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BOSS MARES, INC. WELCOMES ELLEN BELL TO THE BOARD OF DIRECTORS

Boss Mares, Inc. is excited to welcome Ellen Bell to the non-profit organization's board of directors. Her deep love of the Western way of life, horses and supporting entrepreneurs made her a perfect pick to join the Boss Mares, Inc.

Bell is an elder and deacon at the First Presbyterian Church in her hometown of Midland, Texas, involved with the Junior League on several committees learning to juggle multiple personalities, the March of Dimes Board of Director, involved in the Cerebral Palsy Center at the Midland Rehab Center. She works diligently today with the Amy Bell Charities non-profit work.

"Ellen brings a wealth of experience in non-profit and charitable organizations to the table for the Boss Mares, Inc. Board," said Anna Morrison, co-founder and president for Boss Mares, Inc. "On top of that, she has a heart for advancing women in agriculture which grows not only out of her own strength and resolve, but also out of the Bell family's commitment to their communities and industry."

Bell, who has deep ranching roots that trace back to her family's Midland-based Parks Ranch, is a longtime supporter of the equine industry. Bell's grandfather, Roy Parks, ran cattle in West Texas and was president of the American Quarter Horse Association. Bell's husband, Larry, and their children, Matthew, Brian and Amy, initially bred horses to make solid ranch geldings. It was spurred on through young Amy's love of riding horses that began during a camp stay. It soon blossomed into a larger enterprise that involved the entire Bell family. Today, the Kalpowar Quarter Horses name stands as the breeder on multiple Quarter Horses that compete in cutting, reined cow horse, reining and roping events, and more.

Following the loss of their daughter, Amy at 33 years old, in 2014, the Bells created Amy Bell Charities to continue Amy's passions and works throughout the world. Amy's provision to sell two horses in order to continue to sponsor a young African boy was stipulated in her will, and providing for his clothing, medical supplies and more was important to her. A school was built with the money from the horse sale, and a well put in for ease of water gathering.

Today, the charity supports African-based projects like the Uganda Water Well Ministry, Nchila Reserve's Hospital and Orphanage, ChildFund International Projects, and also equine focused programs in the American Quarter Horse Association and the National Cutting Horse Association. As a family, Kalpowar Quarter Horses supports the National Reined Cow Horse Association as the Celebration of Champions title sponsor and provides support to the Art of the Cowgirls' World's Greatest Horsewoman event.

"Following Amy's death, I couldn't go to the barn or be around horses. Then, one day, I went to a horse show and just walked through the barn. The horses and the people were so healing for

me. Horses are the connection to my roots and to where we are today,” Bell says. “I am so excited to have the opportunity to be part of Boss Mares. It is great for all ages of women to have the opportunity to branch out, take a new path and try to turn a corner, and to give someone an opportunity to do that and not be stuck in one area of business, life or wherever they are is what inspires me.”

Co-founded by Anna Morrison, PhD, Patti Colbert and Kate Bradley Byars, all owners of businesses, Boss Mares, Inc. will support female business owners and entrepreneurs by providing access to resources in five key areas: accounting and finance support, continuing education, leadership and career coaching, legal counsel and marketing expertise. The leadership role in a herd of horses is held by a mare, known as the “boss mare.” With the addition of Bell to the board, the organization moves toward broadening its impact to reach more cowgirl entrepreneurs.

For more information on Boss Mares, Inc., visit bossmaresinc.org.