

Fellow Clydesdale Breeders and Members of the CBUSA,

My name is Kayle Grott, and I am asking for your consideration and vote for the CBUSA Board of Directors.

In 1996, together with my family, we purchased our first Clyde, joined the association, and started breeding horses under the Briarwood prefix. It has been our goal to breed and raise a few horses each year on our farm located in rural northeastern Wisconsin.

Over the years, my love for the Clydesdale horse coupled with my family's entrepreneurial spirit, lead me to start the "World Draft Horse Network" (WDHN). The World Draft Horse Network /WDHN offers commercial and agricultural marketing custom designed to meet the specific needs of any business. Services include: Websites, Print Advertising, Social Media Management, Draft Horse Show Coordinator, Product Design, Logos, and Labels.

2020 - 2024, I produced the Clydesdale News. In doing so I offered;
Free ad design as a benefit to all CBUSA members.

2023 - 2024, I have served on the National Sale Committee. In doing so I;
Donated all social media posts promoting the sale and sale horses.
Designed and promoted promotional watermarked videos.
Helped organize and run the sale.
Designed and donated clydesdalesale.com in 2023.
(This site has generated over 50K views the first year.)
Donated the formatting of the Sale Catalog along w/ John Haney for the past 3yrs.

Current - President of the Clydesdale Education Foundation.
Served on this committee for approximately 10+ yrs.

Current - Nominating & Membership Committee. Served 4 yrs.

Current Board Member/Past President - Wisconsin Draft Horse Association.

Issues I would like to address as a director would be the following:

- Run the Association like a Business
- Implement a Cohesive Marketing & Social Media Program
- Follow By-Laws and Parliamentary Procedure
- Implement a Policy & Procedures Program
- Structure a Bid Process with Negotiation
- Review and Adhere to Budget
- Follow Up on Passed Motions
- Offer Better Communication to Membership
- Offer Transparency to Members & Better Membership Participation
- Encourage Membership Voting for Judges, Show, & Sale Locations

(I believe a good board member needs to be available to its membership to be effective.)

With a marketing background, previous board experience, and extensive involvement with the CBUSA, I would like to ask for your vote and be your voice to help "Make the CBUSA Great Again!"

Thanks for your consideration!

Kayle Grott

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