

FROM TREASURER CANDIDATE LYNN KELLEY

- 1. What are your main priorities as (for your elected position) President/ Vice President/ Secretary / Treasurer?*

I am running for Treasurer. If the Board allows and I get a willing member, I would like to have an Assistant Treasurer to learn the position and what is required. It is a specialized function, like the Registrar. It is not so much my priorities - more about what needs to be done to operate and report our business.

As Treasurer, I procure the insurance for the association, work with UC Davis to negotiate the association rate for testing, collect money and distribute money, report to the IRS, create the annual proposed budget and provide financial reports through the year. I allocate membership dues into 2 accounts - lifetime membership dues (supposed to last for over 13 years) and annual membership dues which can be used totally for annual expenses. I work closely with the Officers, the Registrar and the Show Subsidy Manager.

I worked with the AERC (endurance) the USAWE (working equitation) and the ETS (equine trail sports) to create year-end Mangalarga Marchador breed awards. I continue to look for other associations to partner with.

- 2. As a candidate for being elected to the USMMA board, what do you think the purpose and goals of USMMA should be moving forward?*

I like the purpose and the goals of the USMMA as written. I would like to see more emphasis on the fourth bullet point in 2023

- To inspire and encourage interest in the Mangalarga Marchador breed.
- To provide a registration body to insure the purity of the breed.
- To publish a breed standard consistent with the Brazilian standard of the ABCCMM.
- To encourage participation and cooperation among breeders, owners, trainers and other equine professionals in support of the Mangalarga Marchador and the USMMA goals.
- To affiliate and coordinate with other organizations and associations in support of the vision and mission of the USMMA.

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3. *What can you personally contribute to achieve these goals?*

I have been a Marchador owner and then breeder for over 20 years with many trips to Brazil to learn. I am happy to serve the association and its members. I am willing to share my knowledge or experience with every member. I have many new ideas, not all of them are agreed with or implemented. My latest idea suggested is that we create more clubs within the association - both for exchange of ideas and to serve as advisory groups if needed. The clubs I suggested are:

- Breeder's Club / Advisory Group
- Regional Clubs / Advisory Group
- Lifetime Member Club / Advisory Group
- Innovation and Idea Club / Advisory Group

I have personally created and attended many events for promoting the Marchador breed. I have a good relationship with many people within the ABCCMM and think that helps the USMMA in many areas.

4. *How can the USMMA become more active and promote the Mangalarga Marchador in North America to a wider audience?*

I would like to see us more visible with some USMMA funded professional videos. Doing shows or magazines also helps, but they are one time events. Videos can be run over and over. I think visual is better than podcasts or radio. So, I would encourage trying to get local TV coverage too.

We started the regional director program to get more regional events happening and the regional groups reaching a wider audience. However, that has not really taken off, but the idea is good. We need to fill the 2 vacant regional director positions and jump start the program again in 2023.

5. *Do you value our affiliation with the ABCCMM? If yes, how would you like to strengthen this connection?*

Yes, very much so. I value the heritage and tradition and agree with an inspection process for breeding animals that complements the breeder's own knowledge base. They provide the "stamp of approval" - the ABCCMM brand. However, not all USMMA members or horses are ABCCMM, and we also need to be an independent registration body to track and verify all Mangalarga Marchador horses in North America.

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The plans we already have in place for 2023 - to have our trainers go to Brazil for training will help immensely. I hope that the ABCCMM can also send trainers here to teach a broader audience. I am planning a trip to Brazil in 2023 and a large group of people may be going as well next year. The personal connections are very important.

I also believe we can explore forming additional connections with Mangalarga Marchador associations or groups around the world if it will be helpful in training, breeding or promoting the breed.

6. How are you going to support members who have different viewpoints, interests, and levels of experience?

I was a business consultant for many years and believe that different opinions and viewpoints lead to a better solution and product. There is room for all of us in the association. We are out to grow the breed and to spread the word. We will naturally be reaching different audiences as people are attracted to or encouraged by others that may share similar horse experiences or goals.

I try to help everyone. I promise to return emails, phone calls and text messages.