

Gavin Cao Candidate for CFA Director At Large 2021-2023



Who I Am

- An empathetic listener.
- A critical thinker.
- An innovative entrepreneur.
- A pragmatic problem-solver.

Issues I See

- Dwindling exhibitor base in traditional areas.
- Increasing fiscal pressure on show producing clubs to balance the books.
- Rising competition for sponsorship and venue from rival associations.

6 Things I Plan to Do

● Create new and competitive CFA partnership program to cooperate with esteemed companies around the world to generate new source revenue.

● Expand CFA merchandising program to generate additional revenue as well as promoting CFA brand name and image.

● Support CFA clubs by cutting show production costs while maintaining fiscal stability by funding through newly generated income.

● Employ new technology to keep CFA current and attractive to new comers while respecting our traditions.

● Recognize the cultural diversity and uniqueness of each region and to provide support indiscriminately yet accordingly.

● Uphold values of fairness, integrity and equality in all of CFA's business conducts; **PROMOTE TRUTH OVER POLITICS IN OUR DAY TO DAY BUSINESS DECISIONS.**

My Credentials:

Professional

- ▶ **20+ years experience as people manager/project manager/software consultant** for esteemed companies such as Sprint, Ernst & Yonge, SAP, Harman and Nortel Networks since 2000.
- ▶ Extensive consultant experience in utilizing technical skill set and apply critical thinking to create pragmatic solutions to rising business challenges.
- ▶ Extensive project management experience in resource planning, budget control and task breakdowns.
- ▶ Extensive people management experience in hearing, enabling and supporting others.
- ▶ As a Chinese Canadian, possess comprehensive understanding of both western and eastern cultures and values; exceptional ability to converse and communicate to both sides under business settings.

CFA Related

- Jul. 2020-Present: CFA non-voting board member acting as CFA China Business Advisor.
- 2020- Present: CFA China Associate Judging Program Team lead
- 2017- Present: CFA Shorthair Judge
- 2016- Designed "80 % count rule" to combat rising stuffing issue in China (see show rule 28.02 a)
- 2013- Present: Produced over 40 CFA shows and counting
- 2013- Present: **Procured sponsorship close to \$10000.00 for International Division Banquet and over \$300,000 for show production**
- 2009- Present: Achieved COTY, multiple BW, NW, DW, GC in the breeds of Devon Rex and Scottish Fold
- Comprehensive understanding of all facets of CFA shows and activities

If you have any questions/suggestion/would like to know me better, please do not hesitate to write to me: cao117@gmail.com or contact me on FB: <https://www.facebook.com/kai.cao.311>

*Let's Work Together for the Revival
and Growth of Our Beloved Hobby!*