

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

- a. Provide strong leadership that demonstrates professional and personal integrity. Create a “USMMA Member Code of Ethics” for board members, breeders and the general membership to abide by. Be willing to serve USMMA members as a group, not solely for the benefit of individuals. Be a professional organization that is focused on the wellbeing of members, not on the competition of horses. Unify members as a group that doesn’t criticize horses or its members. Share knowledge with others, assist new breeders.
- b. Embrace the Breed! Return to the goal of unifying members, breeders and non-members, and support and encourage breed standards in America that are consistent with Brazil’s.
- c. Find out what the membership wants from their association. “Revamp” the organization’s purpose and goals to be in harmony with the geographical diversity of members in order for breed awareness to expand. Make board minutes and decisions made by the Board transparent so that members are allowed to have a voice and bring their skills to the organization. Encourage participation in a manner that ensures that each member feels welcomed to share his or her ideas.
- d. Develop further the association support for member interests, such as clinics, events, competitions, etc. Develop USMMA into a transparent platform for the building of friendships, by increasing new member recognition, updating education and providing tools and mentors for members and prospective members to be supported as Marchador enthusiasts. Restructure oversight of the annual budget and secure sponsorships that will assist USMMA in increasing membership.

2. *What can you personally contribute in order to achieve these goals?*

- a. I bring to USMMA my professional management experience and marketing skills. Being one of the pioneers of the Mangalarga Marchador breed in America since 2000, I will set an example of leadership and share my

professional experience and extensive knowledge of the breed with others so that USMMA members can achieve their goals.

- b. As the very first owner of a Mangalarga Marchador horse (stallion Batuque de Miami) in California, I contribute twenty-two years of devotion and commitment to the Mangalarga Marchador breed as an owner, breeder, and importer with Brazilian relationships. Beginning with riding my stallion in the 2002 Pasadena Rose Parade with eight other Marchadors, I have spent years of promoting the breed in magazines, TV, expos, and went on many trips to Brazil for the purpose of importing horses beginning in 2002 with imported horses arriving in California in 2004.
    - c. I will strive to get acquainted with the USMMA members and provide them with support of their ideas, activities and breed history.
3. *What are your main priorities as (for your elected position) President / Vice President / Secretary / Treasurer?*
  - a. It is the role of the Secretary to maintain all USMMA corporate records and ensure the compliance of the USMMA Non-profit Corporation entity with the Arizona Corporation Commission and State Statutes. My knowledge of legal business corporate compliance, business development and marketing skills are utilized in this capacity for maintaining accurate minutes and records of by-law changes, and proper AZ annual filings.
4. *How can the USMMA become more active and promote the Mangalarga Marchador in North America to a wider audience?*
  - a. Support members who initiate events and shows. Encourage participation.
  - b. Develop online access to USMMA and Marchador logos that members can use for apparel and other items. Create a downloadable USMMA Press Kit with a breed fact sheet and articles that can be used for local stories and advertising. Make PR tools more available.
  - c. Develop educational and guide materials on topics such as riding techniques to develop the gait, breeder topics, tips & hints, etc. Use social

media, online and print advertising to benefit the breed rather than just the breeder.

5. *How are you going to support members who have different viewpoints, interests, and levels of experience?*
  - a. First, be willing to listen and be open to their viewpoints in an objective and fair manner.
  - b. Set a good example of mentoring members who wish to market the breed and/or become breeders.
  
6. *Do you value our affiliation with the ABCCMM? If yes, how would you like to strengthen this connection?*
  - a. As a breeder for 21 years, I have been a huge advocate of representing the National Horse of Brazil in a manner that fosters friendships between the Brazilian breeders and breeders in the United States. I will encourage USMMA breeders to represent the breed in a manner that strengthens the relationship that USMMA is fostering with ABCCMM.
  - b. Promote the necessity of having ABCCMM inspection rules and regulations in English so that misinterpretations and altering breeder suffix names are avoided. Coordinate policy with ABCCMM that uses USMMA registration verification as to the accuracy of the breeder and identity of the horse.
  - c. Encourage USMMA to provide more education to the members about the reporting, inspection and registration process with ABCCMM. Create online forms in English that can be forwarded to ABCCMM registration office.