

# Mathew Jenkins

FHANA Board of Directors  
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## Proven Success, Strong Leadership

Since being elected by an overwhelming number of members in 2020, my strong leadership style coupled with our member led committees has significantly contributed to the success we have seen in 2021. Our membership and our board is comprised of some talented individuals and it is an honor to get to work with these amazing people. The current Board of Directors has taken FHANA through some of the most challenging times our world has faced.

It is easy to put words down on a biography and talk about what could be done. With the effort of our amazing teams we have accomplished great things. I have had the honor to achieve many of the goals I set when elected in 2020. Our work is not done, the best days for FHANA lie ahead. It is critical to continue the path of success we are seeing. When the membership re-elects me to the board, I will continue to wake up every day and do my best for the Friesian Horse and its owner.



## Professional Experience

- Current FHANA Board Member
- Over 20 years of Executive Sales and Marketing expertise
- Successful Small Business Owner
- Ranch Manager/Trainer WHM Friesians
- Decorated US Coast Guard Veteran





## Accomplishments

- Future FHANA Program
- Membership Mentor Program
- 2020 Virtual Show
- ESL Programs



## 2023 Initiatives

- Continue to develop English as Second Language program (ESL)
- Create new non-inspection events
- Develop FHANA Veterans program

## FHANA Roles

- Board Member 2020-2023
- Membership Committee Liaison
- Marketing Committee Liaison
- Mare Show Committee Liaison
- AGM Committee Liaison



## Hobbies

- Fishing
- Movie Prop Fabrication
- Spending time with my family
- Working with my dogs



## 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.*

I have served on the current board of directors since 2020. In that time our board and member led committees have achieved fantastic goals. I have served on the Membership, Marketing, Mare Show and AGM Committees. I have played a critical role in the CCFHA Inspections and Mare show West. I possess the ability to work and lead teams in an effective manner. I attribute my success to my Military training and the years of experience I have in marketing and sales management. One of my greatest strengths is creativity. I have the ability to come up with innovative ideas and practical solutions to challenges. If you asked those I worked with they would tell you that I am a problem solver that thinks outside of the box.

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

### Non-Inspection Oriented Events

There are many FHANA Members and past members that no longer breed or have already presented their horses for inspection. FHANA is primarily a breeding and registry organization. I believe that if we offered non-inspection type events we would attract more members. These events could be in person or virtual. Examples would be: A for fun show, Stallion Show, Virtual Show, Regional Clinics featuring key speakers, North American FHANA Cup where we showcase the best horses in North America.

### ESL Program

Continue to develop the progress FHANA has made with serving our English as a Second Language members.

### 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?*

This question is answered in the previous question. If we offer new fun events and activities this will draw attention to what FHANA is doing. If we market to our ESL members we will bring them back or retain them before they leave.

I am confident if we increase the fun factor of FHANA it will attract a record number of members.

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

In my opinion one of the biggest issues that FHANA faces is negativity within the membership. It seems that there exists a faction of the membership that likes to stir up controversy and create division. Spirited debate and differing opinions are always welcome and creates an opportunity for growth. It is the personal attacks, spreading of rumors and lies that need to end. Each member needs to consider their actions and words very carefully especially on social media. The FHANA Board needs to continue to lead by example as they have done in 2021, and not allow this behavior to pollute our amazing organization. I will wake up every day and do my best to continue to foster the spirit of unity and teamwork within FHANA. I always have an open door for members that have any comments or concerns.