

#STEVENTICA2020



Hi All,

I just wanted to reach out to all members and interested parties to let you know my intentions to be the next President of TICA. Over the next few months I will be communicating to as many of you that I can, in ways that you may have never been before. I am excited at the prospect of moving TICA to the “**Next Level**”

—a sentiment you will hear a lot from me in the coming months and hopefully years, as we, together, move TICA to that next level! The role of President has changed for this election. For starters, we have a dynamite team that has been put in place by Vickie Fisher; we must put our faith in Danny Navarez, Frances Cardona and the entire team at the Executive Office as they effectively navigate and streamline operations. For the first time in TICA’s history, you have the ability to vote for an Ambassador of TICA, a person who is ingrained in the culture of TICA. This is not to say that I will not be involved in operations, but just not as involved as the previous Presidents may have needed to be in the past. As a businessman and entrepreneur, I have the ability to run operations, but this is not, and will not be my focus.

What does this mean for you and me? It means that I can spend my time bringing TICA into the spotlight it deserves. We must become the “Association of Choice” across the world. My goal is to do so by concentrating on internal growth, as well as external growth and visibility, **Globally**.

I will use my expertise in communications and—with the help of the marketing team—implement a Public Relations campaign that everyone will benefit from, with the goal of eliminating much of the financial risk of all clubs in TICA. I have a keen understanding of how to reach audiences today and with this campaign, we will positively affect every club and member. TICA will support all shows if needed, with unique press releases, social campaigns and direct marketing. This will not only increase gate sales, it will also bring TICA and the clubs the much-needed accolades we all deserve. All of this will thereby foster growth and attract a whole new younger demographic, as well as educate and excite the current membership.



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I also want to be so financially attractive that we do indeed become the “Association of Choice” in the world. To do so, I will attract bigger and better sponsorship partners in EVERY part of the world, which will be made easier as we grow our presence worldwide through in-person and social media engagement.

I believe our biggest opportunity lies in a massive overhaul of the website, which will both increase our digital presence and streamline the business side.

I aim to start conversations that result in better benefits for TICA members. The current discounts are not enticing or exciting enough, and I am a firm believer that loyalty should be rewarded. I will be the voice of the membership and will listen to all of you in a professional and accessible way. I have a deep understanding of some of the frustrations that you have, as I also have an active club and currently breed and show. I understand the benefits and can envision the many opportunities for us all to thrive.

Finally, as an American, having lived in five different regions, and now currently residing in beautiful Portugal, I understand TICA on a global scale. I have judged and/or visited all of the regions. I have been the Regional Director for Europe West and am currently representing Europe South on the Board. In fact, I started with TICA in Boston, in the early 90’s and was producing shows before I was even 21.

I have personally known Georgia Morgan and Larry Paul, our founders, and do believe that they would both support this new effort to grow in membership, visibility and finances, all the while, retaining the culture of what is uniquely TICA.



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You have a big choice to make in October; there will be candidates who are highly qualified that I would personally support, but I can assure you that I am up to the task of being the next President of TICA.

I have the experience and passion, the drive and energy, and above all, a love for, and understanding of what is needed to bring **TICA TO THE NEXT LEVEL.**

I am excited to let you all get to know me over the next few months and I want to thank all of you that have supported me in this decision.

To my amazing region of Europe South: I am not abandoning you. You have helped mold me into the person I am today. You opened your hearts and took me in, no questions asked, and for this I am grateful. To everyone around the world: stay safe, be smart and we will get back to normal soon. If it takes a bit longer I can assure you that we will remain in the spotlight and grow stronger every day.

Warmest Wishes, Steven.

STEVEN MESERVE

FOR PRESIDENT OF TICA 2020

Bringing us all to the next level we deserve

