



# ANDREW AMY

AGE: 31  
THE VALE

My name is Andrew Amy, currently I am a co-founder and the CEO of a tech start-up that is a cross platform marketplace for buying and selling horses, available on the Apple App Store, Google Play Store and via the web, [www.whickr.com](http://www.whickr.com).

[My background is in business, finance, and technology, spanning across large, regulated businesses and start-ups.](#)

Horses have always been in my life and I consider myself a competitive amateur who can traverse between the amateur and professional ends of the spectrum with an understanding of the significance of both ends of equestrian sport. Skills and Attributes from my current role as co-founder and CEO of a tech start-up;

1. Digital marketing experience; PPC, SEO and email marketing
  2. Allocation of resources (time and finances) across the company to generate the best outcome
  3. Comfortable dealing with software and marketing agencies; understand their language
  4. Fund raising; preparing business plans, cash flow forecasts, pitch decks and being questioned by venture capital investors
  5. Tactical & strategic thinking, identifying how to achieve short term objectives whilst a focus on the long-term future
  6. Comfortable in a volatile environment where the outcome can be uncertain
- Skills and Attributes from my previous experience in the investment industry.

My role when I left was as a Senior Investment Manager, Investment Committee Member and Head of Trading;

1. Qualitative and quantitative research on macroeconomics and company specific. Interpreting data to identify trends, opportunities, and potential risks
2. As an FCA regulated company and an approved person, all client related decisions must be acted out with integrity and compliant with regulatory requirements based on suitability of investments and supported by evidence
3. Business development, I was part of a small team with the focus on building partnerships with various organisations, from start-ups to the largest fund management companies globally with northwards of a trillion dollars AUM
4. Team management, as a senior investment manager, it was my responsibility to manage and train two junior investment managers who reported into me
5. HR, I was directly involved with the recruitment process of junior and senior members of staff

[My equestrian experience;](#)

1. Competitive amateur with an interest in HOYS Working Hunter classes (competed at HOYS in my first season on a novice horse that was a catch ride)
2. BS up to 1.30M
3. Started my BE career this year, several placings - currently competing at BE100 on an inexperienced horse. Hoping to step up to BE Novice at some point in 2022.
4. Grew up in an equestrian family and surrounded by horses. My younger sister, Lucy Amy, represented Team GB in the U25 Dressage team at the European Championships 2021 in Hagen.



# JAN COTTAM

AGE: 68  
BERKSHIRE

I am an enthusiastic, knowledgeable, energetic & hardworking person, who rides a couple of horses most days!

I have been involved with the sport of Eventing for a long time. Several years ago, I became the Organiser of Goring Heath Horse Trials, which has sadly suffered due to the Covid Pandemic, but we are really looking forward to running next year. Goring is very much a family affair and we put a huge amount into maintaining standards & creating a friendly & welcoming event.

I am also a BE Steward & FEI Official, acting as both Steward & Ground Jury Member. I have worked all over the world, including the London & Rio Olympics.

Up until this year, I was Chair of BEOA (BE Organiser Association). During my 6-year stint, I was a member of the BE Sport Committee & participated in Fixtures Panel meetings. I helped forge a positive & effective relationship with the Stakeholder Chairs for Riders (ERA) & Owners (EHOA). I believe this co-operation has led to a much-improved understanding & liaison between Stakeholders & British Eventing.

I am also passionate about valuing Volunteers. They are the sport's backbone and an essential part of the event's Team. We really could not manage without them. All my work is voluntary, so I understand only too well how important it is to be looked after and appreciated.

I am confident that I can represent the views of all Eventing Stakeholders – Riders, Owners, Organisers. My broad knowledge of the sport has given me an in depth understanding of the conflicts & challenges faced by both Grassroot riders & Professionals plus how important it is to meet the expectations of Owners. Similar issues are encountered by BE Organisers who come from an array of different backgrounds whilst producing competitions that meet the standards required by BE. The variety of venues offered, make our sport stand out.

British Eventing is envied throughout the world for delivering sport to the highest standard & producing combinations of horses & riders, that realise the best results. Challenges over the last few years have impacted on the journey to achieve this. We must invest in maintaining the best quality of competition & ensuring our Officials are trained to the highest levels. Due to my involvement with the sport, I already have some insight into these matters & feel confident they are now being addressed but they have been very worrying & we need strong people to lead us into a brighter future.

It is important that BE attracts attention and secures a loyal following of Eventing Enthusiasts. Every member is important, from Grassroots to Olympians. They need to be rewarded. We must be able to offer a sport that encourages all riders & owners to become involved with BE & then we will be able to secure our title of 'Best in the World'.



# JANE PETERS

AGE: 63

NORTHUMBERLAND

I have been actively involved as a passionate British Eventing supporter firstly as a parent of a rider and owner of grassroots level horses secondly as a volunteer and organising committee member for over 20 years for 2 Northern based events and thirdly as a former Junior Regional Co-ordinator, Chairman of u18s and now Youth Team Selector.

Most people know me in the sport through my involvement in all aspects of Youth eventing, from Regional Youth classes, to the Junior and Young Rider selecting role I now have. I'm so proud of the contribution made to the sport by all those young riders, their parents, owners and supporters, the Youth Officials and Coaches. To work with you all, be instrumental in the development of the Youth programme and see the results is a privilege. From the exceptional talented riders coming through from the Youth programme to achieving success in senior ranks, to the new younger members achieving a great run round their first BE9Ou18 with the support of the Youth officials and Coaches. It is this experience I bring to the Board, to help make effective decisions to the benefit of those stakeholders and the future of the sport.

I also feel strongly that a broad geographical spread is important for the makeup of the Board and as I am North East based, spend time at Northern and Scottish events, there is no one else based in this area or further North. I can

represent members from these areas and use my experience and local knowledge when debating and planning relevant issues.

I was elected to the Board of British Eventing 4 years ago, I have during this time striven to work with the Board and executive to steer the sport through a period of huge change, overcome challenges and find solutions to enable a more efficient and effective delivery.

I sit on the IT Steering Committee and have seen first-hand how impressive the work is that has been achieved by this committee and how valuable the contribution is from the IT Task force, Rider Working Groups and not least the entry secretaries and scorers.

To have such a passionate and experienced group of people working together to improve the delivery of the sport is fantastic and a real success story. I'd like to suggest that this is a good example of the BE Board, executives and end users working together to really achieve results and this way of working can be replicated to improve other areas of our sport.

There is still a lot of work to do, I would like to be re-elected to contribute towards the continued improvement of the sport and help with a smooth transition welcoming a new board member and building on the great start made by our new Chief Executive Helen West.



# JANET MENZIES

AGE: 63  
BRISTOL

My first ever one-day-event (West Lancs Pony Club) was aged 12, on Vodka, watched by my entire family. My brother says he will never forget me appearing from above, flying over a hedge with an enormous grin on my face. Unfortunately, Vodka had jumped equally well out of the dressage arena earlier in the day.

Ever since, ponies and horses have given me the love we all need. They also taught me a life lesson that has stayed with me: if you work hard, you will earn fulfilment, even if not always conventional winning.

[That lesson enabled me to get to Cambridge University and have great success in my career as a national newspaper and magazine journalist and author.](#)

Work commitments meant my horsey involvement was mainly as a racehorse owner, and I was elected to the Council (board of directors) of the Racehorse Owners Association, where we confronted huge challenges dragging horse racing into the 21<sup>st</sup> century. I also served several years as a trustee (director) of Hearing Dogs for Deaf People.

It wasn't until the age of 60 that I resumed eventing and found myself going round Barbury Horse Trials and flying over a drop hedge with a huge grin on my face - the only problem was that the current pony, Tess (Fairy Ring), had also jumped out of the dressage arena, so no change there.

As a director of British Eventing I would hope to bring a similar message of continuity and change, learning from our much-loved sport and putting its lessons into practise to improve both the sport and the contribution it gives to life.

With a team gold and individual silver at the recent Olympics, our sport is on a high. We should understand and acknowledge the vital contribution British Eventing has made to this success. It was noticeable that it was one of the few sports able to continue to offer competition across all levels during lockdown.

When I ran the Venice Marathon, I ate my breakfast sitting alongside the Kenyan women's Olympic running team. It was the first and last I saw of them that day as they wooshed off to complete the course in less than half the time I did, but at least we were all in the same race. For me that's British Eventing. I'm an also-ran (also staggered, really), but with British Eventing we are all competing and enjoying it together, and that's worth working for.



# JAY HUNT

AGE: 56  
LONDON

My name is Jay Hunt, I am 56 years old, and I live with my partner Margot James in Worcestershire and London. I am the MD of Violet Productions Limited, based in London and the Cotswolds, and I am the UK's Number One Smartphone Video Coach.

I started my career as a theatrical agent in 1984, moved into journalism and then into television. I developed my media skills at the BBC and other Independent Production companies where I worked as a series producer/ director and presenter for over 20 years. I left the BBC to start my own video production business and set up [violetproductions.com](http://violetproductions.com) in 2008.

My television and video career has also included writing and styling. I have written three books on money management, fashion and dating and worked with celebrities and TV presenters including Clare Balding and Claudia Winkleman.

Since 2008 I have concentrated on building up Violet Productions, a boutique production company. We shoot innovative and broadcast quality video, at cost effective rates, for clients who want to outsource their video content. Violet Productions delivers a huge range of digital content for organisations in the retail, charity, healthcare, food, and hospitality sectors. We offer discounted rates to equine and LGBTQ businesses.

In 2020 I set up an online courses business to teach people how to create professional video content on their smartphones.

[smartphonevideoforsmartpeople.com](http://smartphonevideoforsmartpeople.com), offers online workshops, courses and one on one training via Zoom or Microsoft Teams to help small businesses and entrepreneurs harness the power of video. The aims are to use my insider expertise to help others create the best quality video content on their phones; how to market that content, how to look and feel confident on camera, and how to grow their brand and become the go to expert in their chosen field.

I grew up in Buckinghamshire, had my own horse and was an active member of the Pony Club where I was on the dressage team and enjoyed eventing. In my fifties I returned to riding and joined British Eventing in 2018. During the following year I rode in my first ODE after a 40-year gap and have never looked back! I event regularly throughout the season and ride at Jill Carezza Equestrian in the Cotswolds. In addition to my own riding and eventing, I am an owner of an event horse on a syndicate with Lissa and Lucinda Green.

[My life now revolves around the equestrian world and running my business; I would like to devote even more of my professional life to activity in this area.](#)

Joining the board of British Eventing would be a wonderful opportunity for me to bring my extensive business, digital, media, communication skills and experience to British Eventing.



# SHENA KOZUBA-KOZUBSKA

AGE: 71  
DORSET

I have been involved in Horse Trials since 1966. I trained for five years continuously at Wylve with Lord and Lady Hugh Russell and at eighteen I completed Badminton Horse Trials.

I was fortunate enough to be with Lady Hugh while she trained the British teams, in the golden days of our sport. Lucinda Green, Ginny Leng, Richard Meade, Mary Gordon-Watson, and Chris Bartle were among the famous names she instilled with the art of safe and effective cross-country riding.

I worked closely with her for many years afterwards until she and Lord Hugh left Bathampton. The reason I want to be considered for this post is because I can bring a hands-on approach to the job, and an insight from the broadest level of the sport. Since Lady Hugh's demise teaching has taken a back seat, and this is something I feel very strongly about and would like to see BE correct.

Well known event riders can help the riders who are already competing successfully, but they don't have the knowledge to help the wannabes. To my mind teaching needs to be formalised within BE, and not left to others, often running courses on-line.

With the introduction of Pre-Novice, the sport we knew and loved has changed forever. Not all for the worse, since it enabled people who loved riding and cross country to compete at a lower level. Also, ditching the speed and endurance meant the horses weren't worked as hard, so were able to do more competitions a year, and those competitions needed less room than international fixtures. However, encouraging novice riders in this way may be something of a two-edged sword, since the result is that the art of getting a horse truly fit seems to be wanting at the lower levels, and the riders are not properly trained.

I was judging a 90 section a couple of weeks ago and the first three competitors were bad and worse still, the horses were suffering. I did send one directly to the vet after the test. I judged the same level unaffiliated at the same venue and the standard was amazingly good. The 90 wannabes, who know no better, often just talk about BE to impress on their social media, failing to see the distress they are causing to their horses and more serious riders go unaffiliated. This cannot be good for BE.