

**NOMINEES RESUMES
FOR**

BOARD OF DIRECTORS

Chris Lallo

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Have you been a member of AHA for at least the last 3 years?

Yes

Have you had experience at an officer-level in growing another business or organization? Please elaborate:

I was promoted to partner in the tax practice at Fulbright & Jaworski LLP in Houston in 2007, and moved to Ernst & Young LLP in 2008. I have been a partner at EY since 2008, and I led the mergers and acquisitions tax practice at EY for the Southwest Region from 2009-2019 (a team of 50 people). Since 2019, I have been part of the national tax mergers and acquisitions practice at EY and have led various industry-related initiatives in energy, infrastructure and capital markets.

Level of expertise in financial skills with explanation

My undergraduate degree is a BBA in accounting from Texas A&M University, and I started my career prior to law school working at Coopers & Lybrand. Following law school, I worked for 9 years in the tax practice at Fulbright & Jaworski, LLP, followed by 18+ years (and counting) at Ernst & Young, working on transactions of various types. In connection with my day-to-day work, we regularly consider the financial accounting implications of transactions, and I communicate regularly with CFOs and other financial professionals at our clients.

Level of expertise in organizational skills with explanation

My job as an attorney involves constant communication with clients, colleagues and other parties and advisors in connection with transactions. Organizing thoughts and arguments on various positions (both in writing and in oral communications) is something that I do every day. Also, time management and being organized and efficient are critical skills to being successful as an attorney.

Level of expertise in communication skills with explanation

I speak regularly at professional conferences on topics related to tax and/or mergers and acquisitions and other transactions. I have also authored numerous articles that have been published in professional journals and publications.

Please list your top areas of expertise and/or experience

As someone who is both an accountant and an attorney by background, I feel well versed both in financial statements and contracts, both of which are items that are critically important to the AHA. In my first year on the board, I have served on the internal audit committee, as well as various other committees. I also firmly understand the dynamics of conflict resolution and how to try to achieve consensus among parties trying to achieve a common goal.

Please describe any equine organizational experience you may have including those other than AHA

I am the vice chair in charge of scholarships for the AHA Region 9 Youth Foundation board, and I served as the chair of the nominating committee for the slate of officers in AHA region 9 in 2025.

List your business experience in equine activities (eq. breeding programs, training programs, riding lesson programs or other related activities)

Our family owns Lallo Performance Horses and owns a number of our horses in that entity. We have also bred several horses over the past several years, and my wife and daughter ride and train with Gary Ferguson at Slide to Win.

How many years you have been involved in the Arabian industry including any volunteer roles. Please explain:

My daughter Riley started riding Arabian horses in 2013 and started showing horses in 2016, so my personal experience with Arabian horse dates back to that time. My wife Susan grew up with a retired Arabian show horse in her backyard in central Texas, so our family's experience with Arabians goes back decades. As noted above, I am the vice president in charge of scholarships for the AHA Region 9 Youth Foundation and have served at the chair of the Nominating Committee for Region 9. I am also just completing my first year (and first term) on the AHA board of directors.

What is your ability, availability and desire to attend Board meetings? Please note this board will likely meet at least twice a year in person and remotely as often as weekly or more

This is not an issue - I travel regularly for work, so travel for meetings is not an issue, and have attended all of our board meetings over the past year.

Please provide your professional background/education:

BBA in Accounting, Texas A&M University, magna cum laude. Juris Doctor, University of Texas School of Law, with honors

What skill sets do you possess that will benefit AHA in its efforts to grow?

I feel like we have a unique perspective as a family, since we show not only AHA, but also AQHA, APHA and NRHA. That perspective provides insights into how these other breeds and disciplines operate and work to attract new entrants, sponsors, etc. It is very helpful to show in different disciplines and breeds to obtain a broader perspective on the industry, and I think that perspective has been uniquely helpful to the board over the past year. Additionally, within the AHA, we show in all three arenas (main ring, working western and sport horse), and that perspective provides unique insight into the topics that are relevant for those groups when the board is discussing different topics.

What specific area(s) of interest do you have if elected to the board:

My daughter Riley wants to make a career for herself in the equestrian industry after she graduates from college (she is committed to attend Oklahoma State University and ride on the equestrian team there), and we got our start in the industry in the Arabian breed. I would like to be part of a change in the culture of the AHA, ushering in a welcoming culture for new entrants and being part of a growth story, creating a platform where young professionals can sustain a business working with and training Arabian horses. I have witnessed the growth in the NRHA and the stock horse breeds and think there are a lot of lessons that the AHA can learn from those organizations. I think I have been a very accretive member of the board over the past year and would like to continue the work that we have started over the past year.

Do you have a "vision" for AHA:

Serving as a member of the AHA board over the past year, we have tackled numerous topics, including getting our financials in order, hiring Taryl as our CEO and starting to work on a growth strategy. I feel like that work has just started, and

there is much work to be continued in order to grow our membership base and get the AHA back on solid footing financially. I want to continue the work that we have started, and also work to address challenging issues such as our affiliate agreement with USEF.

Additional comments/information:

As noted above, I feel like the newly constructed board of directors is just getting started and I would like to be part of the solution as AHA reinvents itself into an organization that is both exhibitor friendly and one where professionals are respected and taken care of, creating a platform for success for professionals and members. We need to continue to improve our touchpoints with all members, regardless of how they participate in the AHA, and I pledge to continue to be open to hearing different perspectives and to be accessible to talk to any AHA member who would like to speak.

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Have you been a member of AHA for at least the last 3 years?

Yes

Have you had experience at an officer-level in growing another business or organization? Please elaborate:

Yes. While my formal titles have primarily been Director and senior leadership roles, I have extensive experience operating at an executive level and helping organizations grow, transform operations, and build scalable teams.

As Director of SEO at Apartment SEO, I lead SEO strategy, digital operations, AI implementation, product workflows, and service delivery while overseeing teams across the U.S., Philippines, and India and partnering closely with executive leadership.

Previously, during more than a decade with FPI Management, I held progressively senior leadership roles overseeing large portfolios and enterprise initiatives involving marketing strategy, technology, operational innovation, budgeting, acquisitions and transitions, program governance, and executive stakeholder management.

My leadership approach centers on building sustainable systems, developing people, improving performance, and translating strategy into measurable organizational growth.

Level of expertise in financial skills with explanation

Advanced. My professional experience includes budget development and management, marketing and advertising spend, forecasting, vendor management, ROI analysis, financial performance reporting, and strategic resource allocation.

Throughout my career, I have been responsible for evaluating where organizational resources can have the greatest impact and using performance data to guide investment decisions. In portfolio leadership roles, I regularly partnered with

executives and clients on budgets, performance reviews, and strategies tied directly to revenue, operational performance, and client retention.

I am comfortable reviewing financial information, asking critical questions, and balancing fiscal responsibility with strategic investment and long-term growth.

Level of expertise in organizational skills with explanation

Expert. Organizational leadership is one of my strongest professional competencies. I have spent much of my career managing complex initiatives involving multiple departments, stakeholders, vendors, deadlines, and geographically distributed teams.

My experience includes building workflows and SOPs, establishing accountability systems, managing large project pipelines, leading organizational change, developing teams, and translating broad strategic objectives into executable plans.

I am particularly effective at taking complex or fragmented processes, identifying where improvement is needed, and creating clear structures that allow people and organizations to execute more effectively.

Level of expertise in communication skills with explanation

Expert. Communication has been central to my leadership throughout my career. I regularly communicate with executive leadership, clients, employees, vendors, and cross-functional teams and have experience presenting complex information to audiences with very different levels of technical or operational knowledge.

My approach emphasizes transparency, active listening, and making complicated issues understandable and actionable. I am comfortable facilitating difficult conversations, presenting recommendations, building consensus, and communicating organizational change.

I also bring significant experience in marketing and public-facing communications, which provides an additional perspective on how an organization communicates not only with its existing members but with the audiences it hopes to reach.

Please list your top areas of expertise and/or experience

My strongest areas of expertise include strategic leadership, organizational growth, digital marketing, SEO and search strategy, brand visibility, AI and emerging technology, operational transformation, project and program management, team development, data-driven decision-making, budgeting, communications, and stakeholder engagement. I also bring the perspective of an Arabian horse breeder,

owner, and exhibitor, allowing me to combine professional business and marketing expertise with firsthand understanding of the Arabian horse community.

Please describe any equine organizational experience you may have including those other than AHA

My equine involvement has been as an Arabian horse owner, breeder, trainer, and exhibitor rather than through formal organizational leadership positions, and I believe it is important to be transparent about that distinction.

My involvement has given me firsthand experience with AHA programs, competition, breeding programs, and the challenges facing owners and smaller breeders. I have also become increasingly engaged in conversations surrounding breed growth, accessibility, horse welfare, accountability, and the future of the Arabian industry.

My professional career has simultaneously given me extensive organizational leadership experience that I believe can bring a valuable perspective to equine governance.

List your business experience in equine activities (eq. breeding programs, training programs, riding lesson programs or other related activities)

I have extensive hands-on experience within the Arabian horse industry spanning breeding, training, showing, and program management. I have had the opportunity to work for and be mentored by respected Arabian breeding programs, including Sweet Home Arabians with Ken and Charlene Robinson and PS Arabians with Peter and Sheila Stewart. Those experiences gave me valuable exposure to established breeding programs, horse development, and the business of Arabian horses.

I have also worked professionally as an Arabian horse trainer, earning both Regional and National-level wins with horses I trained and exhibited.

Today, I own and operate a small Arabian breeding program focused on breeding quality Arabian sport horses. I am personally involved in breeding decisions, pedigree research, stallion selection, young-horse development, showing, marketing, and the financial decisions required to maintain a sustainable breeding operation.

Together, these experiences have given me a broad perspective on the Arabian industry, from working within established programs and professionally training horses to the opportunities and challenges facing today's small breeder.

How many years you have been involved in the Arabian industry including any volunteer roles. Please explain:

I have been actively involved with Arabian horses for more than 15 years, with my experience spanning professional training, showing, breeding, and ownership. Over the years, I have had the opportunity to learn from respected Arabian breeding programs, work professionally as an Arabian trainer, compete successfully at the Regional and National levels, and ultimately develop my own breeding program.

Today, I own and operate a small Arabian breeding program focused on producing Arabian sport horses. My involvement in the breed has evolved over many years, giving me experience from multiple perspectives within the industry and a deep personal investment in the Arabian horse and its future.

What is your ability, availability and desire to attend Board meetings? Please note this board will likely meet at least twice a year in person and remotely as often as weekly or more

I am fully willing and prepared to make the time commitment required to serve effectively on the Board, including in-person meetings at least twice annually and frequent virtual meetings.

I currently lead geographically distributed teams and regularly work across multiple time zones, so remote collaboration and virtual meetings are already a normal part of my professional responsibilities.

I would approach Board service as a meaningful commitment rather than simply holding a position. If elected, I am prepared to participate actively, come to meetings prepared, contribute between meetings, and dedicate the time necessary to advance the work of AHA.

Please provide your professional background/education:

I am currently Director of SEO at Apartment SEO and have more than 18 years of leadership experience spanning digital marketing, multifamily operations, SEO, technology, organizational transformation, and team development. My career has progressed from property and operational management into regional and enterprise marketing leadership and ultimately executive-level digital strategy.

Today, I lead SEO strategy, digital operations, AI implementation, product workflows, and distributed teams across the U.S. and internationally. Previously, I spent more than a decade with FPI Management, where I led marketing strategy and enterprise initiatives supporting large national portfolios.

My professional development has been heavily focused on digital marketing, technology, analytics, leadership, and the rapidly evolving role of AI and search in how organizations reach and engage audiences.

What skill sets do you possess that will benefit AHA in its efforts to grow?

I bring a combination of strategic leadership, digital marketing, SEO, emerging technology, organizational transformation, and firsthand experience as an Arabian breeder and exhibitor.

Professionally, I specialize in understanding how people discover, evaluate, and engage with organizations in an increasingly digital environment. I believe that experience can help AHA expand the visibility of the Arabian horse beyond our existing community, reach younger and new audiences, strengthen member engagement, and better communicate the breed's versatility and value.

I also bring experience building scalable operations, analyzing performance data, developing teams, and turning strategic goals into measurable initiatives. These skills can help AHA not only identify opportunities for growth but establish ways to measure whether those efforts are successfully increasing awareness, participation, membership, and ownership.

What specific area(s) of interest do you have if elected to the board:

My primary interests are breed growth, marketing and digital strategy, membership growth and retention, technology modernization, breeder support, and equine welfare.

I am particularly interested in how AHA can introduce the Arabian horse to people who are not currently part of our industry. That includes improving digital discovery, reaching younger audiences, supporting grassroots and small breeders, creating accessible entry points into Arabian ownership and competition, and demonstrating the versatility of the Arabian horse beyond traditional breed audiences.

I am also interested in using technology and data more effectively to understand our membership, measure programs, and make informed decisions about where AHA invests its resources.

Do you have a “vision” for AHA:

Yes. My vision is for AHA to become an organization focused not only on serving the Arabian community we have today, but intentionally building the Arabian community we want to have 10 and 20 years from now.

That means making Arabian horses easier to discover, easier to experience, and ultimately more attainable for new owners. We need to reach beyond the people who already know and love this breed and introduce the Arabian to new generations of horse enthusiasts through modern marketing, digital discovery, education, grassroots experiences, and accessible pathways into ownership and competition.

I also believe growth must include supporting the breeders and owners who form the foundation of our industry. Small breeders should have meaningful opportunities to participate, compete, and market their horses, while AHA continues protecting the integrity and welfare of the breed.

My vision is an AHA that listens to its members, embraces technology and innovation, operates transparently, and uses data to understand whether its initiatives are actually growing participation, membership, breeding, and ownership. Ultimately, success should mean more people discovering Arabian horses, more people choosing to own them, and more people finding a lasting place within our community.

Additional comments/information:

I am applying because I care deeply about the future of the Arabian horse and believe my professional experience offers a perspective that can complement the tremendous equine knowledge already represented within AHA.

I would welcome the opportunity to bring my experience in growth strategy, marketing, technology, organizational leadership, and communications to the Board while listening to and representing the diverse owners, breeders, and exhibitors who make up our community.

I believe the future of the Arabian horse depends on our ability to honor what makes this breed and community special while also being willing to evolve how we introduce it to the next generation, including my children.