

Beverly McGowan has been a long-term hands-on horse owner, breeder, exhibitor, rescue and sponsorship marketing consultant for over 25 years. She has been a teacher for high school, grade school for public and private schools. She also became interested in following an interest in genetics upon retirement which helped her understand the many genetic issues that affect many breeds.

Upon entering the Texas A & M genetics department she developed a good relationship with Dr. Cohran head of the Genetics department at Texas A & M. She became a grant research associate helping find candidates for Belgians to test for JEB disease, CPL for Clydesdales and also Friesians for Dwarfism and Hydrocephalus even before it was available in North America, this research helped the genetics department get a \$250,000.00 grant. Her journey also helped her understand Megaesophagus after having four horses with the disease who needed a special diet and care different from other horses. She was the first recipient of the Fenway Foundation award for her dedication of saving the Friesian and for helping many other owners with support and being a sounding ear when needed.

During the course of a career change, she wanted to travel and become more involved with the aspects of corporate travel. Upon finishing training classes for a travel consultant she was offered a job as a junior coordinator for several NASCAR, IRL and Off Road Teams. After few years in the travel industry, she was awarded again a senior position to oversee teams' incentive marketing to develop programs for many sponsors for their customers. This entailed sponsorship contracts, hotel, airfare, and hospitality needs. She was awarded incentive sponsorships for General Motors, Goodyear, Ford and General Mills. The brand-to-brand aspect worked and so did supporting the cult brand marketing of long-time companies who have been in business for over 50 years. After years of traveling and being able to increase revenue in markets for many companies she took a leave of absent for breast cancer which she has been clear for 15 years.

Beverly dedicated her time to support Chapter Lone Star Friesian Horse Club and also establish a long-needed Chapter for the Spanish community which was recently approved after five years of developing a relationship and then another year to prepare for the first Spanish FHANA chapter to help bring diversity into the organization. Both Chapters have been the cornerstone of what FHANA members wanted and needed based on offering more opportunities to owners, based on environment, location and economic impact. She has been able to fund more events and offset costs for members for Keurings, and cater to all members. The personal touch of involving sponsors and members to be able to mix together has helped all parties become more helpful for the all organizations.

Beverly wants to support all members and no matter their differences. She says we all play an important part of the Friesian horse and how the future will reflect these changes. We can no longer use our own personal beliefs, we must remember we represent all Friesian owners, we must be open to change, that each horse is a valuable part of the future. But we need to form more activities to bring relationships together. For the first time she listened to all the Friesian owners to develop a Keuring event that would be worthy of the

Friesian horse then establishing the event for 4 days within a resort with on-site hotel, plenty of amenities and include a place for all members to socialize. The members enjoyed the event with Purina and Dover and few other sponsors on site. This is our future to bring members in for an event just catered to them.

Everything we do is for the Friesian horse and to make sure they live a long healthy life after we are all gone, many owners will retire and the new generation will come on board. But we have to remember leadership is not about being in charge but taking care of all of those in your charge, no matter your beliefs, your needs, you need to be able to negotiate for everyone and be able to understand others' point of view.

Beverly lives in Terrell, Texas with her husband of 23 years, and she has a son who is a chef, as well as her daughter in law in Portland, Ore. She welcomed a new granddaughter in September. They have over 8 Friesians, and other drafts, along with many other farm animals. Her husband Mark McGowan works as a Broker Owner for his Hot Shot business and equine transportation. He also is a contractor agent for Ross and Mathews P.C. legal shield as a CDL instructor and equine recovery agent for the law firm. She is active member of the Chamber of Commerce and also helps in rescues. If you need to contact her you can at [Warhorsemom@outlook.com](mailto:Warhorsemom@outlook.com)