

Dean Raemisch

1.)

Membership

Image

Mission

2.)

I.)

Membership: Obviously is vital to the success of the CBUSA. I feel we need to increase membership thru a more broad marketing/promotional campaign. Promoting greater participation in riding and pleasure driving will play an integral part in future membership growth. My other area of concern regarding membership is the need to increase moral and sense of belonging in the current membership. The recent re-establishment or member participation in committees is and will continue to foster some of this increase in membership moral and sense of belonging. But thru greater membership input and feedback along with responsible consideration and implementation of this input and feedback, CBUSA membership will be stronger and more unified.

II.)

Image: Positive Image, both internal and external of the association is critical to its growth and success. How the public, as well as its members perceive an organization, can drive it in a direction. I feel more positive promotion of the breed in general and the function of the association at various equine trade shows will increase our image. Traveling trade show booths that can be shipped from equine events or functions and hosted by local Clydesdale clubs or regional CBUSA club members will create a public positive image of the breed and association.

III.)

Mission: We do not have to re-invent the wheel here. However, I am referring to re-identifying and defining our overall mission as an organization. I think this will help my previous 2 concerns immensely. By creating a greater purpose for the association along with greater versatility of the breed in a broader market place we will see membership increase and our overall image shine.

3.)

5hrs per week. I feel 5hrs per week, on average, will allow the average board member the time to accomplish their responsibilities. My understanding is currently there is a monthly teleconference call that can last couple of hours. With this, I am considering prep time, planning as well as any research required to complete the task. Additionally I realize there are some in person meeting requirements to fulfill in addition to chairing a committee or 2. Again, 260hrs per year along with travel to physically be present at the required meetings is a realistic participation level.

4.) My original submission, details my participation in the equine industry professionally, as well as my participation in corporate America. My passion for marketing and promotion along with

my excellent communication skills, combined with years of management and sales will certainly provide a solid foundation to be a board member.

5.)

My primary motivation to run for this office is my passion to develop an avenue for a standalone National Clydesdale Show. People tell me it cannot be done. I feel very passionate that it can be done and will be done. I envision expanding on what occurred for the Clydesdale industry in Madison WI in 2018. The impact that 2018 World Show had on the Clydesdale breed was magnificent. I truly believe we can develop a show series across the country allowing exhibitors to participate throughout the year and earn regional rankings. With these regional rankings established all over the country we can bring these exhibitors together and participate in a National Championship Clydesdale show that covers multiple days in a spectacular venue. This will include traditional hitch classes, pleasure driving classes as well as riding classes in various disciplines. I think we are short cutting our breeders, our membership, our exhibitors, the public and most importantly our Clydesdales, by not offering a standalone show series and national championship competition.

Thank You

Make It A Great Day

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