

# Mathew Jenkins

FHANA Board of Directors Candidate  
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## Father, Veteran, Horseman

Why am I running for a position on the board of directors again? The answer is simple. I believe in Magic. The magic that these incredible horses bring into the world and the lives of everyone they encounter. I believe in our great organization and represent all of our members and their horses to the best of my ability.

In my time on the FHANA Board, the committees I was a part of accomplished nearly all of our strategic goals and the goals I campaigned on. We developed the Future FHANA and Mentorship Programs. When the 2020 inspections were cancelled, we successfully hosted FHANA'S first Virtual Show. Unfortunately, my time on the board was cut short and your vote was taken away from you. Accountability needs to be restored to this board immediately. FHANA needs a director that will stand up and advocate for you and your horses. I assure you, it will no longer be business as usual when you re-elect me to the board.



## Professional Experience

- Over 20 years of Executive Sales and Marketing expertise
- Former FHANA Board Member
- Successful Small Business Owner
- Ranch Manager/Trainer WHM Friesians





## FHANA Roles

- Board Member 2020/2021
- Central California Friesian Horse Club President 2021
- Membership Committee Member
- Marketing Committee Member
- Mare Show Committee Member

## Accomplishments

- Future FHANA Program
- Membership Mentor Program
- 2020 Virtual Show
- Redesign of We Speak Friesian
- Code of Conduct Revision



## Hobbies

- Fishing
- Movie Prop Fabrication
- Spending time with my children
- Rescuing Belgian Malinois

## 2022 Initiatives

- Hablamos Frison Dedicated Spanish language program
- Continue to grow Future FHANA
- Develop FHANA Veterans Program



## 2020 Board of Directors Election Questions:

- *Please describe your credentials which would help you to be an effective FHANA board member. Explain how these credentials have aided your past participation in FHANA and its related organizations (committees and chapters) and events.*

Being a board member isn't just about making decisions, it is being able to take the information provided, with consideration to the people, region and most importantly the horses to make an informed decision within the purvey of the FHANA Bylaws.

My credentials include over 20 years of sales, marketing and executive management experience. I have built sales teams and managed them across the United States and Canada. After traveling to most of these regions I have a good grasp on what makes each area unique and special.

After the membership elected me by a large majority in 2020. I proudly served on the board of directors for FHANA. During my time on the board I accomplished nearly all the goals I set out to accomplish. Unfortunately, my time was cut short by a board more interested in rumors and false allegations than protecting and promoting the Friesian Horse in North America. This board is lacking accountability and strong leadership. One of my greatest qualities is not accepting the status quo. "We have always done things this way" are the seven deadly words that will kill an organization. You have my word that when I am elected back to the FHANA Board it will not be business as usual.

- *Describe three initiatives you would like to see FHANA accomplish during your term? Describe how you would recommend they be accomplished?*

### Hablamos Frison "We Speak Friesian"

FHANA needs to develop a comprehensive program for Spanish speaking members. Progress is being made by the Marketing Committee, but we need a Board level initiative and perhaps a new committee founded to meet the needs of these members.

### Future FHANA

Although Future FHANA is off the ground and running, we need to get more members engaged. Some of the slow progress stems from Covid-19 and the lack of being able to have an event in person.

### Veteran Programs

Any Friesian owner is extremely blessed, I would like to see FHANA members team up with Veteran Organizations and use our incredible horses to provide life-saving therapy.

- *What current membership benefits do you feel need to be improved, and what could be added to make FHANA more attractive to past members, existing members, or new members?*

During a normal year when we conduct inspections, I believe FHANA provides adequate benefits to their members. Our member led committees do a fantastic job working with the membership. If we added a Corporate membership or sponsorship we could generate more revenue to provide additional membership benefits.

FHANA has had phenomenal growth in 2021, that is in large part to the efforts that the Membership Committee have put in. What is also a great benefit is the Friesian

horse is more popular than ever. Before anything else can be accomplished FHANA needs to create a culture on inclusiveness and acceptance. This culture needs to come from the top down. Currently it seems that the FHANA board promotes a culture of elitism. The FHANA Board needs to empower our member led committees do their jobs. All too often the board turns down ideas or stalls any forward momentum by sending motions back to the committees or burdening them with unnecessary requests. Members need to know that their ideas and opinions matter. We need to develop better ways to communicate with the membership other than just email.

- In your opinion, what are the most important issues facing FHANA going forward, and how would you address these issues as a Board member?

One of the biggest issues facing FHANA is unethical favoritism. It appears that certain members have a manipulative influence over this board. These people make up lies, spread rumors, bully and harass other members. Even after they have continually and overtly violated the code of conduct, the board does nothing. Many members that have been targeted by these bad actors are afraid to speak up for fear of retribution. Regardless of the number of years in FHANA, the number of horses owned, or their "status" within FHANA, ALL MEMBERS SHOULD BE TREATED EQUALLY! If necessary, I will support any member led petition to have any director removed for their current or past conflicts of interest, violations of FHANA'S BYLAWS, favoritism or unethical actions.

Another issue that FHANA faces is B-BOOK II registrations, the FHANA office is bombarded with calls about how to register B-Book foals. This is something that we assist the KFPS with, but it is becoming a major source of time consumption for our staff. This is a missed opportunity to capture potential revenue and offer education to the caller. I believe that routing these calls to a dedicated team trained to convert these callers to members would be beneficial.

I believe that the board needs to refocus and remember the mission of Protecting and Promoting the Friesian Horse in North America. We need to start representing all of the members, not just a few bad actors that are creating issues for the organization. I possess the necessary skills to assist the FHANA board in this mission. When I was wrongfully removed from the board, I put my personal feelings aside and continued to work on committees and support FHANA. I am prepared to do the same to better the FHANA Board our Organization and the Magical Friesian Horse.