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AMERICAN
HORSE COUNCIL

2024 AMHA ANNUAL REPORT

Better Together



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Executive Director's Report

Better Together is the 2024 Annual Report theme. Well, we've all heard the phrase made popular by English poet John Donne, "No man is an island." Nowhere could this apply more than our beloved

Morgan horse industry. The whole industry relies on each other from breeders to owners to exhibitors to volunteers and so many between. Think about how much pressure it would be for one person alone to put on a horse show. I know it took many people to pull off this annual meeting and conference! It's so good to host our own event again. The daily operations alone at AMHA are enough to make your head spin. This year is a prime example of how people work BETTER TOGETHER for the overall good of our Morgan community. I'd like to take just a little bit of your time to discuss how some of our sister organizations are working together for the betterment of all.

The American Morgan Horse Association, Inc. (AMHA) is a non-profit corporation incorporated in the state of New York (residing in Kentucky) and is designated by the IRS as a 501(c)(5) organization. The daily operations of all things Morgan horse are administrated under the auspices of AMHA. This includes the Registry, *The Morgan Horse* magazine, and all membership, program and administrative needs.

The newly formed Morgan Horse Foundation, Inc. (MHF) is a non-profit corporation incorporated in the state of Delaware (home residence of Kentucky) and is designated by the IRS as a 501(c)(3) organization. The newly formed foundation accepted all assets and duties from the recently dissolved American Morgan Horse Educational Charitable Trust (AMHECT). The Foundation will continue to operate all scholarship/grant programs and be the charitable and educational arm of our industry. Per the Foundation's formation documents, it was formed to support the AMHA and the sole member of the Foundation is The American Morgan Horse Association, Inc.

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.

2024 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

Alex Hesse
Registry Associate

Programs

Nikki Dumas
Programs Manager

Carol Aldridge
Programs Associate

TBD
Programs Associate

Publications

Stephen Kinney
Senior Editor

Kim Oplotnik
Editor

Kimberly Wilkinson
Graphic Designer

Brooke Cote
Graphic Designer

TBD
Sales Representative

Linda Freeman
Scanner

The Morgan Grand National, LLC (MGN), a new and separate subsidiary of The Morgan Horse Foundation, Inc., was also formed in the state of Delaware as a non-profit organization (home residence of Kentucky but staff operating remotely) that will operate and administer The Grand National & World Championship Morgan Horse Show®. Per the MGN's formation documents, it was organized exclusively to further the charitable and educational purposes of the parent company, The Morgan Horse Foundation, Inc. The sole member of the MGN is the MHF.

These three organizations, The American Morgan Horse Association, Inc. (AMHA), The Morgan Horse Foundation, Inc. (MHF), and The Morgan Grand National LLC (MGN) create a triangular relationship for the betterment of the entire Morgan horse industry.

This transition from The American Morgan Horse Educational Charitable Trust (AMHECT) to a more properly structured 501(c)(3) non-profit corporation with a fully separate subsidiary was done only after much review and based on legal advice and guidance. These newly formed organizations will be as transparent as AMHA and will better suit the Morgan horse industry moving forward.

We have had many people working on this transition project, but I personally want to thank the Chair of the Transition Project, Terri Sturm (Western Region Director), for her extensive work and hours of time. She expertly stayed on top of all things transition related and was the liaison between the attorneys, me, and both AMHA and AMHECT Boards. It was a lot of work, and it could not have been done as smoothly without her at the helm of the project.

Nicely set up with this new supportive structure, we also work together with other "sister" organizations such as The United States Equestrian Federation, The United Professional Horsemen's Association, and The American Horse Council. In the current age we live in, no other relationships could better serve the Morgan community than those that govern, protect, and advocate for our sport and horse ownership in general.

There are SO MANY other groups that all work together for the betterment of our breed, some of which include the affiliated clubs, the local and regional horse shows, the rescues, the corporate sponsors, the many volunteers, and most importantly, the MEMBERS and the HORSES.

I think we can all be PROUD to say we are part of working BETTER TOGETHER! Let's have another phenomenal year in 2025.

Carrie J. Mortensen, AMHA Executive Director

2024 AMHA Board Members Eastern Region

Steven Handy (President)
C. A. "Tony" Lee III
Ashleigh Wood
(Vice President, Finance)

Central Region

James Gruenberg
Harlan Grunden
Kelly Kraegel

Western Region

Sharon Boyce Bender
(Vice President)
Dallas McLarney-Bolen
Terri Sturm

2024 AMHA Board of Directors Meetings

2nd Quarter Meeting

– Zoom Video Conference
June 7

3rd Quarter Meeting

– Lexington, Kentucky
September 6

4th Quarter Meeting

– Lexington, Kentucky
December 6

2026 Election Nomination Process

The nomination process for the 2026 election opens on April 1, 2025. Nomination materials must be completed by October 1, 2025. Nominees must have attended a minimum of two board meetings (**one of which must be live, in person attendance**).



President's Report

Our shared love and passion for the Morgan Horse made 2024 a great year! Our Morgan breed and Morgan Horse Family continue to grow and throughout this annual report, it is evident that we are better together, and that Morgan Momentum is strong!

The Registry reports increased numbers in registrations, showing our most registrations (2,825) since 2007 and strong transfer (3,727) activity. Our membership is up 177 members and we have seen continued support of our premium membership level. *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 during our last performance in the historic Jim Norick Arena.

The AMHA Board focused on serving our members and promoting the Morgan breed to all audiences. We are embarking on a new video campaign with All Access with Andy Garcia and also on streamlining your digital experience. Though not without issues, we have updated our payment platform and are excited about the ease in which it will enable the association to conduct business once finalized. We successfully launched a new accounting software which will enable better reporting and are now able to conduct automatic renewals for membership and also allow for you to store your credit card on file.

We continue to strive for increased member participation and stronger 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. We are better together, let's keep the Morgan Momentum strong!

Steven Handy, AMHA President



Financial Overview

As an organization, AMHA is proud to have shown significant growth and positive gains for many years including the difficult pandemic era. We expect nothing different for the year ending 2024.

We must report that due to software implementation issues with our vendor PROTECH, year-end closings as well as the formal audit were unexpectedly delayed and that was quite disappointing for both the staff and the board. As this report is going to print, our in-house accountant is working daily with software representatives to address each software issue that was preventing our year-end closure. January’s delayed audit with McSoley, McCoy and Company is slated to be the week of this annual meeting and convention (March 3–7). We will provide that final report to our members immediately upon its conclusion (both online via our website and per our weekly global email blast). We anticipate the report will be reflective of yet another successful year supported by the strong income pillars of the Registry and *The Morgan Horse* magazine as well as continued support via the many grants received from AMHECT and diligent controls of annual expenses.

In accordance with the New York Not-For-Profit law and requirements, AMHA is providing a financial overview of the 12-month period ending October 31, 2024 for purposes of this annual meeting. *(Year-end financials will be posted with the results of the final audit completed shortly.)*

AMHA Financial Report

November 1 through October 31 - Comparison

Statement of Financial Position	As of 10/31/2024	As of 10/31/2023
Total Liabilities & Net Assets	\$1,761,474	\$1,818,712
Current Assets/Liabilities Ratio	4.09	2.9
<hr/>		
Statement of Activities	11/1/23 to 10/31/24	11/1/22 to 10/31/23
Revenue	\$2,214,212	\$2,229,612
Expense	\$2,191,978	\$2,236,729
Change in Assets	\$22,234	(\$7,117)

Registrar's Report

Up-to-date data on Morgan breeding activity.

By Erica Eulau

Last September, the AMHA Registry Committee and Board of Directors voted to allow Polysaccharide Storage Myopathy Type 1 (PSSM1) testing through AMHA. Although a study in 2022 conducted by UC Davis Veterinary Genetics Laboratory (VGL), at the request of AMHA, showed a low prevalence of PSSM1 in Morgans, committee and board members felt AMHA should provide access to this testing through AMHA to give our breeders the tools to assist them in making informed decisions about their breeding programs and record testing results under the horse's profile. In 2024, 47 horses were PSSM1 tested through AMHA and eight more have submitted their PSSM1 results to, and have had them recorded with, AMHA. All have been N/N (*read the science about PSSM1 in Bernadette Stang's article in January/February 2025 issue of The Morgan Horse, page 231*). If you had your Morgan horse tested privately through VGL, please reach out to the Registry to find out how to have the results added to your horse's profile.

The number of horses registered continues to grow each year, increasing by 5.37 percent from 2023, totaling 2,825 horses with foaling years ranging from a 1995 gelding (yes, that is correct) to our current 2024 foal crop. In fact, 68 Morgans were registered that were over the age of five. Speaking about foal crops, as of December 31, 2024, 1,417 foals had been registered in 2024, compared to 1,295 foals registered as of December 31, 2023. This is an increase of almost 9.5 percent.

Transfers saw a decline in 2024, by a little over six percent from the prior year (3,727 transfers in 2024 compared to 3,973 transfers in 2023). It is important, for the horse as well as the health of the Registry, for owners and breeders to record their changes of ownership with AMHA. We thank the numerous Morgan sales throughout the country that submit the transfers for each sale horse to the Registry and our Morgan owners and breeders who do the same.

Coat color testing was up 13.62 percent from 2023, and more breeders choose to do coat color testing through AMHA so that the results can be included on their Morgan's permanent record. Overwhelmingly, the red factor/agouti test is the most requested coat color test as breeders seek to learn whether their breeding stock is heterozygous or homozygous for black. Heterozygous Black (E/e, a/a) horses will have both red-based and black-based colored offspring. Homozygous Black (E/E, a/a) horses will only have black-based colored offspring. Examples are Black, Bay, Brown, Buckskin, or Smoky Black.

2024 Registry Statistics

As of December 31, 2024

2,825

Registrations

2,681 in 2023 (12/31/23)
5.37% change

3,727

Transfers

3,973 in 2023 (12/31/23)
- 6.19% change

2,840

DNA Kits

2,504 in 2023 (12/31/23)
13.42% change

168

DNA Kits for Unknown Horses

186 in 2023 (12/31/23)
-9.68% change

534

Coat Color Tests

470 in 2023 (12/31/23)
13.62% change

4,201

Mares Bred in 2023

(Reported 12/31/24)
Compared to 3,947 mares in 2022

840

Stallions

Bred in 2023

(Reported 12/31/24)
Compared to 861 stallions in 2022

Twenty-nine SynchroGait® tests were requested through AMHA in 2024, compared to 41 in 2023.

Our small but mighty Registry department is dedicated to giving you the best customer service possible—we enjoy our job, and we enjoy helping you in any way we can. Feel free to contact us with any question, big or small, or to check on pending work. However, please be patient—as you can see, we keep very busy. Thank you, our Morgan breeders and owners, for all you do to perpetuate our beautiful breed.

2024 Registry Rule Changes & Motions

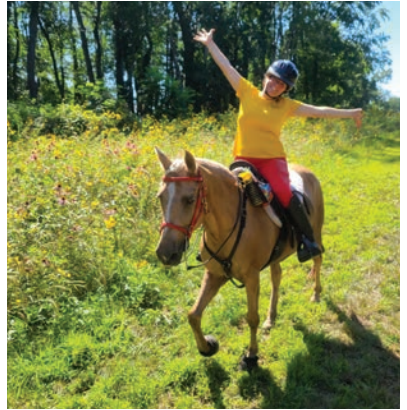
The following motions were approved or adopted at the **September 7, 2024, Board of Directors Meeting**

- To approve the addition of “Rule 10 – Genetic Testing” to the AMHA Registry Rules and Regulations as follows:

RULE 10 – GENETIC TESTING

The Registry exists to preserve, promote, and perpetuate the Morgan horse. In furtherance thereof, the Registry desires to allow its members to conduct certain genetic testing on Morgan horses so that such members can make educated decisions regarding breeding Morgan horses in an effort to improve the strength, welfare, and integrity of the Morgan breed. Such genetic testing will be conducted in all respects in accordance with these Rules. All such genetic testing results obtained will be permanently recorded with the Registry, are the property of the Registry, and may be used by the Registry for any and all purposes deemed appropriate by the Registry to perpetuate the mission statement and goals and objectives of the Registry from time to time, including, without limitation, research, education, and analysis. All genetic testing will be under the supervision of the Registrar and will be done at the expense of the owner. The Registry reserves the right, in its sole discretion, to publish any and all genetic testing results with respect to each horse tested or broadly as part of studies or other breed analyses. Currently, any such genetic testing is optional and may be requested or conducted with respect to a horse by the registered owner or lessee of such horse. Below is a list of currently permitted genetic testing:

- Coat Color Testing
 - SynchroGait® Testing
 - Polysaccharide Storage Myopathy Type 1 (PSSM1)
- To establish the fees for PSSM1 testing: \$45 for PSSM1 testing, and \$15 to record a Veterinary Genetics Laboratory (VGL) test previously recorded with VGL once the identity of the results has been confirmed through VGL.
 - To approve the PSSM1 Testing Application as presented.
 - To adopt Rule 5.D into the AMHA Registry Rules and Regulations, which reads, “*Unless otherwise requested by the owners of a horse, any horse registered with the Registry that is owned by more than one owner shall be classified as being Joint Tenants with Right of Survivorship.*”
 - To accept the proposed changes to the Notice of Frozen Semen Transfer Application to allow the seller to authorize or deny additional testing on the stallion’s DNA.
 - To offer the British Morgan Horse Association an agreement similar to what AMHA offers other registries with reciprocity, with the addition of providing them a PDF file from which to print certificates.



Membership

The AMHA membership statistics ending October 31, 2024, reported 177 more members than the previous year. Growth continues in Premium Memberships, increasing by 10 for a total of 906 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 working better together! Thank you!

Programs

AMHA once again found its programs working together for a very strong turnout for 2024!

Youth of the Year

The 2024 Youth Contest program consisted of 20 contests held across the country, including AMHA's 3rd 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. Thirteen talented individuals participated in the 2024 Grand National Youth of the Year Contest, as well as seven amazing Juniors who took part in the Junior Invitational, and thirteen youth took advantage of our ever-growing Individual Judging contest! This year, for the first time, two 4-H teams joined AMHA contestants for the event!

2024 Membership Statistics (as of October 31)

6,223 Member Accounts (6,046 in 2023)

Six Membership Levels

Associate Members 324 (312 in 2023)

Standard Members 3,315 (3,223 in 2023)

Premium Members 906 (896 in 2023)

Youth Members 505 (478 in 2023)

Youth Life Members 576 (556 in 2023)

Life Members 597 (581 in 2023)



Youth Medals Program

The Medals program once again grew stronger in 2024! For 2024, 41 horse shows offered AMHA Silver Medal Classes exceeding expectations with a grand total of 104 equitation riders qualifying to compete in the Gold Medal Finals at Grand National! This year, the Gold Medal winners swag bag included an AMHA logo backpack, rain poncho, water bottle, dry-erase board, AMHA Gold Medal bumper sticker, and a notebook with pen. Each Gold Medal winner received a treat basket for their horse, a bouquet of flowers for the trainer, a beautiful silver photo frame for the winner, a free 8x10 photo from Howie Schatzberg, and, of course, the \$500 scholarship! Those who qualified in the medal program received their swag bag at a youth mixer, where they met other Medal and YOTY competitors, played fun games and won prizes.

Youth Merit Program

The AMHA Youth Merit program celebrated 54 Figure, 11 Bulrush, nine Woodbury, and four Sherman horsemastership merits this year—a total of 78 new Merit Achievers in 2024 with many new applications arriving daily for the new year!

Youth Teams Program

The AMHA Youth Teams program continues to excel. 2024 brought 17 teams to the program that included 179 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 the funding received to help make the Teams program possible!

Youth Council

The AMHA Youth Council enjoyed another great year! Headed up by their President and past Grand National Youth of the Year (YOTY) champion, Kiana Pearson, all the council members put a great effort into continuing their live interview episodes of “The Morgan Horse Source” featuring Morgan industry greats. They continued to work hard raising money by selling spritzer fans at horse shows and both Equine Affaires. They also organized and managed a Barn Olympics relay game at the Grand National that boasted over ten teams and was great fun! They are currently working diligently to create an online jeopardy game to enable all youth to brush up on horsemanship knowledge with online games. The entire Council looks forward to what the Youth Council will achieve in 2025!



Champion Title Program

The AMHA Champion Title program celebrated another amazing year! In 2024, 79 new horses enrolled, 43 horses received CH status, and 49 received a GCH title. 309 horses are currently enrolled and working toward their titles and a total of 640 horses to date have received the GCH title. The future seems bright for this inspiring program!

Open Competition Program

The 2024 Open Competition program boasted 184 enrolled horses, including lifetime enrollments. The overall awards were calculated and announced on November 22nd and will be presented to those participants attending the AMHA Annual Meeting and Clinic. Those unable to attend the event received awards through the mail. This year, the AMHA awarded 19 Medallions in various divisions.

Distance Championship

From August 23 to August 25th, 2024, distance enthusiasts and riders gathered at the scenic Iron Mountain Jubilee in Cripple Creek, Virginia, for the 6th Annual AMHA Distance Championships. The event, organized by the Arabian Horse Association (AHA), is joined by multiple breed associations for their breed specific National Championships. This year brought two Morgans to compete in the beautiful weather. Millie Turner of Pennsylvania competed with her Morgan, Sunny Afternoon (Sunny Acres Illuminator x W-B Adulate). Millie and Sunny took home the title of AMHA Limited Distance Champion title for the 25-mile event, placing fifth out of 25

2024 Website Statistics

157,342 Annual Seasons (down 4.75%)

Users 88,830 (down 2.48%) • **Page views 310,960** (down 6.03%)

Top 5 Pages Viewed AMHA Home • Calendar Events • Registry Online
• AMHA Search • Registry Forms



horses in the Distance Horse National Championships Open LD Division, with a time of 3:23 and was named Morgan Best Condition with an overall score of 676. Also in the Open LD Division, Sara Lareau of Vermont rode her 25-year-old gelding, Aikane's Grand Entrance (Drumlin Pal x BMW Willow's Celebrity). The team placed 15th of 25 horses with a time of 4:52 earning the title of AMHA 25-mile Limited Distance Reserve Champion team. Congratulations, Millie and Sara, and thank you for your dedication and talent in the sport of Distance Riding. Thank you, also, to the Arabian Horse Association for hosting this prestigious competition.

My Morgan & Me Program

When members join the AMHA My Morgan & Me program, they promote Morgan suitability for any job, whether it be work or play and their hard work and endless hands-on hours count towards gratifying awards. A total of 25 members reached new personal milestones with their beloved Morgans in 2024. While nine members just started their journey with their first milestone by completing Level 1 this year, one member reached the ultimate milestone—Level 10 with 10,000 hours recorded! Since the program's inception, more than 84 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). In 2024, USDF issued 34 awards (placings) in various Dressage divisions to Morgan horses participating in this program. [Note: AMHA pays USDF a fee for each award granted.]

High Scoring Morgan Award Program

AMHA High Scoring Morgan Awards recognize the highest scoring Morgan in individual open competitions and approved trail rides, regardless of the division in which the horse competed. Approved events ranged widely from Endurance and Competitive Trail Rides to Dressage and Driving events, and in 2024, 36 various events requested and utilized this free award.



Marketing & Promotion

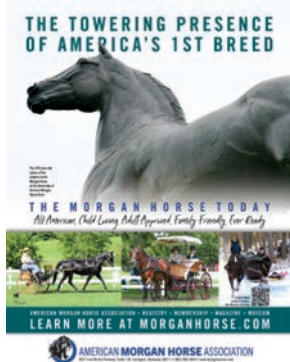
Promotional Grants

AMHA's Breed Promotion Grants are open to any AMHA club, organized group, Morgan barn, or AMHA-affiliated organization. The following seven awardees promoted the Morgan breed to thousands of people across the country in 2024:

- **Clarity Riding** for the Pennsylvania Horse Expo
- **Iowa Morgan Horse Association** for the Iowa Horse Fair
- **Morgan Horse Association of Oregon** for the Oregon Ag Fest & State Fair
- **Morgan Stock Horse Association** for advertising of Western Working Morgans
- **Ozarks Morgan Horse Club, Inc.** for the Ozark Farm Spring Roundup & Fallfest (Meet the Morgan Day)
- **The Lippitt Club, Inc.** for the Massachusetts Equine Affaire
- **Wisconsin Morgan Horse Club, Inc.** for the Midwest Horse Fair

Equine Affaire

Once again AMHA hosted a promotional booth at both the Ohio and Massachusetts Equine Affaires in 2024. Around 32,000 people attended each of these events, and it was great to promote this amazing breed to all that passed through. This year we brought a much stronger booth with brand new merchandise using vintage AMHA logos that ended up being a big hit! New



merchandise included umbrellas, puffy vests, winter jackets, wine glasses, and so much more! At the Massachusetts location there were four different horses that took turns in the AMHA petting stall that thrilled the crowd, including a 6-month-old Lippitt filly. AMHA also participated in three demonstrations for the Morgan horse at the Massachusetts location. Six beautiful Morgans volunteered for the job showcasing the Morgan's versatility. AMHA looks forward to next year with more great ideas to promote our wonderful breed!

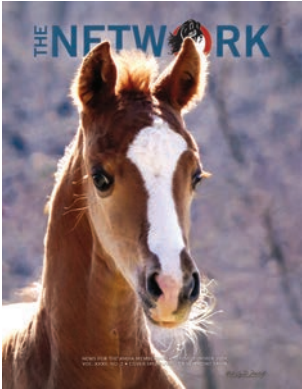
Advertising Partners

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.

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

Because our main source of communication with our members continues to be through our weekly email blast, it is imperative that all members keep their email addresses updated at the AMHA Office at all times. This popular weekly digital newsletter released electronically every Thursday morning contains all the information you need to stay abreast all things AMHA!

In the spring of 2024, AMHA tried a new partnership with *The Morgan Horse* magazine to create a “flip” issue where the Spring/Summer newsletter *The Network* was incorporated into the April/May issue. Due to the positive feedback of that combined flipped issue, we anticipate the joint venture again this coming spring. The Fall/Winter issue will again be a stand-alone newsletter at the end of 2025.

AMHA has several social media outlets such as Facebook, Instagram, and TikTok. Be sure to follow us on each of those platforms. However, due to limited staffing capabilities, if you send a message through one of these social media outlets and don’t get a prompt response, please forward your inquiry to info@morganhorse.com. We appreciate your patience.

We also request that members that have news or other events they would like to share, to forward them to info@morganhorse.com so we may actively share appropriate Morgan horse activities. Did your club participate in a parade? Did you or someone you know compete in a major open competition (such as Tevis Cup, etc) and AMHA needs to know about it? Please remember that we try our best to cover as much as our limited resources allow and we depend on the members to keep us informed. We look forward to hearing from you.

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. 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/>. A special thanks to Rick Lane for continuing to host the exhibit and store the collection!



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 83 years of continuous publication in 2024. 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 2024, the October and November/December issues (pre-and post-Grand National) climaxed the publishing year with a combined total of 855 pages, more than 525 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, generates this unique content with the goal of providing the Morgan breed 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;
Kristen Kelly, Traffic Manager*

2024 Publication Statistics

Advertisement/Editorial Ratio 52%/48%

Issues 8 • Pages 2,008

Average pages per issue 251

The American Morgan Horse Educational Charitable Trust (AMHECT)

As mentioned earlier in this report per the Executive Director's report on page three, The American Morgan Horse Educational Charitable Trust (AMHECT) was legally dissolved at the end of 2024 and all assets and administrative obligations (scholarships/grants/etc.) were transferred to the newly formed Morgan Horse Foundation, Inc. (MHF) and its subsidiary, The Morgan Grand National LLC (MGN). Please read the Executive Director's report for more on the establishment of the new not-for-profit, 501(c)(3) organization.

However, AMHECT was in full operation for the majority of the year 2024 and continued to support AMHA in very BIG ways!

AMHECT (in the future MHF) 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. The 2024 AMHECT/WMF Auction was a huge WIN-WIN example of working together for our Morgan community. It generated over \$137,665. Thanks to the generous stallion owners and the successful bidders who participate in this winning program, there is more money to use for promotion, and to give back to stallion owners, winning foals, and their handlers.

AMHECT, and moving forward MHF, also administers and awards seven different scholarships/grants each year to enrich the lives and advancement of individuals within our Morgan community.

In 2024, AMHECT granted AMHA over \$72,000 in grant funding to assist with programs and promotions. Thank you, AMHECT! We look forward to continuing this relationship with the newly formed Morgan Horse Foundation, Inc. (MHF) in the coming years.

Note: The Trust's webpage, www.amhect.org will be updated to www.morganhorsefoundation.org. Currently, both those sites will give you an error, but we are actively working to edit them accordingly. Please be patient while staff updates all the forms and website pages allocated to the Trust over to the new Foundation. We anticipate this being complete no later than the end of March 2025.



Morgan Horse Foundation, Inc. (MHF) Board of Directors

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2025

**GRAND NATIONAL &
WORLD CHAMPIONSHIP
MORGAN HORSE SHOW®.**

Grand National & World Championship Morgan Horse Show®—A New Beginning

After fifty years at the Jim Norick Arena in Oklahoma City, the Grand National & World Championship Morgan Horse Show® will undergo significant changes in 2025. The new OG&E Coliseum is set to open in June, enabling our show to utilize the facility in October.

As you can imagine, progress comes with a few growing pains. This year will serve as a transition year that requires patience and understanding. The Grand National & World Championship Morgan Horse Show® Committee is diligently working to make this transition as smooth as possible.

Safety is our top priority, followed by convenience and enjoyment. Adjustments to the schedule, along with traffic flow to and from the arenas, will be necessary in 2025.

Starting early this summer, expect frequent updates on progress at the fairgrounds and plans for how our show will adjust to this new environment. Follow us on Facebook and Instagram, and look for updates in your inbox as we chart an exciting course to a new beginning.





A Final Note

Thank you for joining us for our Annual Membership Meeting and conference held in Newark, Ohio. Enjoy this weekend and may the year ahead find our entire Morgan community WORKING BETTER TOGETHER! We look forward to having you join us again next year in Harrisburg, Pennsylvania, March 5–7, 2026.

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2024 Annual Report

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