

Rexx Mann – Tennessee

My Fellow Clydesdale Enthusiasts,

It is with extreme humility and respect that I submit my name to represent you on the Board of Directors for the Clydesdale Breeders of the USA. I have grown up with the Clydesdale Horse most all my life. I grew up going to the Wisconsin State Fair for our National Clydesdale Show, participating in all the Youth Activities, being Overall Youth Showman, and trailing horses in line classes. Our family attended many Draft Horse Shows including State and County Fairs across the Midwest. I've worked for various large farms including 2S Clydesdales, Express, Cowskin Creek, Glenview, and Hunting Creek. I've traveled all over the USA and Canada promoting the Clydesdale Horse through events with each of them, notably the Macy's Thanksgiving Day Parade, Rose Bowl Parade, Calgary Stampede, Escorting the Duke and Duchess (William & Kate), and many other events all across this great land. One thing that stood out to me, no matter if you're the future King & Queen of England, or a 3-year-old kid, the Clydesdale Horse puts the same smile of amazement on each person's face.

I am active on many committees in this association; Social Media/Technology/Marketing, Nominating & Membership, World Show, and the Education Foundation. In the **Social Media Committee** we have worked to make the Newsletters more streamlined, and engaging, and I ask everyone to participate in the poll questions at the bottom that we will be asking from time to time, we will be using this feature more regularly. If you are not receiving the newsletters, please let me know and we can work to get your email address updated. Through the **Membership Committee** we have worked to make the elections of the Board of Directors to be third party so no one in the association can handle ballots etc., and I think it has made our elections easier and more open to everyone in the association. We have changed much needed by-laws, and policy and procedures that help bring our policies current to today's needs. With the **World Show** we have made a stand-alone website that will be the go-to place to collect and find information and updates on the World Show in 2025. The World Show is steadily progressing positively, and more things will be updated soon. We will always need more volunteers and sponsors for the show so please go to the website and see how you can help. www.worldclydesdaleshowusa.com The **Education Foundation** continues to direct funds to educational programs, youth activities, and scholarships.

If elected to the Board of Directors there are a few things I feel need to be addressed to further bring the Clydesdale Association to more people, and more up to date. **Membership** needs to grow, and I want the future Board to investigate ways to make that happen, whether that be through new marketing campaigns, getting members who have fallen off back on board, or other various membership drives. **Marketing** is a key factor that I think needs to be looked at. Spending money to sponsor or market the Clydesdale Horse to fellow Clydesdale enthusiasts is necessary on small scales, but the majority of our marketing dollars should be spent on cross marketing. Crosses of a Clydesdale and Gypsy Vanner make a Drum Horse, why aren't we promoting the Clydesdale Horse in Gypsy

Vanner Sales and Magazines? Select Sales have been seeing an influx of Clydesdale Horses, and the whole world knows what a Clydesdale is, why aren't we promoting our National Clydesdale Sale in those venues? I think we need to look outside the box and promote our Clydesdale Horse in more diverse ways. **Youth** is the future of our association; without them where will we be in 25 years? I was once the youth of this association, and because of the investment people made in me and my love of the Clydesdale horse, I am still involved, own my own, and willing to give back by being on committees and hopefully the Board of Directors. I think we need to do more to promote our youth, build the youth membership, and a youth program that has a good foundation started, but there is much work to be done to exponentially grow youth involvement in the program. **Social Media** is something I am enjoying being a part of and look to continue to grow. We have received Board approval to redo the website completely. Currently the software that exists is so archaic that we can't upgrade and be relevant. We will be looking to get this completed this year.

I believe wholeheartedly that the Clydesdale Association is in a much better place today through our continued outlook of learning from yesterday today, to make tomorrow better. There are great things in store for the Clydesdale Horse in the coming years, and I hope to earn your vote to help bring those possibilities to fruition. If we work together, I know we can make this happen, and I look forward to working with you to ensure it does. I'm always available to talk.

See you in Springfield!

Respectfully,

Rexx Mann
405-326-5623
twistedluckcarriages@gmail.com