



J'EQUINE SPORT[®] NEWSLETTER



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www.jequinesport.com

SUPPORTS THE FIGHT AGAINST BREAST CANCER



EQUINE BUSINESS
PROFESSIONAL
www.jequinesport.com

An EBPM accreditation assures consumers that a member pledges to conduct business based on the following values:

- Integrity
- Trust
- Honesty
- Courtesy
- Fairness
- & Professionalism



Equine Rating
www.equinerating.com

Equine consumers can sign up for a FREE membership to add, rate or view listings in the directory. World-wide web directory.

HAY THERE

www.haythereonline.com

A FREE service to quality equine hay providers. Add your hay selection, type and cost to our Hay There directory yourself or call 519-355-4922.

DENIRO'S EXCEPTION RIDING HIGH

De Niro's Exception AKA DREAM has been having a successful show season. It has not been a "fast" journey but a well worth while one. Dream was partnered up with trainer/coach/master/rider Udo Lange of Germany about 3+ years ago. Udo had the arduous job of relaxing and retraining Dream in classical dressage. Our patience and Udo's experience was paramount to Dream's success at the Grand Prix level and as owners and sponsors we realized Udo's talent and passion for the sport from the start. If there is a lesson to be learned it is that you have to realize that just because someone is great rider that does not necessarily make them a great trainer or coach or nutritionist or business professional. That combination is hard to find but it is out there...

It is harder and sometimes impossible to break a bad habit and retrain a horse. We could have saved ourselves a lot of time and money if we had the right partnership from the start.

As a sponsor or owner you need to be well informed and don't be afraid to question. A partnership is like a marriage and has to work well for everyone.

:) J'Equine Sport Family



CALLING ALL EQUESTRIANS TO HELP BREAST CANCER CAMPAIGN

We need YOU to spread the word to have the Breast Cancer Campaign succeed. We will gladly acknowledge your support on our website, blog, twitter, facebook, newsletters and any other media used.

It's simple:

- * display our Breast Cancer literature at your place of business
- * sell JS "sponsor" pins - proceeds divided between research and sponsorship
- * add one of our banners (link) to your website
- * add LINK to your website
- * spread the word via facebook friends, twitter, blog
- * let us be involved in your clinics/horse shows
- * get involved join our team-sharing your expertise and ideas
- * advertise us on u-tube, your newsletters, magazines, newspapers

This could be incredible.

So many people love the idea of the equestrian community being able to help out one of their own in a time of need. Horses are magnificent athletes but they can also be very therapeutic helping in recovery from illness or depression.

contact lsereda@mnsi.net

JOIN OUR BREAST CANCER CAMPAIGN

Thank you Equine Journal for offering to help our Breast Cancer Campaign by posting a PRESS RELEASE in your June Edition.

SOME OF OUR NEW SUPPORTERS INCLUDE:

TSC store	Dr. Mark Merritt (chiropractor)
Dr. Vern Robert-Shaw (veterinarian)	Equine Journal
TheRider.com	Equine Wellness Magazine
Dr. Bernie Ferguson (veterinarian)	Joel Dick (farrier)
Staples Office Supplies	The O.E.F. (Ontario Equestrian Federation)
R.E.A.C.H.	The Australian Shop
Bulldog Design Inc.	Ron owner of Village Tack Hardware
Uhers Performance Feeds	Home Hardware in Blenheim
Udo Lange and Christilot Boylen of Top Dressage	

And of course a big thanks to my sister Terri who fought her battle with breast cancer with such bravery, you have been an inspiration.

If you are able to help us in our Breast Cancer Campaign please contact me. We have flyers, pins and decals. If you are organizing a Breast Cancer fundraiser of your own....let us join forces.

www.jequinesport.com

www.equinebusinessprofessionals.com

BREAST CANCER CAMPAIGN WILL INCLUDE SPONSORSHIP

Last fall I was reminded of the fact that breast cancer does not discriminate...and as women we are most vulnerable. A diagnosis can cause panic in the whole family...that is why our breast cancer campaign, (which is being endorsed by such high profile equestrians such as Robert Dover, Christilot Boylen and Melissa Taylor) is offering a sponsorship to a rider who themselves or family member was diagnosed with breast cancer. Check our web site store for pins, decals and massager we are selling to raise money. If you're a rider seeking the sponsorship e-mail me directly at info@jequinesport.com

COME VISIT US AT THE ROYAL WINTER FAIR

We are getting ready to go to the Royal Winter Fair Nov 4-14. People from across North America frequent this agricultural fair.

We will be offering 50% off EBPM yearly membership as a Royal special. By choosing to become an Equine Business Accredited Member you will be highlighted at the Fair through video and any literature you provide as well as the regular EBPM benefits outlined on our web site.

Our directory is growing at a modest rate but our daily viewers are increasing exponentially.

Best Regards,

Lucie



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EQUINE BUSINESS
PROFESSIONAL
www.jequinesport.com

New Members:

Genius Technologies Development
Legacy Farms
Dressage
Just Add Water
Ballets Harness and Saddlery
Everything But The Horse
Equisports Massager