

AMBER WILSON FOR REGION 4 DIRECTOR

I believe in this breed! I believe the Missouri Fox Trotting Horse is an exceptional breed of horse. I believe the genetics are worth preserving in our registry. I believe every aspect of our breed is important. I believe the MFTHBA has a responsibility to all our members regardless of interest or location. I believe our breed can grow!

First, let me start by thanking you for being an MFTHBA member. MFTHBA members are a dedicated group, and our love for this versatile breed is rooted in great tradition and passion. I have had the pleasure of meeting many of you, and I'm fortunate to have built relationships nationally and internationally with wonderful people involved in promoting and preserving this amazing breed.

A director is the champion for the breed in his/her region.

Promotion of the breed, recognition of our members, and support of our affiliates, all starts with the regional director. Our association is dependent upon volunteers, and directors must take the lead investing their time and resources to move the MFTHBA forward. I have worked hard over the past three years to fill this role in Region 4, and I would like the opportunity to continue to advocate for the members here.

I'd appreciate your vote for Region 4 Director.

SOME OF MY BACKGROUND

For those in Region 4 whom I haven't met, I'd like to share with you some of my background. I grew up riding Missouri Fox Trotters. My mother would take me trail riding sitting in front of her on the saddle before I could walk. I showed locally at our county fair, participated in an equine drill team, carried flags during rodeo grand entries, and went on week long trail rides -- all on a Missouri Fox Trotting Horse. My favorite trip every year was going to the Show and Celebration where we would sit and cheer on my uncle as he showed. I loved visiting the vendors, walking the grounds, and talking to fellow MFTHBA enthusiasts. After living in an area dominated by quarter horses, a trip to Ava felt like Disney World for Fox Trotters!

I received a Bachelor's of Science in Agriculture from Kansas State University and a Master's of Science in Management from Saint Mary University. I have spent 18 years working for SES, Inc. in Merriam, Kansas, and the last 8 years as part of the company's Board of Directors.

Today, I show, trail ride, and breed Missouri Fox Trotting Horses.

My volunteer work for the Missouri Fox Trotting Horse began in 2007. I served as Second Vice-President/Marketing Manager for the Kansas City Regional Fox Trotting Horse Association for six years. In early 2010, I was asked to serve as the MFTHBA Promotions Committee Chairman, a position I held until taking office as the Region 4 Director in November 2015. In addition, I am a co-founder and lead for the MFTHBA Stallion Tour and have served on the National Association of Breeders Board of Directors for the past 5 years.



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LOOKING FORWARD

The key to building a strong organization is being committed to constant improvement. In order to build on the foundation and ensure a strong future, I will advocate that the MFTHBA:

- Create a clear vision for the MFTHBA by focusing on short term and long term goals. It is important for this vision to be communicated to all involved with the MFTHBA and for all committees to be focused on working toward this vision.
- Improve technology capabilities within the MFTHBA office to support our office staff in working effectively and efficiently. This technology can also be used to provide additional services to our members.
- Increase member satisfaction by engaging members in the MFTHBA, enhancing MFTHBA programs and increasing the use of surveys to obtain member feedback.
- Provide open communication to members and the general public.
- Build an environment where all members are recognized as an important part of the MFTHBA with recognition for all aspects of our breed.
- Work to grow all aspects of the MFTHBA by focusing on programs and initiatives to increase participation and revenue.

In addition to the overarching MFTHBA objectives, as Region 4 Director, I will continue to focus on strengthening the MFTHBA presence within the Region. Over the next three years, my goals for Region 4 include:

- Represent the values, objectives, and feedback of the members of Region 4.
- Regularly communicate with Region 4 affiliates and openly communicate with the members of the region.
- Increase Region 4 awareness of and participation in rewarding MFTHBA programs such as:
 - Fox Trot America
 - National Trail Ride Program
 - National High Point Program
 - Youth Program
 - MFTHBA Partner Organizations
- Personally attend Region 4 promotional events.
- Support the growth of our Region 4 affiliates.
- Work to expand the excitement started by the Region 4 Fall Festival by developing other events in our region including additional shows (featuring performance and versatility classes), trail rides and other events.

Learn more about me, my vision for the MFTHBA and my goals for continuing to strengthen the MFTHBA presence in Region 4 at www.Amber4Region4.com.

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