

2021



Annual General Meeting

Virtual Meeting | February 27 | Fhana.com

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Virtual Meeting Info

Click the Zoom icon to be taken to that session.

Join us Feb. 27 for the Virtual FHANA Annual General Meeting starting at 1PM EST (10AM PST).

Committee Reports



Q&A Session



Award Banquet



Saturday evening Feb. 27 starting at 7:30PM EST (4:30PM PST) FHANA will conduct a Virtual Awards banquet to honor our 2020 award winners. Please join us and help celebrate their accomplishments.

20/21 Board of Directors

Dr. Rosanne Palermo, President



Marquis Laude, Vice President



Eric Smith, Treasurer



Allison Thomas, Secretary



Angie DePuydt, Director



Mathew Jenkins, Director



Charlotte Dumford, Director



Erin Miley, Newly Elected





President's Message

Welcome to 2021. So far, the year shows promise. The NA stallion selection is underway, and all the committees are working hard to prove 2021 as one of the best years ever.

The accomplishments of the FHANA in 2020 were amazing given all of the roadblocks. Our organization has grown and evolved. I can say with confidence it is a "member driven" organization.

Once again I am asking all of our members to get involved; the more we grow and expand, the more volunteers we need. There is a role for everyone depending on your area of interest, expertise, and time allotment. It is a great time to become active, and we need you.

I want to commend all the committee chairs, members and sponsors along with the FHANA board of directors. We have an amazing group of people who unselfishly give of themselves for a common goal: the promotion of our KFPS registered Friesian horses.

We are a diverse group that all give of themselves, their time, energy and experience, which guides us to continue to grow and improve.

It has been my honor to serve as your president during the past 3 years. My aspiration has been to turn this over to the members we serve and provide an atmosphere where everyone is welcome and new ideas are considered. I feel we are on this path, and my hope is that we continue to strengthen and grow, not only in numbers of members and horses, but benefits of membership in FHANA.



Warm Regards, Rosanne

Executive Director's Message

What a year 2020 was, like many of you, I am happy to be moving into 2021 and trying to get back to some sort of normalcy. Like many of you, no inspections was a real disappointment for us. We in the office really look forward to getting out to see the horses and reviewing the results.

Each and everyone of our committees and Board members should feel very proud of everything that they were able to accomplish during what looked like a dead year. We started out with our Strategic Planning session in February. The members who attended this retreat really help set the direction for FHANA for the next 5 years. Once the plan was finalized, it was broken down and each committee was given a section of the plan to monitor and report on monthly as part of their committee reports.

Each committee took the tasks that they were assigned and ran with it. As part of their monthly reports, the FHANA Board has been able to see the progress of each committee and how their commitment has impacted the Strategic Plan. If you are interested in viewing the Strategic Plan, you can view it [here](#).

While maintaining Social Distancing, we were able to successfully pull off our first ever FHANA Virtual Shows. This was a terrific opportunity to display what the Friesian can do and showcase farms and horses that many members never get the opportunity to experience. This has led us to other thoughts surrounding the virtual world, so as a member I would expect to see other opportunities in the future to showcase your horses and farms.

The finance committee did a terrific job in 2020. As soon as we had the information to make sound decisions surrounding the events of FHANA, the committee was quick to adjust the FHANA budget. We did apply and accept the Payroll Protective Program that was offered. We waited on this until we knew how the pandemic would affect FHANA. At the time we were in jeopardy of laying off staff personnel and this loan helped us to keep them on board. With a terrific membership drive from the membership committee, we ended up in 2020 on a positive note.

With 2021 here, we must say goodbye to a terrific Board Member in Angie DePuydt. Angie served on the FHANA Board for 3 years as the Treasurer and Vice President. She brought a lot to each and every meeting and was a joy to work with. Angie will still be very active within the breed as she takes her talents to the Fenway Foundation for Friesian Horses. We will miss you Angie.

I look forward to some normal activities in 2021, it will be great to see our members and horses once again.





Committee Reports



FHANA  ROYAL FRIESIAN
FRIESIAN HORSE ASSOCIATION OF NORTH AMERICA BY KFPS

Annual General Meeting Committee Report

Danielle Piascik, Chairperson

Members: Allison Thomas (Board Liaison), Pam Groom, Becca Eccard, Rebecca Wildstein

During the course of 2020, there were many questions as to if the 2021 AGM would be able to move forward, due to Covid. Unfortunately it was decided the 2021 AGM would be a virtual event. The 2021 AGM will be held virtually for all members. Board of Directors will be in person, if travel allows.

The committee went to work on planning a fantastic event for 2022 to be held in New England. The committee looked at a few options as a host hotel and ultimately decided on Foxwoods Resort in Ledyard, CT. Foxwoods is the largest resort casino in North America. The hotel boasts over 80 shopping venues, 34 restaurants, entertainment such as concerts and comedians, bowling, ice skating, golfing, spa, Monsanto World Class Karting, and 7 casinos. The AAA, Four Diamond rated hotel is convenient and comfortable for all guests. For attendees wishing to stay offsite, additional hotel recommendations and block rates are available. The offsite location will be

at Bridle Brook Barn in Marlborough, CT where NEFHC is looking forward to offering a new, special presentation followed by a sponsored dinner event.

The AGM committee discussed the speaker format. The committee discussed different methods to be able to offer breakout sessions to those attending with the various FHANA committees. Virtual sessions were also discussed as an option for those who are unable to attend the AGM in person. The committee will look into North American speakers to cut down on international travel that could be interrupted. Speakers asked to participate were Dr. Jose Garcia-Lopez of Tufts, John Greenall and Liz Austin. This will continue to be discussed further.

Marketing ideas were discussed. For the first time, the cover of the AGM program was sold to increase revenue for the AGM. Caron Osborn suggested coming up with a letterhead, still with the FHANA reference, but branded specifically to the AGM. The tagline was discussed and will remain. Jason will work on the cover keeping the same theme.

During the next year, the AGM committee will meet to continue to plan a memorable event for the membership!

Breeding Committee

Ruth Baugh, Chairperson

Members: Allison Thomas (Board Liaison)
Charlotte Dumford, Lana Markey, Lisa Baker,
Darcy Safrin, Marita Floryn

We were very fortunate to have a committee which was comprised of breeders who were more than willing to share their ideas and experiences. It was very helpful that most meetings enjoyed full attendance. Because of this, I'm happy to report that our committee was able to con-

tribute to each of *THE FRIESIAN* publications in 2020....in most cases more than one article was submitted. Many of the articles were co-written by several of the committee members in order to share different methods and ideas. FHANA has many new members so we even felt that a repetition of a few past articles such as the one regarding N.I. in foals was worth repeating.

Our committee spent the last quarter of 2020 in discussing a new breeder's awards program spearheaded by Allison Thomas. We have done some research on levels of awards and felt that more work needs to be done in determining how best to help breeders report the premiums of their mares and foals.

I've enjoyed being the Committee Chair of this group during 2020 but am stepping down effective December 31, 2020. I am planning to be a part of the mentoring program to continue with the mentoring that I've been doing this past year with referrals from the FHANA office. I've found this to be very rewarding and hope that I can continue to be of help to those new to breeding.

Warm regards,
Ruth A. Baugh

Education Committee

Lisa Baker, Chairperson

Angie DePuydt (Board Liaison), Sharon Bechler,
Elise Tillman, Marion Troyer

A tremendous THANK YOU for the time, talent, and dedication the members of the Education Committee put forth this past year! We achieved several goals and still have a number of projects in progress.

In response to one of FHANA's 2020 Strategic Planning Session goals developed for the Education Committee, "to be leader in the equine industry within the Friesian horse in genetic research and equine wellness", the committee developed the initial framework for establishing an annual Genetic Research Fund. Our goal is to work hand in hand with other Agencies, Universities, Non-Profits, and Foundations to be the leaders in research and help support them with their research. Much more work is ahead to fully develop this program but an exciting start has been made!

Numerous articles were submitted to *The Friesian* magazine by our committee members, "Losing your Friesian" written by Sharon Bechler, a committee member spotlight about Marion & Alma Troyer of Hoofbeat Melody Acres and Winter prep

for our horses written by Lauren Barnes with submissions from a number of FHANA members throughout North America. An article about "Pro tips from Iron Spring Farm for selling your foal" written by Christine DeHerrera, "Buying & selling at auctions" compiled questions and answers and "Doing your Homework" by Lisa Baker will be in the upcoming magazine.

Webinars were presented, hosted by Angie DePuydt, discussing "Updates in the management of the problem mare" as well as the topic of Laminitis. They were very well received and we have plans for more in the near future. In addition, the online library on the FHANA website now has articles from years past available to members to read and research. The update of the history of the Friesian horse has also been addressed.

We have reached out to the membership committee and offered our help as they proceed with their amazing mentorship program. The FHANA 101 initiative has been discussed and the Education committee will assist with this in 2021.

One of our goals this year was outreach to the non-conventional communities that own Friesians. With the help of an Amish member on our committee, Marion Troyer, much knowledge was shared. By FHANA having a presence at large auctions, education about the KFPS registry will be readily available as well as B book 2 registration information. A presentation and advertising will also help achieve our goals.

After much research, we determined there was a need for keuring preparation knowledge. Will Bron reached out to Doeke Hoekstra and Petra Zeelen for their help. A keuring preparation, five video/webinar series will begin in early 2021 for our membership. We will be involved in the journey a mare will take preparing for inspection from the very beginning. FHANA will keep you posted and we are very excited to share this information as we look forward to upcoming inspections in 2021!

Editorial Committee

John Dumford, Chairperson

Members: Laurie Bell-Editor, Charlotte Dumford (Board Liaison), Heather Bonser-Blaylock, Annette Carpenter, Danielle Barrasso, Dr. Kirk Steehler

Editorial Committee had most of its members end their terms of service about the time of the AGM last year. A few weeks after that, the pandemic hit, and most of the events that account for much of the reporting in *The Frie-*

sian were canceled. Nevertheless, several more members volunteered to become Editors and have worked together over the last year to work around the lack of horse shows and keurings and develop stories focused on members' experiences with their Friesian horses while at home. All of the current Editors have been impressive in their ability to develop articles that focus on some aspect of Friesian ownership and care other than (traditional) competition or sport. The magazine has also featured a "No Show" competition based on members' submission of photographs in a number of categories. When FHANA held a series of virtual shows via Zoom, the magazine was able to honor the winners and acknowledge the participants in print. With the help of other FHANA committees, notably Breeding Committee and Education Committee, the magazine has been able to bring informative articles concerning Friesian-related health and well-being to the membership. In addition to thanking everyone who has served on Editorial Committee, the Committee would like to thank all of the individual members who dedicated their time and effort to contributing articles they wrote themselves. This has been a year when the membership truly stepped up to support *The Friesian*.

FHANA Member Council

Sharon Bechler, Chairperson

Members: JoAnn Clough (Liaison),
Kelly Twambly (Liaison), Angie DePuydt (Board Liaison)

2020 was an unprecedented year because of the COVID pandemic. It is our sincere hope that the FMC was beneficial in providing a vehicle for our members to feel connected with one another during this historic and lengthy period of social isolation. The active involvement and commitment of our FMC members during this difficult time was critical in supporting our efforts to listen to the needs of our constituents and to maintain bi-directional communications with FHANA.

The FMC is chaired by Sharon O'Lexey Bechler, Angie DePuydt is the FMC Board Liaison, and Kelly Twambly and Jo Clough are the administrators. Ms. Bechler successfully guided the council to enhance FHANA's operational processes, to ensure transparency, promote educational opportunities, foster inclusion, and recognize the contributions of FHANA members. Specific 2020 activities include but is not limited to:

- Ensuring efficient and timely flow of information between FMC members and the BOD.
- Fostering compliance with FHANA due dates for Inspection applications and chapter renewals.
- Reviewing and supporting a new chapter application - North Michigan Friesian Horse Club.

- Promoting FHANA events such as the Social Distancing Show, Webinars, and the like to maximize participation.
- Collecting feedback on constituents' educational needs.
- And providing open forums for discussing diverse topics such as the pandemic's effect on equine activities, KFPS operations, optimizing runner resources, and what insurances chapters utilize to cover equine activities.

Now, moving on to five years of existence, the FHANA Member Council is pleased to give voice to every FHANA member through their chapter representatives.

2020 FMC Participants

Sharon Bechler-Central California Friesian Horse Club
Janice DeBoer Vermerris-Michigan Friesian Horse Association
Marvel Jeffcoat-South Central Friesian Horse Association
Danielle Barrasso-Friesian Horse Association of New England
Tammie Ammen-Friesian Horse Association of the Mid-East
Will Bron-Northwest Friesian Horse Club
Beatrice Whiteley-Friesian Horse Club of Southern California
Kay Veinotte-Pacific Horse Club
Danielle Piascik-North East Friesian Horse Club
Carrie Blair-Ohio Valley Friesian Horse Association
Anna Osinga-Atlantic Canada Friesian Horse Association
Margaret Devetten/Klazien Sietsma-Alberta Friesian Horse Association
Jack Vanderkooy-Ontario Friesian Horse Club
Tiffany van der Kooi-Great Lakes Friesian Horse Association
Nina Miller-West Coast Friesian Horse Club
Allison Sable-Mountain Time Friesian Horse Chapter
Beverly McGowan-Lone Star Friesian Horse Club
Greg Walsh-Sierra Nevada Friesian Horse Club
Lori Brock-North Michigan Friesian Horse Club

Angie DePuydt-FHANA Board Representative
Jo Ann Clough-Administrator
Kelly Twambly-Administrator

Finance Committee

Amy Rogala-Hobbs, Chairperson

Members: Linda Hawkins, Jack Vanderkooy,
Eric Smith (Board Liaison)

Throughout the Year 2020 we faced a year impacted by Covid19. We as a committee took action immediately by reducing all spending and attempted to find ways to save our members expenses while continuing full service. As Covid continued it prevented all in-person events, the committee worked closely with FHANA staff to analyze ways to maximize our financial stability for 2020 and prepare for the year of 2021. Listed below are a few of our major focuses.

*We implemented a freeze on staff travel, printing and promotional materials, and no major expenses expected and a freeze has been implemented on any unnecessary expenses.

*The Farm Bureau CD of \$78,656.46 was not renewed and now placed in Savings.

*The Committee put forth the motion to suspend the collection of the \$50 ABFP testing fee while there is no testing occurring in North America, and to refund any 2020 ABFP testing fees that were already paid.

*The Committee put forth a revised budget for 2020 to reduce expenses. Changes were made in advance of expected financial difficulties regarding COVID-19. Education weeks and ABFP testing have been removed, while marketing, membership, payroll, and clinic budgets have been reduced.

* Foal inspection fees paid in 2020 will allow foals to be presented in 2021.

*Payroll Protection Program loan was applied for and received to help pay for second employee and keep FHANA open.

* Finance Committee: The Finance Committee recommends the addition of a temporary transfer membership, akin to the Non-Member Transfer fee that other organizations use. This would be a \$50 fee that enables a one day

membership to facilitate the transfer of a horse to someone who does not have a FHANA membership. The cost to FHANA for this would be approximately \$40 depending on the Euro. This would be a temporary measure to help get some of the horses who have not been transferred in the past into the correct names.

* The Finance Committee helped evaluate and recommend options for a retirement plan for employees and reviewed the entire staff benefit package.

* Major changes from previous years are that the ABFP line item has been left off as there is currently no plan for an ABFP testing to occur in 2021. If it does occur, it will be an income neutral item as expenses are offset by income. The Marketing budget is also higher in 2021 than previously as there are numerous initiatives this committee plans to undertake in 2021.

*The CD rates are currently very low at .02% The finance committee recommended leaving the recent cashed CD money in savings.

Inspection Committee

JoAnn Clough, Chairperson

Members: Jancy Morgan, Annie Muilwijk,
Marquis Laude (Board Liaison)

During 2020 the Friesian Horse Association of North America, and its sanctioned committees, experienced unprecedented challenges related to the pandemic. Unfortunately, due to international health restrictions the annual Inspections were cancelled. Thankfully, FHANA offered virtual options to engage our membership and provide needed relief for the social isolation. The Inspection Committee was happy to provide logistical support for the FHANA Virtual Show, a venue that provided great entertainment value and opportunities to learn about each other and to see Friesian horses from across North America.

For background, the Inspection Committee is chaired by Jo Clough and its membership includes Jason Tice, Executive Director, Marq Laude, Board Liaison, Annie Muilwijk, and Jancy Morgan.

The 2020 Committee focused its efforts on completing the annual review of and updates to the Inspection and Site Host Manuals and the Inspection Program. We are pleased to report that the Board reviewed and approved the Committee's revisions. In addition, the Inspection Committee, in concert with the Educational Committee, reached out to Site Hosts to determine what educational needs their constituents had relative to Inspection preparation. As an outcome of this discussion, the recommendations were forwarded to the FHANA Board for their review and feedback. Because of this outreach effort, there are new Webinars that are currently under development that will be available in 2021 and the possibility of adding a speaker to the 2022 AGM program with expertise in optimizing the Friesian's Inspection performance and gaits.

The Inspection Committee will be directing efforts in 2021 on examining under served regions in North America, developing metrics to assess the committee's overall performance, revising the Inspection application form and review process for the upcoming year, and partnering with the Education Committee to ensure our members' educational needs are addressed.

Our committee activities this year have been directed at ensuring we, the Inspection Committee, are meeting the needs of our constituents, that we enhance the efficiency and fairness of our operational processes, that we ensure transparency, that we provide relevant educational opportunities, and foster inclusion.

Marketing Committee

Willem Vanderkooi, Chairperson

Members: Mathew Jenkins (Board Liaison), Ruth Page, Beverly McGowan

After the 2020 AGM strategic planning session the FHANA Marketing Committee was given some ambitious goals by the membership. The planning and implementation of these goals was off to a great start, then the Covid-19 epidemic manifested itself in the United States. Americans were put on lock down, a travel ban was placed on Europeans entering the US, so it became evident that the 2020 inspections were in jeopardy. The committee knew that inspections being cancelled had the potential to dis-enfranchise the membership, so an alternative plan was devised. With most of the world accustomed to utilizing Zoom, a virtual show was developed

to offer a fun alternative to the FHANA Membership. Over the course of 2020 with the assistance of the membership committee the virtual show came to life. The "For Fun" show consisted of an East, Central and West show with multiple classes. The horses were evaluated by a line up of KFPS and FHANA VIP'S. In total over 70 horses were entered into the virtual shows. Ribbons sponsored by Young Living Friesians and a bag of goodies were awarded to each participant. Wonderful prizes were given to a champion and reserve champion in the exhibition and costume classes. The shows were a huge success and helped unify the FHANA membership.

In addition to the virtual shows the marketing committee tackled revising the dated "We Speak Friesian" brochure. With the relentless assistance of Executive Director Jason Tice, this stunning new marketing piece was created and approved by the board for 2021 use.

Although it is yet to be completed, a new logo is in the works. A working concept has been approved by the FHANA Board of Directors with a planned reveal to the membership in Q1 2021.

On behalf of the entire marketing committee I would like to thank all of our sponsors and members that helped make the most out of 2020. We look forward to a fantastic 2021!

with resources. The Board approved the program and it rolls out on February 1, 2021.

The second major goal was to develop both a youth program and youth membership category. The Committee interviewed a founder of JongKFPS to understand how the program works in the Netherlands. Then our youth sub-committee outlined a program to fit the needs of North America and called it Future FHANA. Two categories of membership were created: a Future FHANA Youth Member for ages under 18 and a Future FHANA Adult Member for ages 18-30. These members receive a FHANA magazine and a Friesian coloring book. The program is self-funded through memberships and sponsors of the coloring book. Possible Future FHANA events include AGM breakout session, clinics, camps and farm visits. The Board approved the program and the membership categories are effective February 1, 2021.

The third major goal was to work through local chapters for a membership drive that helped explain benefits and to encourage membership and growth in the new Future FHANA program. The Committee contacted chapter representatives to encourage them to promote membership and gave them promotional verbiage to use to email or post on social media. This initiative was also discussed as an agenda item at the December 2020 FHANA Member Council (FMC) meeting.

In addition to meeting the AGM's Strategic Goals, the Committee completed other initiatives. It conducted a survey to identify why members did not renew. The multiple-choice question revealed that cost was a factor

Membership Committee

Marvel Jeffcoat, Chairperson

Members: Mathew Jenkins (Board Liaison)
Amy Rogala-Hobbs, Joni Shimp, Elissa Kroll, Maria Link

As a result of the Strategic Planning Work Session at the February 2020 AGM, the Membership Committee was given some very ambitious goals to meet in 2020. The first major goal was to develop a mentoring program to ultimately help retain membership and increase membership knowledge. Steps included outlining a program, drafting the mentors' handbook, and soliciting mentors. In addition, the Committee got approval to include the KFPS' hardback book "The Friesian horse" in new members' packets as a perquisite, as well as funds in the budget for extra postage. The program will pair new members with experienced members to help them with initial questions, obtain information, and acquaint them

and procrastinating or forgetting to renew was another. Only a small percentage stated that COVID circumstances played a role.

The Committee was asked to develop a solution to the redundancy of benefits of the magazine subscription and the Associate membership category. The result was to replace them with a subscription program called "Friends of FHANA" which would come with a magazine subscription, calendar, and welcome gift. Friends of FHANA would last one year and not expire on January 31st. The Board approved the Committee's recommendation.

Sports Committee

Gail Aumiller, Chairperson

Members: Charlotte Dumford (Board Liaison), Erin Miley, Amy Kroll, Marita Floryn, Pam Groom, Teresa Guest

2020 found us needing to make temporary revisions to our Talent Cup and Performance awards programs to factor in Covid-19's cancellation influences on equestrian performances. In lieu of submitting a maximum of 10 event scores on all those applications, this year that max was 5. When our keuring season was canceled and there would be neither a breeding nomination nor a mare nomination for our Horse of the Year program, the 2020 HOTY program was suspended, but the riding and the driving horses of distinction were still to be recognized. To fill the 2020 void created by the lack of performance events for our riders and drivers, the Sport Committee developed a special 2020 recreational use award that recognized more than 75 hours of recreational use during 2020. Sponsored by Maddi's Friesian Ranch and Ruth Page, this special award was earned by 5 of our members.

The Horse of the Year program's Central Mare Show nomination was amended to be more inclusive and will now be named "The Mare Nomination," making all our mares eligible, not just the mare show winners.

The shining star of the Sport Committee's efforts in 2020 was the development of a Lifetime Achievement Award for our horses. The brain child of Marita, she and Erin collaborated on this project, which is similar to our member Hall of Fame program. The FHANA Lifetime Achievement Award may be given annually to FHANA horses with a performance career that has greatly contributed to the advancement and promotion of our breed. The Lifetime Achievement Award

And finally, developing the complimentary item that goes into the Welcome packages every year is an annual task for the Committee. Since our budget was cut in half due to COVID, the Committee had to come up with a gift that the recipients would value yet be mindful to stay within the budget. The outcome was a 6"x5" decal with a Friesian Horse and "FHANA" below it. The decals were printed and delivered to FHANA one month ahead of schedule, Dianne Dakowicz generously donated the artwork and graphics, and the project cost half of the reduced budget.

will be awarded to recognize contributions over the whole of a career, rather than a single contribution, or a single performance season. Nominations may come from our general membership, as well as our chapters, with the horse's owner then needing to complete its record form. Pam and Teresa developed its Mission Statement:

"Earning the FHANA Lifetime Achievement Award is the highest honor that can be bestowed upon a Friesian Horse here in North America. It is reserved for FHANA/KFPS registered horses that, through countless hours of showing performance and/or breeding achievement, have touched the lives and hearts of many as well as exemplified the Friesian breed throughout its lifetime. The FHANA Lifetime Achievement Award will forever memorialize these horses and their accomplishments. In honoring these horses we also acknowledge their owner(s) who have shared their beautiful Friesian horse with the community, contributing unselfishly to our association."

The FHANA Board has approved the final draft of our Lifetime Achievement Award, and all its details now appear on our website. Use this URL: <https://fhana.com/about/lifetime-achievement-award/> or when on the FHANA website's homepage, choose the "About" menu and then the "Lifetime Achievement Award" submenu to learn more about the program.

Currently we are discussing adding a third youth performance award to encourage more members to apply for our youth awards. The new Youth Performance Riding Award would include all styles of riding rail classes, but exclude USDF dressage classes, since those classes comprise our current Youth Performance Dressage Award. The Youth Performance Driving Award will continue to include both rail and dressage driving classes.

Stallion/ABFP Committee

Sharon Bechler, Chairperson

Member: Dr. Rosanne Palermo (Board Liaison)

The FHANA/ABFP Stallion committee had a very challenging year in 2020 but, after a number of delays, with the support and collaboration of the KFPS, we were able to overcome each obstacle and move forward with an amended stallion testing process to ensure our stallion testing program in North America remained solvent.

As the COVID crisis eliminated the ability of the stallion judges to fly to North America for the stallion viewings, an alternate plan of producing and sending sequential videos of each horse to the judges in the Netherlands was developed and agreed upon. The judges then reviewed the videos, made comments and the process moved forward. The 70 day testing began on December 28, 2020, at DG Bar Ranch in Hanford, California under the excellent training of Willy Arts.

The committee thanks the stallion owners for their understanding and patience during these trying times.

The committee revised the Stallion Selection Rules and Regulations/North American Process document and the Stallion Owners' Information/Agreement document to reflect the current process.

We did not have an ABFP testing in 2020 as there were no stallion owners with offspring requesting the testing. The committee developed a 2021 ABFP testing budget which was accepted.

We are looking forward to a 2021 filled with successful inspections.





Financial Report



FHANA  ROYAL FRIESIAN
FRIESIAN HORSE ASSOCIATION OF NORTH AMERICA BY KFPS

Balance Sheet

	Balance Sheet as of December 31, 2020	Balance Sheet as of December 31, 2019
ASSETS		
CURRENT ASSETS		
Checking/Savings		
Chase Checking Acct. (7009)	\$51,726.13	\$9,220.04
Chase Rescue Fund Savings	\$3,256.67	\$3,255.99
Chase Saving Offspring Testing	\$20,739.18	\$20,737.31
Chase Savings Acct.	\$130,294.22	\$66,415.67
PayPal	\$4.00	
Total Checking/Savings	\$206,020.20	\$99,629.01
Accounts Receivable		
Accounts Receivable	\$30.00	\$6,823.00
Total Accounts Receivable	\$30.00	\$6,823.00
Other Current Assets		
Cert of Dep (03/14/15) #7602	\$-	\$78,509.92
Undeposited Funds	\$140.00	\$1,490.00
William Blair Investment	\$226,252.92	\$207,641.94
Total Other Current Assets	\$226,392.92	\$287,641.86
Total Current Assets	\$432,443.12	\$394,093.87
Fixed Assets		
Accumulated Depreciation	\$(181,575.00)	\$(193,074.00)
Furniture & Equipment	\$101,217.91	\$105,604.91
Office Equipment	\$6,257.30	\$24,039.30
Office Furniture	\$-	\$(120.00)
Website Development	\$96,396.72	\$96,396.72
Total Fixed Assets	\$22,296.93	\$32,846.93
Total Assets	\$454,740.05	\$426,940.80
LIABILITIES & EQUITY		
LIABILITIES		
Current Liabilities		
Accounts Payable		
Accounts Payable	\$-	\$51.03
Total Accounts Payable		\$51.03
Credit Cards		
American Express Card	\$6,305.47	\$317.12
Chase Visa	\$435.94	\$939.81
Total Credit Cards	\$6,741.41	\$1,256.93
Other Current Liabilities		
Payroll Liabilities		
Total Other Current Liabilities	\$-	
Total Current Liabilities	\$-	\$1,307.96
Total Liabilities	\$-	\$1,307.96
EQUITY		
Opening Balance Equity		
Unrestricted Net Assets	\$418,880.87	\$378,252.87
Net Income	\$29,117.77	\$42,292.00
Total Equity	\$447,998.64	\$420,544.87
Total Liabilities & Equity	\$454,740.05	\$426,940.80

Financials 2020

NOTE 1: Membership Dues-the total membership for 2020 was 1677 which was down 5% from the previous year. Member feedback indicates this was due to COVID-19 and the cancelling of many events. For 2021, we have already seen an increase by 2% in our membership renewals. Our membership income did exceed our forecasted budget for 2020. This is based on FHANA operating on a cash basis and many members paying their dues in December for 2021.

NOTE 2: Registration-FHANA fell short of our budget by 11% in 2020. We did see 398 foals get registered and 138 horses imported into North America in 2020 which is an increase of 6% from the previous year. The FHANA Board did implement a policy due to COVID 19 that all foals registered in 2020 will be allowed to attend an inspection in 2021 as yearlings at no charge. They must have been registered in 2020. This has been taken into consideration with our 2021 budget.

NOTE 3: Inspections-Once COVID-19 hit North America, the FHANA Board along with the various committees examined all options in regards to inspections and the budget. The Finance Committee made the adjustments for our inspection line items. The income we have received for inspections is from Predicates earned and from members horses attending inspections in the Netherlands.

NOTE 4: ABFP & Program Fees-FHANA did budget for an ABFP test to take place in 2020 for Tjaarda 483 Sport Elite. Unfortunately, due to travel restrictions, this program was cancelled for 2020. The Finance Committee also took into consideration the \$50 ABFP fee charged on all foal registrations and recommended to suspend this fee for the foreseeable future.

NOTE 5: Interest-FHANA continues to see success with our William Blair investment. The current balance of the investment as of Dec. 31, 2020 was \$226,252.92 which is up 9% from the previous year.

NOTE 6: Credit Card Fees-The membership continues to utilize their Credit Cards and the fees continue to increase from the credit card companies. We did not raise this budget line item for 2021.

NOTE 7: KFPS- The KFPS charges FHANA for each transaction that occurs. For example: FHANA pays the KFPS 39euro per membership. Many of the services that FHANA offers are pass through services with a fee attached to it to FHANA. 20% of our 2020 Budget goes directly to the KFPS. The KFPS continues to raise their fees 2% annually. FHANA sets our fees to withstand this increase long term v. annually. The Finance Committee did adjust this line item in 2020 due to COVID-19 and reduced it based on no inspections and a decrease in other line items such as memberships.

NOTE 8: Strategic Planning-FHANA planned for and conducted a strategic planning session in 2020 FHANA Budgeted for participation form the general membership and expenses came in under budget for 2020. This plan will continue to be updated by each committee and revisited by the Board of Directors annually.

NOTE 9: Depreciation- The following items are being depreciated in 2019

• \$233	2 Office Desks
• \$321	Server
• \$344	Computer
• \$8,841	Website Design
• \$814	FHANA Booth

NOTE 10: Unrealized Gains-Unrealized gains is a potential profit that exists on paper, resulting in an investment. It is an increase in the value of an asset that has yet to be sold for cash, such as a stock position that has increased value but still remains open. In this case it is our William Blair investment.

ADDITIONAL NOTES:

• In 2020, FHANA took advantage of the Payroll Protection Program that was offered as part of the COVID relief package. FHANA accepted \$22,750.00 during the second offering of this relief package. The FHANA Board of Directors waited to see how COVID was going to affect the financials of the association with the canceling of programs and inspections. FHANA did apply for the forgiveness and as of this writing, we have not received our response. All documentation was submitted in accordance to the criteria requested.

• FHANA also had a Certificate of Deposit mature in 2020 in the amount of \$78,509.92. The Board decided to liquidate this CD in 2020 primarily due to COVID-19 and the funds are currently sitting in the FHANA Savings Account.

• The Finance Committee reviewed and restructured the 2020 FHANA Budget based on the recommendations of other committees and what was taking place with COVID-19. Each of these recommendations were approved by the FHANA Board of Directors. With the response we received from the Membership Renewal process in November and December 2020, we proceeded with paying some future items that we new were going to come due in early 2021. This is the primary reason for the overage in expenses for 2020.

Statement of Operations

Year Ended December 31, 2020

Profit & Loss	2020		2020	2021
INCOME	Actual		Budget	Budget
MEMBERS				
		Notes		
Membership Dues	\$220,305.00	Note 1	\$210,000.00	\$203,000.00
Registration	\$120,529.70	Note 2	\$135,000.00	\$127,000.00
Inspection	\$13,364.00	Note 3	\$-	\$92,000.00
Transfers	\$46,992.00		\$42,000.00	\$42,000.00
Genetic Testing (Hydro/Dwarf)	\$15,480.00		\$15,000.00	\$12,000.00
Magazine Subscriptions	\$2,130.00		\$3,000.00	\$-
Education Week	\$-		\$-	\$13,000.00
ABFP Fees & Program	\$700.00	Note 4	\$-	\$-
Mare Show East/West	\$1,500.00		\$-	\$20,000.00
Annual General Meeting	\$34,500.59		\$29,000.00	\$2,500.00
35th Anniversary Celebration	\$-			
Merchandise	\$45.46		\$500.00	\$-
TOTAL MEMBERSHIPS	\$455,546.75		\$434,500.00	\$511,500.00
SUBSCRIPTIONS/ADVERTISING				
Advertising	\$32,940.00		\$18,000.00	\$18,000.00
Website	\$4,737.33		\$10,000.00	\$8,500.00
Publications (Phryso)	\$4,250.00		\$3,200.00	\$3,500.00
Sponsorships/Calendar	\$16,684.60		\$11,000.00	\$14,500.00
TOTAL SUBSCRIPTIONS ADVERTISING	\$58,611.93		\$42,200.00	\$44,500.00
OTHER INCOME				
Interest	\$5,166.00	Note 5	\$5,000.00	\$5,000.00
Rental Income	\$4,200.00		\$4,200.00	\$4,200.00
Awards	\$750.00		\$1,500.00	\$1,500.00
Postage	\$110.75			
Banking Credit				
Miscellaneous Income	\$4,353.17		\$500.00	\$500.00
TOTAL OTHER INCOME	\$14,579.92		\$11,200.00	\$11,200.00
TOTAL REVENUE	\$528,738.60		\$487,900.00	\$567,200.00

EXPENSE**ADMINISTRATIVE**

Postage/Delivery	\$16,536.71		\$16,000.00	\$18,000.00
Office Operations	\$13,166.00		\$15,000.00	\$15,000.00
Telephone Services	\$5,709.95		\$5,300.00	\$5,400.00
Credit Card Fee	\$15,278.63	Note 6	\$20,000.00	\$20,000.00
Insurance	\$9,061.15		\$8,800.00	\$9,200.00
Professional Services	\$8,474.31		\$9,000.00	\$8,000.00
Printing			\$-	\$3,000.00
Bank Charges	\$780.78		\$1,500.00	\$1,500.00
TOTAL ADMINISTRATIVE EXPENSE	\$69,007.53		\$75,600.00	\$80,100.00

MEMBER SERVICES

Inspection-Supplies	\$80.00		\$-	\$10,500.00
KFPS	\$95,046.08	Note 7	\$105,000.00	\$130,000.00
Friesian Magazine	\$69,444.55		\$54,000.00	\$55,000.00
Judging	\$-		\$-	\$34,000.00
Parental Verification	\$16,752.96		\$14,000.00	\$11,000.00
Genetic Testing (Hydro/Dwarf)	\$10,584.00		\$9,000.00	\$8,000.00
Marketing/Advertising	\$7,149.71		\$9,400.00	\$13,500.00
ABFP Program	\$-		\$-	
Mare Show East/West	\$427.50		\$-	\$20,000.00
35th Anniversary Celebration	\$-			
Education Week	\$-			\$3,875.00
Annual General Meeting	\$57,197.58		\$28,000.00	\$6,500.00
Awards	\$7,216.34		\$10,000.00	\$10,000.00
Clinic Sponsorship/Education Week	\$500.00		\$500.00	\$500.00
2020/2021 Calendar Production	\$5,482.88		\$5,500.00	\$4,500.00
Strategic Planning Session	\$12,339.05	Note 8	\$16,500.00	
Membership Committee	\$1,080.17		\$2,000.00	\$4,000.00
Website Design/Maintenance	\$10,145.07		\$6,000.00	\$8,000.00
TOTAL MEMBER SERVICES	\$293,445.89		\$259,900.00	\$319,375.00

LABOR

Payroll/Payroll Taxes	\$104,617.33		\$99,500.00	\$113,000.00
Employee Benefits	\$10,446.75		\$10,350.00	\$15,000.00
TOTAL LABOR	\$115,064.08		\$109,850.00	\$128,000.00

OTHER EXPENSES				
Lease	\$17,916.32		\$18,000.00	\$18,500.00
Board of Directors	\$10,881.49		\$10,000.00	\$10,000.00
Capital Improvements				
Staff Travel/Education	\$3,239.69		\$3,000.00	\$5,000.00
Depreciation	\$10,553.00	Note 9	\$5,000.00	\$6,000.00
Misc. Expense	\$813.00		\$1,000.00	
TOTAL OTHER EXPENSE	\$43,403.50		\$37,000.00	\$39,500.00
TOTAL EXPENSE	\$520,921.00		\$482,350.00	\$566,975.00
Realized Gains				
Unrealized Gains	\$21,297.17	Note 10		
Total Other Income	\$21,297.17			
Net Income	\$29,114.77			

Notes

Award Winners

FHANA  ROYAL  FRIESIAN
FRIESIAN HORSE ASSOCIATION OF NORTH AMERICA BY KFPS



Horses of Distinction



**Wanda
of Black Pearl**
owned by
Sherri & Kyle Garner

Chapter of the Year



**Alberta Friesian
Horse Association**

President's Award



Brett Yousi

Volunteer of the Year



Gail Aumiller

FHANA Charitable Activities Award



Frytsen & Xander
Owned by Scott & Elise Tilmann

Sponsored by the Fenway Foundation
for Friesian Horses

Born in the USA All-Breeds Award



Zafira MWF
Owned by Sherri & Kyle Garner

Sponsored by Friesian Affaire

Performance Ridden Dressage



Mary Hamer
Region 2



Brittany Davis
Region 4



Sarah Medler
Region 5



Julie Roche
Region 7

Sponsored by Brookside Friesians (Champion)-Julie Roche

Youth Performance Dressage



Reagan Peralta
Region 3



Alanna Bent
Region 4



Kayda Strah
Region 5



Ruby Tevis
Region 7

Sponsored by The Friesian Connection (Champion)-Ruby Tevis

Performance Driving Award



Valerie Daidah
Region 2



Eric Smith
Region 4

Sponsored by Kafka Farms (Champion)-Eric Smith

Talent Cup 5YO



Ynze fan Vels
owned by Julie & Emmet Roche



Zafira MWF
owned by Sherri & Kyle Garner

Performance Riding Award



Mary Hamer
Region 2

South Central Friesian Horse Association
(Champion)-Mary Hamer