



Jordan R. Kelly — Appaloosa Horse Club Board of Directors

I bring a lifelong commitment to service, extensive healthcare and organizational leadership experience, and a strong dedication to the Appaloosa Horse Club and its members. Since joining the ApHC Board of Directors in January 2022, I have had the opportunity to work directly on governance, policy development, organizational improvement, and member-focused initiatives that support the long-term strength of the Club.

Professionally, I have built my career in emergency medical services, critical care transport, and healthcare leadership. Since 2012, I have served with LifeGuard Air Ambulance at UnityPoint Health – St. Luke’s Hospital in Cedar Rapids, Iowa, progressing from frontline clinician into leadership and management. I became Manager in 2021 and currently oversee a multidisciplinary clinical team while working closely with aviation, maintenance, hospital, and system leadership.

My leadership style combines servant and transformational leadership, with an emphasis on supporting people, building strong teams, encouraging innovation, and creating meaningful organizational change. During my tenure, the program has achieved approximately 75 percent growth in transport volume, improved operational and financial performance, expanded clinical capabilities, and achieved full accreditation from the Commission on Accreditation of Medical Transport Systems (CAMTS) within the first 10 months of my leadership.

My role includes strategic planning, budgeting, contract management, quality improvement, regulatory compliance, program development, and collaboration across multiple disciplines. These experiences have reinforced the importance of listening to different perspectives, managing resources responsibly, communicating clearly, making thoughtful decisions, and remaining accountable for results.

I hold a Master of Health Administration from the University of Phoenix, a Bachelor of Science in Nursing from Capella University, an Associate of Applied Science in Nursing from Hutchinson Community College, and an Associate of Science in Emergency Medical Services from Mercy College of Health Sciences. My professional credentials include Certified Medical Transport Executive (CMTE), Certified Registered Flight Nurse (CFRN), Flight Paramedic-Certified (FP-C), and Leadership Incident Fortification Team-Certified (LIFT-C).

When the Association of Air Medical Services introduced Leadership Incident Fortification Training, I jumped at the opportunity to participate in the newly developed program. I became one of just 18 leaders from across the country in the inaugural cohort to earn the LIFT-C credential. The program focused on preparing medical transport leaders to manage high-impact

events through risk mitigation, preparation, response, crisis communication, and organizational recovery.

In 2025, I was also honored to be named one of the Association of Air Medical Services' 40 Under 40: Rising Leaders in Medical Transport, a national recognition of professionals demonstrating leadership, innovation, and meaningful impact within the medical transport industry.

My service to the Appaloosa Horse Club has become an equally important part of my leadership journey. For the past three years, I have served as Chair of the ApHC Rules Committee. The Rules Committee Chair also serves on the Executive Committee, allowing me to participate directly in organizational governance, policy development, strategic discussions, and significant decisions affecting the future of the Club.

As Rules Committee Chair, I have served as the exclusive editor of the ApHC Rulebook and have dedicated thousands of unpaid volunteer hours to reviewing, reorganizing, clarifying, and revitalizing the rules. My goal has been to create a Rulebook that is more consistent, easier to navigate, and more useful to members, exhibitors, officials, and staff while preserving the intent and integrity of Club policies.

I have also worked to modernize the rule-change process and make it more accessible to members. This has included implementing online rule-change proposal submissions, expanding opportunities for member review and comment, and improving transparency throughout the process. I believe strong governance requires not only making sound decisions, but also giving members meaningful opportunities to participate and understand how those decisions are made.

In addition to my work with the Rules Committee and Executive Committee, I have served on the ApHC Disciplinary Committee for the past three years. This responsibility has required careful consideration of difficult and sometimes sensitive matters, consistent application of Club rules and policies, and a commitment to fairness and due process.

I also previously served as Chair of the ApHC Youth Committee. As the Club strengthened its youth programming and hired two dedicated youth coordinators, it became clear that the traditional committee structure was beginning to hinder rather than support their work. I supported transitioning the Youth Committee Chair role into a Youth Liaison position, giving our youth coordinators greater flexibility to lead programming while maintaining an important connection between youth initiatives and the Board. I believe effective governance includes recognizing when a structure is no longer serving its intended purpose and being willing to adapt.

My commitment to the future of the Appaloosa community extends beyond Board service. In 2023, I founded **A Spot For The Future, Appaloosa Youth Scholarship Fund**, an organization dedicated to supporting Appaloosa youth members as they pursue higher education and develop into future leaders. As President, I have helped develop scholarship and youth recognition programs, build partnerships, lead fundraising efforts, and establish a sustainable model that now provides more than \$8,000 in scholarships and additional youth awards annually.

I also serve as Vice President of the Appaloosa Breeders Halter Futurity, which has given me another opportunity to work closely with breeders, exhibitors, trainers, owners, sponsors, youth, and volunteers throughout the Appaloosa community. These experiences continue to reinforce the importance of strong grassroots programs, meaningful member engagement, and investment in the next generation.

Throughout my professional career and volunteer service, I have focused on bringing people together, listening to different perspectives, asking difficult questions when necessary, managing resources responsibly, and turning ideas into measurable results. My experience in strategic planning, financial management, governance, policy development, organizational change, partnership building, and team leadership continues to shape the perspective I bring to the Appaloosa Horse Club Board of Directors.

I remain committed to sound governance, financial sustainability, transparency, thoughtful modernization, strong member engagement, and continued investment in programs that create opportunities for Appaloosa owners, breeders, exhibitors, and youth.

The Appaloosa Horse Club has an incredible history, and preserving that history also requires thoughtful planning for its future. I am proud of the work accomplished during my first term and look forward to continuing to serve the Club, its members, and the Appaloosa horse.