



THERAPEUTIC RIDING  
INSTITUTE  
EST 1973

## A note from TRI's new Executive Director, Jacki Mayer



My name is Jacki Mayer & I am TRI's new Executive Director. Several weeks ago, Jean Masthay left TRI & I stepped into the position on Monday. I would like to thank Jean for all she has done for TRI, her hard work & we wish her the very best.

As Executive Director, I have the privilege of leading TRI through its most exciting effort to date. The **IT'S TIME to Bring TRI Home** campaign will benefit our students, their families, our volunteers and the community. We have been quietly raising funds & know it's time to let everyone know that **It's Time...** And with your help, we will succeed.

I want to share with you just a little about me and why I am so inspired to join TRI. I grew up in New Jersey and worked in my father and grandfather's pharmacy from the time I was eight years old through college.

I came to Ohio to go to Antioch, where I earned a Bachelor's in Psychology & Management. I stayed in Ohio for several years & then I went into business with my parents in the Poconos in Pennsylvania. We had a disposable health care goods company until we sold it in 2000. After that, I moved back to Ohio. At that time, I had begun working as the national recruiting manager for a company in the salon & spa industry, where I brought in clients like L'Oreal, Bliss Spas & Elizabeth Arden.

In 2004, I was hired by Antioch University as the Business Manager for WYSO public radio. At the time, they were running a \$275,000 deficit with a budget of \$800,000. My goal was to create a solid and sustainable foundation. Within a short time, I became the Director of Business Operations & Development. During my tenure, I was able to help WYSO turn a profit by cutting spending, increasing advertising sales to \$500,000, expanding the number of volunteers to 400 and by creating successful fundraising events. This resulted in a budget that grew to just shy of \$2 million.

During this time, I earned a Master's in Conflict Resolution through Antioch University Midwest. After WYSO, I created my own consulting business that worked with, for and non-profit businesses to help them plan and achieve success through marketing, business planning and connecting businesses with the right professionals.

I'm excited to be coming on board at this time as I believe that TRI is positioned to do great things. This begins with the current **IT'S TIME** capital campaign to purchase a farm that will provide a safer, larger and more comfortable space for students, families, volunteers and staff. This will lay a solid foundation for us to grow and flourish.

We need your help to purchase this property. **IT'S TIME to Give!**

We've already raised \$340,000 of our \$500,000 goal!

We only have until May 1st, so please, help us bring **TRI Home**.

Don't wait...click on the button below **NOW!!!**

Sincerely,

Jacki Mayer

JMayer@TRIOhio.org  
937-657-6951

**Donate to the IT'S TIME campaign**

[Therapeutic Riding Institute](#) | 937-619-7577 | 7542 McEwen Rd, Centerville, OH 45459  
[www.triohio.org](http://www.triohio.org)

