

ERIC L. STRAUS

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EQUESTRIAN CV



EQUINE SPORT GROUP, Tryon, NC **President**

2011-Present

Equine Sport Group is a multi-disciplinary equine consulting group with core expertise in horse welfare, stable management and care, veterinary support, training programs from grassroots to advanced and sport governance.

- Eric L. Straus appointed as the Technical Coordinator for the 2018 World Equestrian Games.
- ESG provided senior management services as Secretary General to the Pan American Equestrian Confederation: developed social media presence, developed an international competition for Junior age competitors, improved annual financial results, enhanced international awareness and exposure.
- ESG conducted site inspections for the 2018 ODESUR Games in Cochabama, Bolivia.
- ESG provided pre-event and onsite management services for the 2016 North American Junior Young Rider Championship.
- ESG provided equestrian marketing consultancy services to the Federación Boliviana de Deportes Ecuestres.
- ESG formed a strategic partnership with Sai Ma Sports, leading to a multi-year Cooperation and Marketing Agreement with the Chinese Equestrian Association. ESG and Sai Ma provided competition management services to the Chinese Equestrian Association for the China Tour, a series of international show jumping competitions.
- Attended the Fourth Annual Equestrian Forum of Western China as a guest of the Chengdu Equestrian Association.
- Secured the largest private stable in Beijing as a client. Arranged for client's Head Trainer to receive two months of training and competition experience during the 2012 Winter Equestrian Festival in Wellington, Florida under the supervision of George Morris, then USA Show Jumping Chef d' Equipe. Concurrently, the Head Trainer worked with US Olympians.
- Provided governance and strategic planning assistance to the Foundation For The Florida Horse Park .

HITS, Inc. Saugerties, NY **Senior Vice President Equine**

2014-2015

HITS, Inc. is a special events management company primarily focused on producing hunter/jumper horse shows at five venues throughout the United States. Reporting directly to the President, focused on soliciting high level international equestrian events and improving the customer experience.

- Managed the 2015 Furusiyya Fédération Equestre Internationale Nations Cup from the bid through completion producing record attendance, global media exposure and numerous competitor accolades.
- Lead effort to improve the equestrian customer experience and improve on-site competition management by introducing best in class cloud based information system.
- Expanded and improved external relationships with primary national and international organizations.
- Managed government relations in Ocala, Florida

WASHINGTON INTERNATIONAL HORSE SHOW ASSN. LTD, Washington, DC **Chief Executive Officer**

2009 – 2011

The Washington International Horse Show is a fifty-five year old championship equestrian competition and entertainment event held at Verizon Center in downtown DC. The horse show is a 501 (c)(3) with an annual budget of \$3,000,000 that attracts national and international elite competitors who compete for more than \$400,000 in prize money.

Reporting directly to the President, responsible for all daily operations, sponsorship development, marketing, venue relations, interaction with DC government agencies and equestrian sport oversight.

- Developed an innovative marketing and sponsorship plan that attracted eight new corporate sponsors and increased total sponsorship revenue by 20%.
- Successfully negotiated a multiple year lease at a lower base rent at Verizon Center.
- Increased event attendance on key nights and grew ticket revenue by 5%.
- Led team that narrowed 2008-year end loss of \$308,000 by 85% to \$46,000 in 2010.

THE AMERICAN HORSE SHOWS ASSOCIATION, New York, NY**1994 – 1997***(Now known as The United States Equestrian Federation in Lexington, KY)**The National Governing Body for Equestrian Sport (28 breeds and disciplines) in the United States, including representation to the International Governing Body, the Federation Equestre Internationale and to the United States Olympic Committee.***Secretary General, Executive Director, Chief Operating Officer (1996-1997)****Assistant Executive Director (1994-1995)**

Reporting directly to the President and to the Board of Directors was responsible for all operations and financial results at the headquarters in New York City with a staff of 80, the equine drug testing laboratory in Ithaca, New York with a staff of 4 and the Drugs & Medications office in Columbus, Ohio with a staff of 4.

- Improved the delivery of membership services to 75,000 members.
- Improved cash flow by initiating credit card processing system and reduced receivables by 75%.
- Conceived and created a three nation (United States, Canada, Mexico) financial support agreement for North American Young Riders Championship, which reduced organizing committee costs and helped to keep event viable.
- Strengthened cooperation as member of "The Inner Circle" with counterparts at key European national federations: Germany, Ireland, Sweden and The Netherlands.
- Improved staff morale and reduced turnover by 10%, produced positive year-end financial results.
- Served as an expert witness for the US Government and testified in two Federal trials resulting in successful prosecutions for equine insurance fraud.
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THE DALLAS INTERNATIONAL SPORTS COMMISSION, Dallas, TX**1993 – 1994***Chaired by Tom Landry, Jr., a Not-for-Profit whose mission was to identify, solicit, attract and support Olympic and Professional sports events to North Texas.***Director of Programs & Operations**

Reporting directly to the President, responsible for a three-person team charged with developing, oversight and execution of all programmatic activities.

- Led a three-person team that developed the response proposal for Dallas to be designated as one of three satellite soccer venues for the 1996 Olympic Games.
- Team leader for developing the Modern Pentathlon bid including venue, logistics planning and competition plan for Dallas' bid for the 1998 Goodwill Games.
- Provided pre-competition assistance and support for the 1993 CONCACAF Gold Cup and the 1994 World Cup.
- Assisted in maintaining relationships with the offices of the Mayor, City Manager, Chief of Police and Members of the Dallas City Council.

THREE DAY FARM, Inc., McKinney, TX**1976 – 1993****Wholly Owned Subsidiary of Walter Straus & Son, Inc.***A family owned training and competition facility that successfully bought, sold, boarded and trained horses for competition.*

The premier multi-discipline site for equestrian competition with permanent stabling for 200 horses, 14 stall main barn, which hosted four major competitions annually drawing entries from seven state area.

- Co-managed events, facility management, event marketing and sponsorship development.
- Developed winter competition series.
- Actively competed in Hunter, Jumper and Combined Training.

EDUCATION AND SPECIAL SKILLS

B.A., History The Colorado College, Colorado Springs, CO

Working knowledge Spanish
Basic German

BOARD AND COMMITTEE POSITIONS

The United States Equestrian Team Foundation Trustee
The National Horse Show, Member of the Board of Directors
USA Reining, Senior Vice President, Member Board of Directors
Chairman, Audit Committee of the United States Equestrian Team Foundation
Member of the United States Equestrian Stewards and Technical Delegates Committee

Member of the United States Hunter & Jumper Association Horse Welfare Committee
China Representative for the Association Internationale Des Etudiants Cavaliers
Member of the Equestrian Advisory Board for the Savannah College of Art & Design
Past Member of the Fédération Equestre Internationale Reining Education Sub-Committee
Past Member of The United States Hunter & Jumper Association Officials Committee 2015-2016
Past Member of the United States Equestrian Team Foundation Executive Committee 2002-2016
Past Chairman of the United States Hunter & Jumper Association Stewards Committee 2011-2016
Past Member of American Horse Council, Trustee, Secretary and Executive Committee Member 2007- 2015
Past Secretary of the United States Equestrian Team Foundation, 1997-2015
Chaired the Search Committee for the Para Equestrian Chef d' Equipe United States Equestrian Federation, 2013
Chaired the Search Committee for the Show Jumping Young Rider Chef d' Equipe United States Equestrian Federation, 2013
Chaired the Search Committee for the Dressage Chef d' Equipe United States Equestrian Federation 2013
Past Fédération Equestre Internationale Honorary Steward General for Reining 2002-2012
Past Chairman of the United States Hunter & Jumper Association Task Force for Children's & Adult Jumper Championship 2012
Past Chairman of the United States Hunter & Jumper Association Zone 1 Jumper Nominating Committee 2012
Chaired the Search Committee for the Show Jumping Chef d' Equipe United States Equestrian Federation 2011-2012
Chaired the Search Committee for the Eventing Chef d' Equipe United States Equestrian Federation 2010-2011
Past Member Advisory Board New Canaan Mounted Troop 2005-2008
Past Secretary, Director and Executive Committee member of The United States Equestrian Federation 2003-2007
Co-Chaired Search Committee for United States Equestrian Federation CEO 2003
Past Senior Vice President, Director and Executive Committee member of United States Modern Pentathlon Association 1986-1992
Past President, Director and Executive Committee Member of the Texas Hunter & Jumper Association 1980-1982 & 1988-1990, member Rule Book Committee

PROFESSIONAL AND COMMUNITY AFFILIATIONS

Fédération Equestre Internationale Licensed Level 3 Chief Steward in Show Jumping and Reining
Fédération Equestre Internationale Licensed Technical Delegate for Reining
Fédération Equestre Internationale Continuing Education Course Director
United States Equestrian Federation Steward General for Reining
United States Equestrian Federation Licensed Judge & Steward
United States Equestrian Federation Stewards Course Director
Officiated at the 1987 Pan American Games, 1996 Atlanta Olympic Games, 2002, 2006 and 2010 World Equestrian Games, 2015 World Cup Finals, North American Junior Young Riders Championships 1997-2016, 2016 Rio Olympic Games, 2017 World Cup Finals

November 7, 2018

Motivation Letter for IJOC Board

Dear All,

I am writing to express my interest as a candidate for an IJOC Board position.

My motivation is my desire to make a meaningful contribution to our sport in a leadership role to help our discipline to continue growing at all levels, to work with colleagues identifying solutions to challenges, and sharing knowledge/experience globally so everyone benefits in equal time and measure.

On a personal level, I believe it is my responsibility to leave things better than I have found them, to be accountable for my decisions/actions and to remember very few of us arrived at whatever point we are without the kindness and assistance of others.

I have enjoyed serving in a variety of equestrian endeavors and the accumulated range of experience provide me with a 360° perspective on many topics. I am or have been: a competitor, trainer, stable-owner, national and international official, Secretary General of the United States Equestrian Federation, national and international competition organizer, Secretary General of the Pan American Equestrian Confederation, equestrian consultant and served on numerous committees.

I would appreciate your support and look forward to the opportunity to serve.

Regards,

Eric L. Straus