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# HORSEMEN'S *OF* WISCONSIN PEDLAR

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**Paint Horse Journal's new editor, Tonya Ratliff-Garrison.**



### APHA's New Face

The American Paint Horse Association has a new editor of the *Paint Horse Journal*, the Association's award-winning monthly magazine. Tonya Ratliff-Garrison has nearly 30 years of experience, including her previous position as a writer, photographer, and field editor for the *American Quarter Horse Journal*. Garrison also has an extensive background in dressage, reined cow horse, and reining disciplines. ([www.apha.com](http://www.apha.com))

### Step By Step

Daniela Stransky, a remarkable 14-year-old equestrian from Miami Beach, Fla., helped raise funds for Haiti during the Atlanta Fall Classics in Conyers, Ga. The winnings of this ninth grader and her grey Warmblood Ikarus were donated to the charity, Step By Step Foundation, in Haiti. Daniela's donation is only a small piece of her extensive charity work to help the victims left homeless by Hurricane Tomas and get much needed supplies to Haiti.

**Daniela Stransky and trainer Hector Florentino at the Atlanta Fall Classic.**



**Dr. Katherine Fell, president of the University of Findlay, presenting alumna Sherrye Trafton with a Distinguished Associate Award.**

### Friends of Findlay

The University of Findlay recently named several Distinguished Associates at its annual Applause! reception, recognizing those who financially support the University.

Among the new Distinguished Associates is Sherrye Trafton, '85, of Brunswick, Maine. She and her husband John own and operate Sable Oak Equestrian Center, which has produced

numerous champion Quarter Horses. ([www.findlay.edu](http://www.findlay.edu))

### SmartPak's Smart Business

For the sixth consecutive year in 2010, SmartPak Equine was named to *Inc.* magazine's Inc. 500/5000 list, an exclusive ranking of the nation's fastest-growing private companies. Despite rough economic times, SmartPak is ranked impressively at number 2894, and can boast a 75% increase in catalog and website sales in the past three years. ([www.smartpakequine.com](http://www.smartpakequine.com))

### A Business's Best Friend

*Pedlar* writer and longtime Morgan Horse lover Suzy Lucine has been named one of the account executives of Horse Coupon Book. Consisting of more than 500 pages, 100 business categories and over 1,200 coupons, it is designed to connect equestrians with horse businesses across the globe, offering exclusive discounts on products and services. ([www.horsecouponbook.com](http://www.horsecouponbook.com))

### Considering College?

Anyone considering pursuing equestrian activities in college should visit [www.horse-schoolsonline.com](http://www.horse-schoolsonline.com), a searchable database with information on more than 1,000 schools around the world, intercollegiate riding associations in each region, and equine-specific scholarships. The site includes a list of over 250 possible equine careers, a downloadable list of questions to ask potential schools, and interactive features to keep track of schools you are interested in. 