

Jessica L. Crannell-Menard *for CBUSA Board of Directors*

Cornelius, OR 97113

www.WarwickeHill.com

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MISSION STATEMENT

With the dedication and incredible effort from the team behind the 2018 World Clydesdale Show, it became valuably clear that the ridden Clydesdale amasses more of our membership that some originally believed. Riding classes were filled to brim, the public came out in droves to watch a different kind of *thundering hooves*, and ticket sales from the addition of these events should more than justify the saddle sports' places in every Clydesdale show – National, Worlds, or otherwise.

We have to collectively see and agree that our chosen breed is so much more talented, versatile, and athletic than most give them credit for.

Let us riders put that on display!

My goal as a new Board member is to passionately guide this organization toward more acceptance and recognition of the ridden sports, guide this organization toward encouraging horse owners to pick up a saddle and compete. Because the more riders we have, the more visibility and promotion this breed receives - which ultimately helps its relevance in an era of modern sport and horse ownership.

Empowering the Ridden Clydesdale

I seek to appeal to equestrians from all walks of life and all disciplines - the "small time" individuals who are passionate about their one, single horse and who are brave to throw on a saddle and exhibit their horse in a way that is not traditionally used. Our outreach should be strategic and with compassionate intent to champion this faction of membership. I have found comradery in Clydesdale owners who not only have not heard about the CBUSA, but have also no idea how to join, or fear that this organization is strictly for hitch and halter pursuits. We need to shift our organization's identity toward a more diverse yet inclusive environment because we are missing out on an incredible amount of membership opportunities from those who feel like the CBUSA "doesn't apply" to them.

I want to be the galvanizing force to motivate fellow equestrians that have existed on the periphery to come into the fold, and be a part of a membership that truly welcomes their diversity, their story, and their own passions – a membership that should **never** see riders or ridden Clydesdales as second-class. CBUSA needs to continue evolving into the 21st century to keep pace with the other contemporary breed registries in its offerings, programming, and competition opportunities.

I very much look forward to working with the current Board, its new members, and the Riding/Pleasure Committee to continue to inspire the under-saddle movement.



Jessica L. Crannell-Menard

Owner/Breeder | Warwicke Hill Stud

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January 10, 2020 | Receiving my 6th straight President's Award from Now CFO for Exceeding Annual Goals

PROFESSIONAL ACHIEVEMENTS

- **Continually the top-producing Business Development Manager (Sales) for Now CFO, a \$30MM privately held accounting services firm**
- Launched the Portland, OR office for Now CFO in 2013 and the Bend, OR office in 2017
- In 2018, pushed the Portland office to be the *first ever* office in the Now CFO network to break \$4MM in annual revenue
- Acquired 700+ clients over 6.5 years
- Six out of 6 years achieved my increasing sales performance goals
- Maintains a network of 500+ professional colleagues in the Pacific Northwest: CPAs, private equity, venture capital/Angel investors, attorneys, bankers, payroll providers, and other leaders in business
- The Portland office is to-date the office to fastest achieve profitability out of the entire Now CFO network of 27 locations

LEADERSHIP ACHIEVEMENTS

- In 6+ years, grew the Portland office from 0 to 30 employees; in 2+ years grew the Bend office to 3 employees
- Provides weekly mentorship to internal employees
- Provides regular office hours and free financial mentorship to start-up businesses out of BendTech, an incubator in Central Oregon
- **Active Board Member** of The Make It Foundation in Portland, OR (<https://makeitfoundation.org/>), a non-profit organization that builds pathways for underserved communities through our community partners to obtain job training, entrepreneurship and employment skills to provide stable income for their families
- **Active Member of the CBUSA Riding & Pleasure Sports Committee**

SKILLS SAVVY

- Extremely comfortable being client-facing, pitching new ideas to prospective customers, communicating with C-Suite executives and corporate leadership teams, and interfacing with companies of over \$1B in revenue to coordinate providing new services
- Experienced in finance and accounting processes/procedures, reporting, internal controls, fraud/embezzlement identification and prevention, and overall business expertise
- Power networker and believes in bringing in the right professional for the right job

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2018 World Clydesdale Show Champion: Trail & Adult English Riding | Competitive Dressage Athlete

EQUINE EXPERIENCE

Warwicke Hill Stud | *Cornelius, Oregon* | *Owner/Breeder*

September 2013 – Present

- Standing purebred Clydesdale stallions suited for saddle and sport
- Banner farm for all competitions and local/regional clinics

Oregon Dressage Society | *Oregon* | *Participating/Competing Member*

October 2014 - Present

- Competing in Oregon and Washington schooling League, and USDF recognized dressage shows
- Earned League-Level Award for Oakwood Thistle's Guinness in Introductory Level (2017), Training Level (2018)
- Earned League-Level Award for Towerview Theo in Training Level (2018)
- Earned 4th Place at 2019 Oregon Dressage Society (USDF) State Championships in Training Level Adult Amateur Division

Honahlee, P.C. | *Newberg, Oregon* | *Stallion Handler*

February 2012 – July 2012

- Stallion, broodmare, and young-stock handler for this reproduction-specialty veterinary practice
- Primary duties involved stallion handling for collections, semen evaluations, frozen straw storage maintenance

Cornerstone/Sarver Equine | *Paris, Kentucky* | *Stallion Management Working Student*

April 2011 – June 2011

- Working Saddlebred breeding and training enterprise located at Leatherwood Farms
- Mentored under Fred Sarver working with stallions
- Specialty knowledge and experience in collections, semen evaluations, AI techniques, shipping, freezing, and general stud management
- Managed broodmare cycles, assisted with embryo transfer, insemination with both frozen and fresh/cooled semen
- Assisted with foalings, post-foaling broodmare and foal care, foal imprinting

Monticule Farm | *Lexington, Kentucky* | *Kentucky Equine Management Internship Program Intern* **Jan '11 – Apr '11**

- Predominant experience in Thoroughbred broodmare handling, pre-foaling observations, foaling, and post-foaling care; assisted with foal imprinting and handling

EDUCATION

Washington State University | *Pullman, Washington*
Bachelor of Science in Animal Sciences, Pre-Veterinary Medicine
Minor: Agribusiness Economics: Farm & Ranch Management

August 2007 – December 2010
Accelerated Graduation