

## **Meet the 2023/ 2024 ASHS Board of Directors**

### **Jenny Petrich**

#### ***Acting Chairperson***

Jenny Petrich first joined the Society in 1984 and became a Member of the Cape York & Tablelands Branch. Over the years she has held Executive Branch positions and has successfully competed in several disciplines with Australian Stock Horses including dressage, hacking, working, challenge and campdraft.

Over an 18-year period, Jenny developed and managed Wetherby Station, an outback-themed tourist venue, where she regularly presented Australian Stock Horse displays and promoted the benefits of the Breed to both domestic and international visitors.

In 1994 she was appointed as an ASHS Inspector and in 1995 she was elected as President of the Northern Australia Management Council, positions she still holds today.

In 2005 Jenny was elected as Director for North Queensland and the Northern Territory; her experience in this position now spans 16 years. Jenny's mission has always been to represent Members in remote Northern Australia and to support the many Branches in her area.

Jenny also works as a Trainer /Assessor and delivers training in land management in remote areas in Cape York, the Torres Strait and more recently in Papua New Guinea.

Her qualifications include: Cert II, III & IV in Agriculture, Advanced Diploma in Agriculture, Cert II, III & IV in Conservation and Ecosystem Management and Cert IV Training and Assessment.

Jenny owns and operates Rifle Creek Station, Mt Molloy, Qld, where she runs a Droughtmaster breeder herd, producing store cattle for the northern grass-fed market.

### **Tricia Thomas**

#### ***Acting Senior Vice Chairperson, Member Services & International Convener***

Tricia Thomas has lived in regional Australia for 44 years. She has been a Member of the Society since 1980, breeding Australian Stock Horses with her family for work and pleasure.

Tricia has worked extensively in accounting and financial management, firstly with Ellerston Pastoral (*previously Consolidated Press*) at Ellerston, NSW, and in Sydney.

Tricia was also a teacher for TAFE NSW, teaching bookkeeping, accounting and management as well as training and assessing. She has served as Operations Manager, Faculty of Business and Creative Arts at the Hunter Institute, where she was in charge of more than 180 full and part-time staff, being responsible for

compliance, governance and financial reporting for Registered Training Organisations (RTOs).

Tricia has a Bachelor of Administrative Leadership from the University New England and a Graduate Diploma in Vocational Education and Training from Southern Cross University, as well as Diplomas in Accounting, Training and Assessing and Business Management.

For 31 years Tricia has worked as office manager for East Rossgole Pastoral Company, a predominately beef cattle breeding enterprise in the Upper Hunter.

### **Lance Butcher**

#### ***Acting Junior Vice Chairperson & Youth Convener***

Lance was raised in regional Western Australia and went to a very small school of 14 kids. Growing up, he spent time at his uncle's farm where he developed a passion for horses.

Lance has a varied and interesting background; he's worked for the Navy, as a brickie's labourer, as a cocktail steward, in accounting, as a taxi driver and on farms.

Later in life, Lance became a teacher with a Bachelor of Education. He has 40 years' experience in teaching, with 20 of those years as a principal in country schools.

He says he "dragged" his young family around to all these country locations.

Lance has solid experience in leadership and teamwork, managing staff, developing strategic plans and their implementation and ongoing measurement, analysis and evaluation, developing and managing budgets and working cooperatively with communities. He has been involved in many community and not-for-profit organisations.

Lance is passionate about all things Australian, including our history, literature, heritage, and very own Australian Stock Horse.

Lance started to fulfill his passion for horses much later in life, and since then has held positions over many years as secretary, State Management Council Chair, Branch President, and chief organiser of countless ASH events, shows, State Championships and campdrafts.

He has been an ASHS Member since the early 80s.

### **Amy Grubb**

#### ***Treasurer & Representative for ASHLA***

With over two decades of expertise in the realm of communications and marketing, Amy Grubb stands out as a seasoned professional renowned for her ability to drive tangible results.

Armed with a Master's degree in Marketing from Monash University and a Bachelor of Business, Amy possesses a rich background in strategic planning, research,

integrated marketing communications (IMC), meticulous implementation, and comprehensive evaluation.

Amy's professional journey spans a diverse spectrum of industries, although her niche lies in agriculture, finance, and hospitality. Her wealth of experience encompasses breathing life into consumer brands through imaginative marketing strategies as well as constructing methodical communication frameworks for organisations striving to influence public opinion and policy.

As the principal of Grubb Consulting Group for over 12 years, her portfolio boasts a plethora of successful projects, ranging from short-term endeavours to long-term initiatives. Her clientele includes entities such as not-for-profit organizations, Government Business Enterprises (GBEs), governmental bodies at both State and Federal levels, ASX Top 100 listed companies and private enterprises.

Amy's passion lies in crafting crystal-clear brand narratives for her clients, narratives that resonate with their target audience. To her, the foundation of every marketing and communications decision lies in research and scientific analysis, which she then elevates with creativity and passion.

Through her work, Amy has a blend of analytical acumen and creative fervour, ensuring her clients not only meet their goals but also exceed them.

## **Barry Moore**

### ***Stud Book Convener***

An ASHS Member since 1991, Barry Moore has proudly held a position as NSW Director since 2019. He is currently the Stud Book Convener.

Barry was raised as a fourth-generation dairy farmer (on both sides of his family) and as the youngest of five sons in Singleton, NSW. During early years on the farm, his love and interest for horses was always there, and any opportunity to ride was never passed up.

Through his teenage years Barry was introduced to the Australian Stock Horse and the Australian Stock Horse Society. From the early 90's he attended ASH Shows, clinics and campdrafts.

Since 1993, Barry, with his family, has operated Starwaltz ASH Stud in Kelvin, via Gunnedah, NSW. He is a proud family man and is very fortunate to have the support of his wonderful family. Along with the horse stud, the Moores run a Hereford cattle stud, breeding replacement heifers and turning off excess weaners to the market annually.

Over the past 30 years Barry has worked as an electrician in various roles, and for 15 years he has operated a family electrical contracting business in Gunnedah and surrounds. Most recently, a decision was made to embark on a new chapter, and

Barry is now branch manager for electrical wholesalers Lear and Smith Gunnedah, which is part of the Rexel group of companies.

Barry is a keen breeder and competitor, taking pride in breeding generations of horse families, with a conscious mindset of improvement from one generation to the next. He thoroughly enjoyed the years of competing alongside his family and seeing his three children compete on their home-bred horses.

Barry has a fondness for the Heritage traditions and Heritage bloodlines upon which our Society was established and believes in identifying and celebrating these horses.

He is involved with his local Northern Branch in many capacities and enjoys giving back to the Society to help foster its future. Barry is also an accredited ASH Judge.

### **Lorna Fanning**

#### ***National Events Convener***

Born and raised in Northern NSW, Lorna later moved to Southern Queensland where she owned and operated beef cattle enterprises on both sides of the Border. She was also a quality assurance officer for a local manufacturing company. She now calls Warwick, Qld, home.

Since 1982 Lorna has been involved with the Australian Stock Horse Society. She is an active volunteer and loyal supporter of her Branch, Management Council and the Society at large.

Lorna has held Executive positions within the Society at all levels and has been a Director since 2016. She was Chairperson for three years. Lorna is currently the National Events Convener, a position she is extremely passionate about. She brings a wealth of experience in terms of Governance and Policy and Procedures.

Lorna is also heavily involved with the Warwick Show and Rodeo Society. She is a well-known voice in the campdraft arena, having been an announcer for more than 50 years.

In 2022 Lorna was awarded the prestigious Warwick Tribute to Australian, joining a select few very well-known and respected campdraft icons.

Lorna's other achievements include: 2007 ACA Roll of Honour, 2011 ASHS Special Services Award, 2012 ASHS Volunteer of the Year, 2016 ASHS Special Services Award and 2017 ABCRA Certificate of Appreciation.

Lorna has a great love for the bush, horses, cattle and gardening. A very proud mother, grandmother and great grandmother, she claims her three children, five grandchildren and two great-grandchildren are her greatest achievements.

### **Judi Powell**

#### ***Events Convener***

From a predominantly dressage background, Judi has been involved with horses for 43 years, training and competing to FEI INTER1 Level.

Judi and her husband Alan own Elvale Stockhorses, and use their horses daily on the property and in competition at the weekend. *The Breed for Every Need*, they go to campdrafts, challenges, shows and dressage.

Judi holds a Bachelor of Business (Marketing), Cert IV Training and Assessment, Cert IV Sport Coaching (Equestrian), Cert II Emergency Medical Service First Response, and is a fully-licensed real estate agent in Queensland.

Continuing education for Judi is top priority, as is Good Governance.

With extensive experience in volunteer engagement, Judi has acted previously on boards and management committees, namely the Queensland EA premier dressage organisation, Nambour Active Riders Group, Theodore Council on the Ageing (vice chair) and Theodore Community Hotel (secretary to the Board).

She has a passion for marketing, fundraising and organising events. Having employed 20 staff in her business, Judi is also well-versed in human resources.

Judi has served as president and secretary of the Leichhardt Branch; she is unapologetically passionate about the Australian Stock Horse Society and its future.

### **Larry Cutler**

Larry is a Life Member of the West Gippsland Branch and a Platinum ASHS Member. He is a past Director and Chairman of the Board of Directors, and was recently appointed to rejoin.

Larry's involvement with the Australian Stock Horse spans 47 years. He is managing director of Karraba Park Pastoral Co. Pty. Ltd. which includes the Karraba Park Red Angus and commercial cattle operations as well as the Karraba Park Australian Stock Horse Stud, where the home-bred sire KARRABA PARK TRAVELLER – HSH stands.

Larry and the Cutler family have bred and ridden horses for five generations, and now, for seven generations, with Larry's grandson Jack Cutler.

Since 1980 Larry has been an ASHS Classifier and Inspector, and is a highly-regarded judge of both horses and cattle. Larry has judged at regional and State Shows, at every Royal Show in Australia, and internationally. He is a recognized campdraft judge with the Gippsland Campdraft Association.

Larry has won numerous Championships in the show ring over the years at Branch, State, Royal and National Level, has played polocrosse for Trafalgar and campdrafted across Northern NSW, the NSW Southern Highlands and Gippsland, Vic.

### **Robert Watchirs**

Robert is passionate about Australian-bred horses and for this reason he accepted the role of Acting Director when invited by the Board recently.

Having bred Australian Stock Horses since before the Society started, Robert has undertaken leadership roles at Branch Level, judged many disciplines of competition, is an ASHS Inspector and worthy competitor in the arena.

Robert believes his previous experience on the Board will be of benefit to all ASHS Members and looks forward to working with the Directors to move the Society into the future.

### **Sam Amey**

From Gundaroo, NSW, Sam Amey is a proud father to two daughters and a son.

Sam has been involved with horses the majority of his life, from competing in Rider and Pony classes at Royal Shows with his family, to Pony Club, polocrosse, to becoming involved with Australian Stock Horses with his wife Rachael.

In 2006, Sam and Rachael established an Australian Stock Horse Stud under the prefix ASAR. Sam and his family travel extensively throughout NSW, Queensland, Victoria and the Northern Territory, competing and judging ASH events. Sam also competes at Royal and National level.

Sam loves seeing his children riding and competing on home-bred and trained Australian Stock Horses. He is passionate about the development of the Youth in our Society and firmly believes the Youth are our future.

A talented polocrosse player, Sam has coached and represented NSW at National level. He is currently a deputy chief umpire for NSW Polocrosse.

A plumber by trade, Sam has owned and operated his own business for more than two decades, with the majority of work being new project homes and multi-unit developments.

Sam is a Member of the Southern Highlands Branch and is currently Vice President. He has experience across many aspects of the Society and loves to talk to Members and hear from others that share his love and passion for the Australian Stock Horse.