

Kellie Gardner - Iowa

To the membership:

Hi, my name is Kellie Gardner and I am running for the Clydesdale Breeders of the USA Board of Directors.

A little bit about Kellie....my husband, Jared, and I started showing Clydesdales in 2007 showing the Solomon's Clydesdales at the world show. We continue to show the Solomon's Clydesdales competitively today. In addition to showing the majestic Clydesdales, we break and train draft horses.

I previously served on the North American Six Horse Classic Series Board of Directors as the secretary and President.

A few Top-of-Mind items I think the Board of Directors could enhance:

1. Communication to the Membership as communication is key, including input on the World Show to be held in Springfield and other member funded projects. It is important for the members to have a voice in helping create an event for them and ultimately growing our organization.
2. Committee involvement is necessary, and we have seen great progression with the Committees. However, it may be beneficial to establish a timeline/deadline for the committees to provide updates. This would help keep the membership informed and assist with follow thru on motions made by the board.
3. Advertising and marketing, including updates to the website. Expand the market and locations, such as digital campaigns, Instagram, Tik Tok. The Clydesdale is the most recognized breed of horse and sharing our breed via additional avenues would expose the versatility of the Clydesdale which in turn could help increase membership, sales and sponsorship.
4. Growing the National Show with additional hospitality, sponsored meals, livestreaming the show, social media exposure.

It would be an honor to serve on the Clydesdale Breeders of the USA Board of Directors and the membership.

Thank you.

Kellie Gardner