

DIRECTOR AT LARGE CALL FOR NOMINATIONS (FOR 2 POSITIONS)

Current 2020 Adult or Lifetime HCBC Members in good standing are entitled to vote for the candidate of their choice. Each eligible member may vote for the 2 candidates of their choice.

Candidates (alphabetical): **Taylor Ashlie, Tracy Carver, Joan Chess-Woollacott & Rose Schroeder**

Taylor Ashlie Biography

Taylor Ashlie, principal of Taylor Ashlie Consulting, is a seasoned leader providing consulting services in public affairs, communications strategy and planning, team leadership, project management, board governance and administration, advocacy, issues and crisis management, government relations, change management, stakeholder engagement and media relations. An experienced leader, Taylor has proven success building and developing teams and inspiring team members to grow in their chosen profession.

Taylor has over 15 years experience working with board run organizations. As Director of Communications and Knowledge Management for the Law Society of BC (LSBC), a non-profit regulatory body responsible for providing education, member services and regulation for 13,000 lawyers in BC, she worked closely with the CEO and Benchers (LSBC's board of directors) to develop the public relations strategy and supporting materials, including issue-specific planning and messaging. Using proactive public relations tactics, she built brand awareness and recognition to increase public trust in the legal profession.

Throughout her tenure with the Law Society, she led a high-performing team of communications and knowledge management staff, demonstrating year-over-year improvement in member communications and publications, online communications, media relations, social media, internal communications and public relations. She represented LSBC on the Access to Justice BC Engagement Committee, building momentum around this important justice system issue.

As Director of Communications at the Certified General Accountants Association of Canada (CGA-Canada), Taylor provided public relations and government relations counsel through a difficult merger that saw the three professional accounting bodies in Canada merge into one. She demonstrated success in raising public awareness of the association brand through advocacy, media relations and national branding campaigns that included television, radio and online advertising. She represented CGA-Canada on the Canadian Payments Association's Stakeholder Advisory Counsel for two three year terms.

Taylor holds both a Bachelor of Arts (BA) and Master of Education (M.Ed) from UBC. She lives in Maple Ridge BC.

Tracy Carver Biography

Hello, I am Tracy Carver and I am standing for election for Director At Large on the Horse Council BC board. I have been an active member of the board for the past four years and have enjoyed being part of such a diverse and thriving organization, and look forward to the opportunity to continue serving the BC equine community as a representative of Horse Council BC.

I first became involved with Horse Council BC as an Affiliate Director for the BC Division of Canadian Pony Club in 2016, and was impressed with the wealth of equine knowledge of the members of the board, as well as their passion and enthusiasm for both horse welfare and equine sports in BC. The diversity of horse disciplines represented and the wide range of horse backgrounds is impressive; I have dedicated myself to supporting HCBC to my fullest out of respect for the board members and for what HCBC has been and continues to provide for its members.

In addition to that first Affiliate Director position, I have been a member of the HCBC Executive board as VP of Marketing and Membership since 2017, as well as sitting on various side committees over the past few years. In 2017 I helped form the Educational Grant committee, which has given financial aid to numerous member groups to facilitate clinics and educational opportunities for our members throughout BC. I sat on the HCBC Annual Awards Committee for two years, and in 2018 assisted with the annual Core Grants, an experience that deepened my respect for the financial support assistance HCBC offers its membership. For the past two years I have been on the HCBC Governance Committee, a committee tasked with updating our policies and procedures and ensuring our governing policies are clear and concise for our membership and are current for the coming years.

As a self-employed business owner for the past 21 years, I have honed my strengths of working under pressure and within deadlines, both individually and within teams of all sizes. I am accountable and self-driven, traits that have served me well in the business community. I have been responsible for the books and financial aspects of our business, and all of the associated joy of filing government paperwork. Being organized is a must, and I have been able to juggle multiple projects and ongoing tasks, while raising my family and filling positions within various local equine organizations.

Some of my heaviest volunteer commitments have been within Canadian Pony Club, an organization I have been involved in since my children joined nine years ago. Throughout the years I have filled numerous leadership positions at both the branch and regional levels, chaired and co-chaired several committees, filled regional leadership positions, oversaw numerous regional dressage and jumper events, was entry secretary for more regional and branch events than I can remember, and was tasked with creating scoring programs and overseeing scoring responsibilities at events for many years; working with numbers and formulas is one of my personal favourite tasks. I rise to each new challenge excited at the opportunity both for personal growth and for the honour of mentoring those working alongside me. I thrive in hectic, intense environments, keeping our focus on the fun adventures we are creating for our members, with self-satisfaction of a job well done being my personal reward after each event. As a serendipity of my involvement both in Pony Club and in Horse Council, I have received an equine education second to none; years of attending educational clinics and talks from professionals in the equine industry have made me a better horsewoman, and I am excited to share the resources available to horse owners within BC at every opportunity.

The year 2020 has been unique, full of unprecedented challenges. It has been incredible to witness our membership pull together and help support each other through this time of "history in the making". I am honoured to be a part of this organization, and my intent is to continue promoting Horse Council BC to all of the new parents of riders and new horse owners that I continually meet through my associations within the equine community. A position of Director At Large would allow me to continue to network for the future growth of our organization, and help keep our membership supported and informed during these interesting times. We have an incredible association, and I commit my energies to ensuring this fabulous organization thrives in its commitment to support and educate our future generations of horse enthusiasts.

Joan Chess-Woollacott Biography

I would like to be considered for a second term as a Director at Large on HCBC's Board of Directors. I believe that my skills and knowledge described below, along with the experience gained during my first term as a Director, would continue to be useful in serving BC's equestrian community and advancing the vision and mission of HCBC.

Governance of Not-for-Profit Organizations

I have volunteered with several not-for-profit organizations, serving on Boards as a Director and Executive member. As a Registered Professional Planner (RPP), I served on the Council for the Planning Institute of BC for six years as a Director, President Elect, and President; as well as serving at the national level for the Canadian Institute of Planners as a Director for two years. In Prince George, I was on the Board of Directors for the Prince George Horse Society for ten years as a Director, Vice President, and President. Currently, I am a Director for the Agriplex Riders Club, as well as a Director for the Stewardship Centre for BC.

Professional Career

As a Registered Professional Planner, I traveled throughout BC and became familiar with the province's diverse landscapes and communities, especially rural areas and small towns as well as the large urban centres. My skills include land use and community planning, visioning and strategic planning, research and analysis; and working collaboratively with all orders of government, residents, volunteer organizations, and the private sector.

Horse Owner and Rider

I am a horse owner and adult amateur rider. I started as a typical 12 year old girl who loves horses. I joined Pony Club and eventually earned my B Level in my teens. After a 25 year pause for university, career, and family, I returned to riding 18 years ago. I volunteer with several local/regional clubs for dressage, hunter/jumper, Pony Club, and a multi-discipline riding club in the Prince George area. I have participated in the BC 55+ Games and enjoy meeting riders from throughout BC. I also believe in continuous learning, by attending HCBC seminars and special forums; taking courses through the University of Guelph's Horse Portal; reading science-based articles; and participating in riding and training clinics and on-going lessons.

Horses are amazing, wonderful creatures and we are so fortunate to have them in our lives!

Two important principles are: 1) the well-being of all horses, regardless of the activity or discipline, age or breed; and 2) furthering an appreciation of and respect for diversity in equestrian sport and recreation. In closing, I would welcome the opportunity to continue serving on HCBC's Board of Directors, and the province's equestrian community. I would appreciate your support in the election. Thank you.

Rose Schroeder Biography

Rose was born and raised on the family dairy farm on Sumas Prairie between Abbotsford and Chilliwack BC. She graduated from High School and took two years of College before returning to the farm and managing the dairy herd for 35 years. She has been married for 35 years and has two sons. Currently semi-retired and busier than ever volunteering. She has served on many NGO boards as Chair, director, secretary or treasurer:

- past VP of Recreation at HCBC
- past BCHBC representative for the Outdoor Recreation Council of BC
- Parent Advisory Council Upper Sumas Elementary
- South Coastal Dairy Education Association
- International Agricultural Exchange Association
- Abbotsford Soil Conservation Association
- Past Vice President for the BCHBC Provincial Executive
- Past Secretary for the BCHBC Provincial Executive

Horses: their education and hers, have always been a large part of Rose's life. She has been a Certified Horsemanship Association (CHA) Wilderness Guide Instructor and Assistant Clinic Instructor as well as CHA English/Western Level 2 Instructor. Along with 2 partners she co-owned a business that taught trail riding and camping skills through private lessons and clinics across BC and Alberta.

For the past 2 years, Rose has been a Director at Large with HCBC. Currently she resides in Salmon Arm, still enjoys trail riding and packing, the sport of Mountain Trail Horse and continues to volunteer through the Back Country Horsemen Society of BC for many trail access and preservation projects with BC Parks and Recreation Sites and Trails. Her passion for horses, trail riding and packing have led her to her current positions:

- Newsletter coordinator for the Shuswap Chapter of BCHBC
- member/secretary for the Outdoor Recreation Foundation of BC
- Secretary for the BCHBC Provincial Trails Committee
- member Friends of Manning Park