

AMHA STRATEGIC PLAN (1999 - 2001)

MISSION STATEMENT

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

BREED STATEMENT

The Morgan, America's foundation horse, is the World's most versatile and stylish breed for competition and recreation.

AMHA KEY RESULT AREAS

	<u>RESPON.</u>	<u>DATE</u>	<u>BUDGET</u>	<u>STATUS</u>
<u>REGISTRY</u>				
OBJECTIVE A - Continue to improve the integrity of the AMHA Morgan Horse Registry	REGISTRY			
Goal A-1 - Continuously update and maintain the accuracy of information contained in the AMHA Morgan Horse Registry.				
Action Item A-1.1 - Perform a sample verification, each year, to check the accuracy of information contained in the registry data base.	T. Atwood	Annual	\$1,000	
Action Item A-1.2 - Enhance the Registry information, based on Registry Volumes and historical records, to remove as many "unknowns" and "blanks" as possible by August 2000.	T. Atwood	2000	\$7,500	
Action Item A-1.3 - Survey annually, mare owners to determine breeding results.	T. Atwood	Annual		
Action Item A-1.4 - Promote, on an annual basis, the value of registering your Morgan. (Including an educational program on how to register)	T. Atwood	Annual	\$1,000	

Action Item A-1.5 - Produce an annual "Top Registration Sire" list (June issue TMH)	T. Atwood	Annual		
Action Item A-1.6 - Offer both metal and paper registration certificates by Dec. 1999.	T. Atwood	1999	- 0 -	
Goal A-2 - Explore the feasibility of a Half-Morgan Registry during 1999.	Registry/Marketing			
Action Item A-2.1 - Develop a Business Plan for a Half-Morgan Registry by 2/2000.	J. Girompini	2000		
Action Item A-2.2 - Develop draft rules/regulations for a Half-Morgan Registry by 11/98.	T. Atwood	1998	-0-	Finished
Action Item A-2.3 - Present a recommendation to the AMHA Board on a Half-Morgan Registry by Nov., 1999. (Based on Referendum Vote & Financials)	Committee	1999		
Goal A-3 - Shift parentage verification from "blood typing" to "DNA analysis" by 1/01.	Registry			
Action Item A-3.1 - Continue to encourage owners / breeders to voluntarily shift from blood testing to DNA analysis.	T. Atwood	1999	99 Budget	
Action Item A-3.2 - Continue to monitor and evaluate DNA technology annually.	T. Atwood	Annual	- 0 -	

BREED PROMOTION

OBJECTIVE B - Increase the promotion of the Morgan breed, and AMHA, including programs and Services, on an annual basis, as measured against the previous years activity.

Goal B-1- Broaden the perception /image of the Morgan horse, by the general public.

Action Item B-1.1 - Re-examine the Morgan Resource Guide & breed profile for clarity, including details on disposition, athletic ability, soundness, build, traits, color, size, etc. by 1/99.	Committee	1998		Finished
Action Item B-1.2 - Prepare and disseminate, to the Board and clubs, on a monthly basis, a list of new owners and members.	E. Richard	Ongoing		
Action Item B-1.3 - Measurably increase, on an annual basis, public knowledge of Morgans and AMHA. (# of calls from Airport Signs)	J. Girompini	1999		
Action Item B-1.4 - Continue to develop /implement a Morgan User Support program by 2/2000. (pending database enhancements) (Mentor Comm.)	E. Richard	1999		

Action Item B-1.5 - Continue to develop / expand programs for using and enjoying Morgans, on an annual basis.	E. Richard	Annual	
Action Item B-1.6 - Develop concepts and materials to promote a "raise, train & show" your Morgan by 12/99. (Owner / Amateur Committee)	E. Richard	1999	
Action Item B-1.7 - Encourage and support annual events and activities that showcase the Morgan horse.	E. Richard	Annual	\$5,000
Action Item B-1.8 - Re-evaluate / re-design "serious inquiry" package by 6/99.	E. Richard	1999	
Goal B-2 - Maintain a comprehensive data base on Morgan horses, owners, and trainers.	Memb/Mktg.		
Action Item B-2.1 - Develop a plan for a Morgan Performance data base by 12/2000	E. Richard	1999	99 budget
Action Item B-2.2 - Create and maintain a "Morgan Excellence Award: by 1/2001	E. Richard	2001	
Action Item B-2.3 - Maintain, on an annual basis, a data base of Morgan breeders and trainers. (Pending database enhancements)	E. Richard	Annual	
Goal B-3 - Continuously Promote the Morgan breed.	Mktg/PR		
Action Item B-3.1 - Provide promotional / marketing support for Morgan breeders and owners by 12/99.	J. Girompini	1999	
Action Item B-3.2 - Advertise, on an annual basis, the Morgan breed to the general public through a variety of media.	J. Girompini	Annual	\$25,000
Action Item B-3.3 - Create a "breeder's handbook" by 12/99.	L. Peterson	1999	
Action Item B-3.4 - Develop and maintain a public relations program, with emphasis on Press releases, to keep Morgan horse in the public eye by 6/99.	L. Peterson	1999	
Action Item B-3.5 - Maintain, on an annual basis, an active, value-added AMHA Web site. (Web Site Task Group)	E. Richard	Annual	
Goal B-4 – Increase the number of new, previous, and current owners of Morgan horses 3% Per year, as measured by the number of owners recorded in the AMHA Registry.			

Action Item B-4-1 Develop and implement a program in support of production, Registration and sales of more Morgans by 12/99

J. Girompini 1999 \$500
Mktg. Comm

MEMBERSHIP

OBJECTIVE C – Increase AMHA’s membership and the “value-added” for members.

Member prog.

Goal C-1 - Increase AMHA’S membership by 3% per year.

Action Item C-1.1 - Decrease attrition by 10% per year.

E. Richard Annual

Action Item C-1.2 - Conduct an aggressive membership campaign each year.

E. Richard Annual \$15,900

Action Item C-1.3 - Continuously develop new / improved programs and services for members.

E. Richard Annual

Action Item C-1.4 - Develop and maintain, on an annual basis, a central file of other breed organizations and the benefits they provide their members.

E. Richard Annual - 0 -

Action Item C-1.5 - Develop and maintain, on a continuous basis, value-added affinity programs for members benefit.

J. Smith Ongoing

Goal C-2 - Continuously educate the public on AMHA’S rules, standards and regulations; and promote strong ethical and sportsmanship behavior.

J. Smith Ongoing 99 budget

Goal C-3 - Continuously develop and implement a “strategic partnership” with local Morgan clubs.

E. Richard Ongoing

Goal C-4 - Increase member / non-member satisfaction with AMHA, it’s rules, regulations, Board and staff on an annual basis.

J. Smith Annual

Action Item C-4.1 - Provide an ongoing communications and educational program to Members on AMHA, it’s programs, services, members and breed.

E. Richard Annual

Action Item C-4.2 – Monitor and update as necessary the “new member” welcome package.

E. Richard 1998

Action Item C-4.3 - Provide all members an annual report of member benefits and AMHA's performance.	E. Richard J. Smith	Annual	
Goal C-5 - Beginning in 1999 Provide one "how - to" package of information/materials and the content for three additional packages in 2000.	E. Richard J. Smith	Ongoing	\$20,000
Goal C-6 - Expand/support an active Morgan youth program on an annual basis.	E. Richard	Ongoing	

MORGAN EVENTS

OBJECTIVE D - Continuously improve and support the competitive environment for Morgan horses & enthusiasts.

Member Prog.

Goal D-1 - Continue to enforce the AMHA Judging Standards on an annual basis.	AMHA Board	Complete	99 budget
Goal D-2 - Continuously increase the knowledge and understanding, of those involved/interested in the competitive environment, of the rules and standards governing Morgan events.	E. Richard	Ongoing	
Goal D-3 - Review on an annual basis, and recommend change if necessary, to rules and standards governing competition.	AMHA Board	Ongoing	
Goal D-4 - Educate Morgan enthusiasts on job descriptions, evaluation procedures and guidelines for all positions involved in Morgan competitions on ongoing basis.	J. Guertin	Ongoing	
Goal D-5 - Continuously educate and promote ethical standards for those involved in breeding, training, competition and attending Morgan events.	J. Smith Sr. Staff	Ongoing	
Goal D-6 - Increase/enhance, on an annual basis, the availability of Morgan qualified judges for Morgan events.	E. Richard Committee	Ongoing	

AMHA GOVERNANCE

OBJECTIVE E - Maintain, on a continuous basis, the viability of AMHA'S governance process, and maximize the involvement of all Morgan enthusiasts in the governance process.

Executive Services

Goal E-1 - Maintain, on an annual basis, appropriate policies and strategic directives for AMHA, and monitor/approve ongoing procedures.

Board Ongoing

Goal E-2 - Continuously educate Morgan enthusiasts on the AMHA governance process, and encourage them to get involved.

J. Smith Ongoing
Sr.Staff Ongoing

Goal E-3 - Continuously monitor the needs / wants of the Breed, and members, and ensure that AMHA programs and services truly add value to all involved with AMHA.

Board Ongoing
Committees

Goal E-4 - Develop and maintain an educational/support program, including Director's Guide, And volunteer package, on annual basis for AMHA volunteer leaders.

K. Hildreth Ongoing
J. Smith

AMHA OPERATIONS

OBJECTIVE F – Grow and maintain AMHA as a viable business entity.

Admin/Executive

Goal F-1 - Emphasis will always be placed on core business functions and customer service above all other objectives / goals.

J. Smith Ongoing
Sr. Staff

Goal F-2 - Continuously monitor and insure that AMHA is fulfilling the activities and legal requirements expected of a 501 (c) (5), not-for-profit corporation.	Board J. Smith	Ongoing
Goal F-3 - Prioritize, provide and maintain resources, on an annual basis, appropriate to the mission, needs, and fiscal responsibility of AMHA.	Board J. Smith	Ongoing
Goal F-4 - Provide, support and maintain, on a continuous basis, qualified staff appropriate to the mission and needs of AMHA.	Board J. Smith	Ongoing
Action Item F-4.1 - Maintain and implement a staff development plan.	J. Smith	Ongoing
Action Item F-4.2 - Develop and implement a staff recognition plan.	J. Smith	Ongoing
Goal F-5 - Ensure that appropriate processes and procedures are in place to maintain an efficient and effective organization to meet the needs of AMHA, the breed and the members.	Board J. Smith	Ongoing
Goal F-6 - Promote, on a continuous basis, all programs and services AMHA provides.	J. Smith J. Girompini	Ongoing
Goal F-7 - Generate an annual 2% surplus of revenues over expenses for development and contingency purposes.	J. Smith Sr. Staff	Annual

AMENDED 5/1/99

