in mid-February) 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, with the relocation of the home office and the earlier annual meeting date (being held this year in late January), it is impossible to have final accounting records at the time of the annual meeting. 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 meeting handouts. Members will be able to access the final, audited financials on the AMHA website following the meeting once they become available. We look forward to sharing the Associations' official, financial status at that time.

Enjoy this united convention and may the new year bring all good things "For the Love of the Morgan Horse."







Affinity Partners

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AMHA & Grand National Corporate Partners

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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

































2019 Annual Report American Morgan Horse Association

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