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Subject: Questions for BOD

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To: pconnors@mwt.net

1. What are the 3 most pressing issues facing the Clydesdale Breeders of the USA Association?

1. Members perceived lack of trust in the association
2. Access to available educational publications in breeding, blood lines, genetics, showing and health
3. The association needs to be run as a business for the breeders and the breed

2. What are your ideas for solutions for the 3 most pressing issues facing the association?

1. T The association is in need of refacing and rebranding a more positive and trusted entity of which members respect and the breed thrives for generations to come. The division among members is visible on social media; transparency and improved communication via public reports and monthly newsletters in the appropriate forum will begin to change perception. We are fortunate to have many volunteers; utilizing all individuals who are willing to help will add strength to this association.

2. We need increased access to education for new and old alike. We must know where to get the information that already exists and keep creating new information. We as breeders have the best working knowledge and need to share it and have a place to share it. I would like to see the website maintained and updated. We may also benefit from properly utilizing social media venues.

3 The association needs to be run like a business that is in the business of helping the Breed and the Breeders . This is usually done by have strong business people involved. Creating budgets, guidelines and reviews of our board and any staff members.

3. How many hours a week should BOD members be prepared work for the association?

With each board comes varying roles; and with each role comes varied scopes of practice. Regardless of the role within this board of which I will be elected, I offer my dedication to commit to this board and all its supporting members. Prior to this application, I evaluated my ability to provide the necessary support and dedicated time to this board. I have aligned my personal and work life to one of which I am able to offer time throughout the business and beyond. With an established business and the luxury of making my own schedule, I offer flexibility. As the needs of the board become increased, I am suited to provide such attention. I will remain available as the needs of the board change. I will adapt to those needs. It is with great love of the breed that I offer my volunteer status on this board of directors. These gentle giants are so worthy of the many dedicated members; I wish to continue to help the association in a more formal role.

4. What skills/abilities do you have that qualify you to serve on the BOD?

Currently, I am active Commissioner on my local community planning and zoning board. I am also owner and developer of a successful landscape design-build company that continues to thrive into it's 6th year. I come to you with a multitude of relevant occupational assignments and appointments including sales, management, and educator. I have traveled the U.S. while training others in marketing and sales. One of my greatest personal accomplishments is to have increased sales by 28% during my first year within the largest landscaping company in the world. I am an articulate, professionally organized, and reliable board member with the desire to represent the members of this association as a new board member. I am honored and forever grateful for all my professional and volunteer experiences. With this, I offer to the members my dedication to re-establish a means of valued communication to promote the associate as well as educate new members. Whether it be via social media, personalized newsletters, or member-access to board meetings in real time; I am confident we will work together to join this association and it's true love for Clydesdales and the breeders that continue to produce the most beautiful breed in the industry.

5. In one paragraph, describe why you chose to run for this office?

I am dedicated to offer effective communication, willingness to network, flexibility and resiliency as a strategic thinker and visionary. I have a high compliance and positive work style, while remaining adaptable and authentic. I am confident we can work with our members to rebuild this association to the strongest and most reputable in it's history. I come to you with my true love of the Clyde's and my desire to see this association stay as the family it has always been, but I cannot do it without the feedback of our valuable members.

Thank You
Darvy Peden
Oakshire Farms