

NRHA

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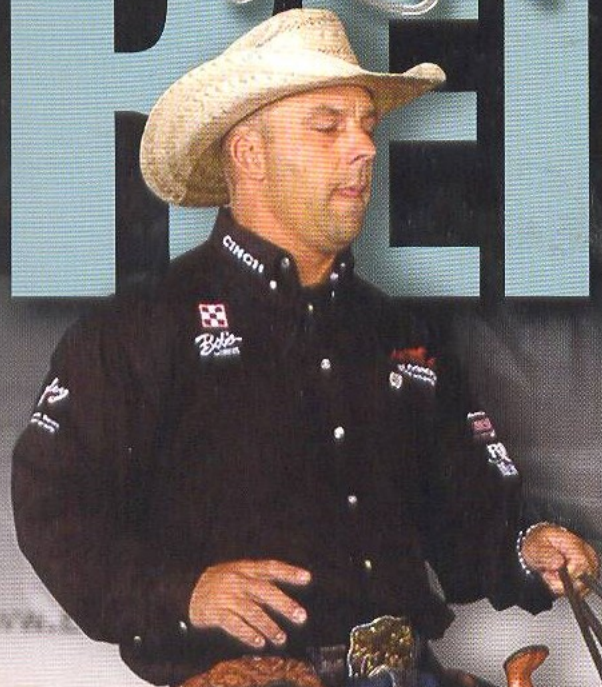
THE OFFICIAL
PUBLICATION OF THE
NATIONAL REINING
HORSE ASSOCIATION
www.nrha.com

PREINER

30 Year Anniversary

2010 NRBC OPEN CHAMPIONS

Craig Schmersal and Boom Shernick



ALL FOR AUC 028

SMARTPA
40 GARRIS
PLYMOUTH

Waltenberg
©

RBB Offers Trifecta Challenge

Top horses and riders will compete for over \$100,000 in cash and prizes over six days of competition at Reining By The Bay, July 20–25, in Woodside, California. This NRHA “A” rated event once again boasts its \$70,000-added, one-run Derby, a \$10,000-added futurity, and a full slate of ancillary classes.

The Trifecta Reining Challenge is new this year and made its debut at the Cactus Reining Classic in March. The award will

go to the highest money-earning non pro derby horse and rider combination competing at the Cactus Reining Classic, Reining By The Bay, and the High Roller Reining Classic (multiple horses are allowed, based on NRHA rules, but each horse's earnings are considered individual). The Trifecta Reining Challenge champion will win a six-night, seven-day stay at

the Four Seasons Resort, on Maui at Wailea, valued at over \$4,000 (airfare, meals and entertainment are not included, scheduling restrictions may apply).

2010 marks the second year that Reining By The Bay has chosen The Peninsula Humane Society www.peninsulahumanesociety.org as the charity partner of the event. Animals available for adoption will be at the event July 23–24 from 11:00 am to 4:00 pm.

Free live-streaming video of the event will be provided by Equestrian Life at equestrianlife.com. For more information, visit www.reiningbythebay.com.



ATRC Adds \$40,000 Conquistador Whiz Derby

The Ariat® Tulsa Reining Classic (ATRC) just got bigger, offering a new \$40,000-added Conquistador Whiz Derby, which joins the \$75,000-added John Deere Futurity, and the NRHA South Central U.S. Regional Affiliate Finals.

“Competitors have been clamoring for a derby at the ATRC,” said show chairperson Tami Wagman. “We’re so appreciative of the generous support of Michael and Michelle Miola, owners of Conquistador Whiz, who made it a reality.”

The highest-scoring mares in the Conquistador Whiz open and non pro derbies will receive a free breeding to Conquistador Whiz, the sire of NRHA Futurity open and non pro champions, the second highest money-earning horse in NRHA history (KR Lil Conquistador), and earners in excess of \$800,000. Open and non pro derby winners will receive Bob’s Custom saddles.

Being the 2000 NRBC and NRHA Derby Open Champion, Conquistador Whiz is used to having his name associated with derbies.

Michael and Michelle purchased the outstanding son of Six Million Dollar Sire and Hall of Fame inductee Top-sail Whiz in 2008 and are committed to promoting his offspring and supporting the reining industry. Says Michael, “We’re very proud of the offspring sired by Conquistador Whiz and have been long-time supporters of the ATRC. It’s our pleasure to sponsor the first annual ATRC Conquistador Whiz Derby and to do whatever we can to promote the fabulous sport of Reining.”

The 2010 ATRC runs September 2–5 in Tulsa, Oklahoma. www.okrha.com.



30,000 SMART FANS

SmartPak Equine™, provider of the patented daily-dose SmartPak supplement service and NRHA Corporate Partner, has reached 30,000 fans on Facebook. Introduced only seven months ago, www.facebook.com/SmartPakEquine has experienced strong growth as customers and fans flock to the social media stream.

“We were honestly not expecting so many people to join up in such a short time,” said SmartPak Founder Becky Minard. “I think the reason we’ve grown so quickly on Facebook is that our customers tend to be well-educated and caring horse

owners who are always looking for more information on taking the best care of their horses. It’s not just the educational aspect, though; our fans have an excellent sense of humor, which makes our Facebook page very entertaining.”

SmartPak launched their Facebook Fan Page as another way to listen to and engage horse owners. With entertaining videos like their purchasing team’s first foray into the world of cutting and fun contests like the “You wore that to the barn!” a photo contest of the worst riding outfits ever, to getting their fans to help come up with a tagline for the Point 2 air

vest, SmartPak’s Facebook Fan Page continues to act as a platform to communicate with fans and give them the latest company updates. SmartPak Facebook fans and those registered for their newsletters also receive priority notification of upcoming sales and promotions. SmartPak encourages participation by allowing Facebook fans to add their own comments, videos, and photos.

“In the seven months since we began on Facebook, we’ve shared a lot of great experiences with our fans and grown a wonderful community,” commented Donnie Steele, SmartPak’s director of

new media and Twitter representative. “Through contests with some of our leading manufacturers like Horseware, Kerrits, and EquiFit, we’ve also helped connect our fans to some of their favorite brands in the industry.”

SmartPak attributes their success on Facebook to their strategy of bringing everything their customers love about SmartPak right to their wall and treating the page as an extension of their website. Fans can sign up for a free supplement consultation with a SmartPak Product Specialist, order a Free Taste Test sample, and even get assistance with their SmartPak account. ♦