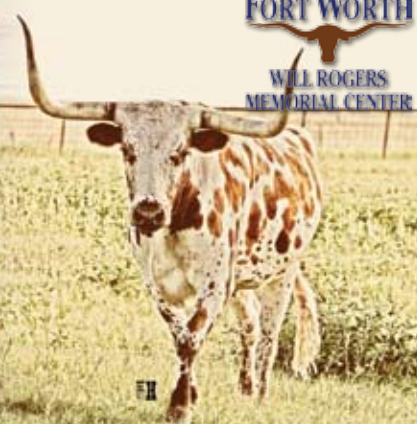


2011
Reichert
Celebration
Founded in Iowa in 1999

DA
DAVID ARCHER
SHOW HORSES
940 783 7903
Aubrey, Texas



September 2-11, 2011- Ft. Worth, Texas

Sponsored by **DAVID ARCHER SHOW HORSES** ★ **Sunday, September 11, 2011** ★

THREE FOR THREE!

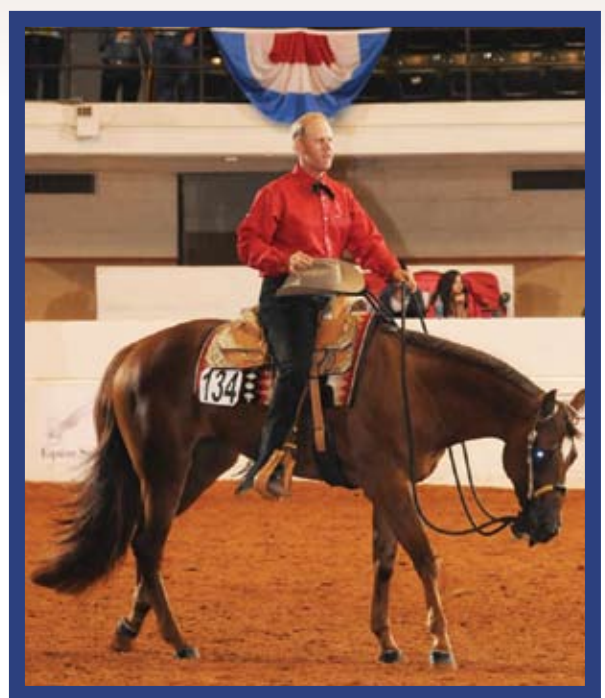
Starnes Claims 3rd Straight Win in 2YO Western Pleasure Challenge

Take the first two words of the name, Won Lopin RV Machine, and that's exactly what many will remember about the classy sorrel colt that carried Jeff Starnes to his third Reichert Championship in a row last evening. The much-anticipated Equine Sports Medicine Signature 2-Year-Old Western Pleasure Challenge class experienced Fort Worth for the first year and was introduced in true Texas style. Fireworks, rough stock, long-horns and a stagecoach that carried the judges in was followed by one lucky lady whose husband discovered a diamond ring in his cinnamon roll and another who paid for one dog, but got two. The action-packed night was sure proof that at the Reichert Celebration, you always get more than you expected.

For Starnes, Somerton, S.C., expectations were high as he'd not only proven he was capable of toting a \$100,000 check home from the Reichert, but he was also mounted on a gelding that had already caught the attention of others. In the warm-up pens alone, the horse they call "Spiderman" had them holding onto their hats.

Still, as Starnes explained, an arena during the show's downtime is a completely different environment for a 2-year-old horse than the same arena lit up with hundreds of equine enthusiasts and a show that attracts visitors nationwide.

"We came in here every time it was open," Starnes said of how he prepped the horse for its first official trip to the show arena. "I was worried about him a little bit. You can't predict the crowd. When we come in here and ride in the middle of the night, there's nobody in here.



Won Lopin RV Machine & Jay Starnes

You don't know how it's going to be when you come around the corner and the stands are packed and they see all those people. That's something I always worry about with any of them - but he handled it great."

The pair endured two rounds of intense judging where the room for error was ample, but their performances held strong. The gelding was placed in first place by Mike Hawkins and Tammy Lickliter, and in second by Jeff Mellott. Margo Ball put the two seventh.

JOHN JUSTIN	WATT ARENA	WR COLISEUM	TRAIL TOWN
NSBA	POAC	PHBA	PHBA

★ It's Sale Time! ★

BEST OF THE BEST

★ ★ ★ ★ ★ Shes A Godaddy Girl ★ ★ ★ ★ ★



Shes A Godaddy Girl was the high-seller during Saturday's Reichert Sale.

Hip number 226, Shes A Godaddy Girl (Ziprageous x It's a Good Life x Good Version) sold by John, Cathy and Katie Stricker, Batavia, Ohio, for a whopping \$132,000 at around 11 am yesterday morning. The little sorrel is out of the proven-producing and performing mare It's A Good Life (Good Version x Lifes A Zippo x Zippo Pine Bar) who had career earnings of \$31,450 and

87 points.

"We've bred and raised all her babies so far," said Katie who showed the dam. "Her first foal, Rode Rageous came out here and won. In total he's won \$147,000 so far."

With the mare producing such good colts, selling comes as a tough decision for the Stricker's who have a family-owned auto parts business. But as owners of both the sire and dam, Katie and her dad know the value of a performance record to a breeding program.

"We have a couple of really great mares and try to get a couple of great foals each every year and get them to good show homes. You'd always like to keep them and show them yourself but to see them go to the show homes, and to such a good show home like this one, it means the world to us to see them go on and do that."

"I'd like to keep them all," continued John who Katie says takes care of the horses. "I'm very much the support team."

continued page 3



Ashley and Kenny Lakins always attend the Reichert Sale to scout yearlings.



Katie & John Stricker

Shes A Godaddy Girl

continued from page 2

The mare was purchased by Bill and Susan Knapp, Van Meter, Iowa. "We looked at several that we thought were really nice," said Susan Knapp about the purchase. We looked at the videos and we liked the way she moved better than anybody we've seen. I think she's the best yearling here. That's why we bought her."

The Knapps, who run an elite breeding operation, were on the lookout for a filly and the criteria was stiff. "We want perfection," she stated. "We don't settle for anything that we don't consider perfect."

The Reichert Sale brings industry enthusiasts from far and wide, and for good reason. It's the first of its kind to provide such generous incentives for sale horses, which brings a wide fan base of all levels.

Ashley and Kenny Lakins turn to the Reichert Sale to thread their 2-year-old show string for the following year and have had great success with several of the horses they've purchased. "They usually seem to have the best yearlings in the United States," said Ashley. "They all seem to be fed up well and they look good. A lot of them are really good legged."

As Open riders, the sale incentives offer an added bonus for their show horses.

"We want to buy them and come back and show them the following year," she added. "That means a lot to us. The money is a lot of it and their show career is a lot of it. We can turn around and sell them and do

good things with them when people see them do well as a young horse."

Bruce Walkuist is another industry professional that is steady on the selling end of the Reichert Sale. He frequents the event with some of his best yearlings and this year he was, once again, pleased. "I've sold a lot of high-priced ones that went on and did really good," he said. As a trainer, Walkuist witnessed the birth of the Reichert Sale and said it filled a void in the business.

"We needed a place where we could go highlight our horses. This sale highlights the premier yearling pleasure horses in the industry," he said, adding that the sale incentives brings in ample entries for a shot at the largest payouts that exists in the pleasure world. All of that is what keeps everybody coming and that's why you're seeing some of the best yearlings in the country in this sale."

Walkuist has also used the sale as a tool to help equip newcomers to the business with horses and said he has faith in the program, which offers many opportunities to get acquainted with the sale horse. "I've had some new people that have come here for that purpose and they were very happy," Walkuist said.

THANK YOU TO OUR SPONSORS!

Cinch

Cruel Girl

The Equine Chronicle

Equine Sports Medicine

Catlin & Kaplow

Insurance Company Inc.

The Sanctuary

Western Hauler

4-Star Trailers Inc.

Whistle Stop Ranch

Geri Leigh Pratt

KT Birkenholtz

Showtime Show Clothing

Choice Barns Inc.

Rita Crundwell

Meri-J Ranch

Knapp Farms

Harris Leather/Silverworks

Reads Jewelers

Sean Ryan

Roth Custom Silver

Coast To Coast Truck & Trailer

Haylo Farm

Pine Meadows Quarter Horses

American Roan Horse Assn.

Port-A-Cool of Texas

Kendalls Western Hats Inc.

S.R. Gold

Markel Insurance Company

Robertson Show Horses

Good Ride

Ronnie Ward Toyota of Austin

Rockin E Farms LLC

Texas Appaloosa Horse Club

Connie's Customs

David Archer Show Horses

Platinum Performance

Appaloosa Horse Club

Dale Chaves Co. INC.

CCI Quality Show Jumps

Hannah Fine Custom Jewelry

Machine Made

Topline Equine Care

Rod Patrick Boot Makers

Pleasurehorse.com

Seven Bar

Sweet Shop

QBE

Erin Lieurance

Ranch Hand

Jeff Cochran WP Horses

M.L. Leddy's

Donnie Dickerson

Cowboys Indians

Bodona Greek Ranch

JC Horse Shows

One Source Trucking

Equine Blankets Wash/Repair

The One Stop Equine Shop

Your Online Horse Source

Tioga Territory Ltd.

THREE FOR THREE!

Continued from cover...



Owners/breeders of Won Loping RV Machine,
Ronnie and Vickie Kent

Won Lopin RV Machine was named by his owners Ronnie and Vickie Kent because of his natural ability to lope flawlessly. “He’s been good since day one,” said Ronnie. “And he loved to lope. He started loping everywhere.” Won RV Lopin Machine is a third generation product of the Kents’, Graceville, Florida successful program. While they, like many owners, are proud of their horses, they also possess a genuine respect and appreciation for them.

“It’s wonderful to get to raise your horses,” Vickie said. “There’s nothing like it. You’re so proud of them when they do good. They’re like your children.” Both Kents patiently awaited the start of the class and tried not to let their nerves get the best of them. “We knew that Jay had the horse as ready as he could be,” Vickie added. “Jay is a wonderful showman. You can’t do anything else except that. All you can do is get the horse ready and show him as best as you can.”

Won Lopin RV Machine is by A Good Machine and out of Vickie’s mare, Ill Be Dun Wonit, who has produced several champion offspring. The gelding is a full brother to Won Good RV Machine, which earned the 2010 Congress Master Western Pleasure Reserve title, also with Starnes in the driver’s seat.

The relationship between the Kents and Starnes began just last year and has been smooth sailing for both parties. “I’ve known Jay since he was a kid,” Ronnie explained of their relationships. “When he came to look at the first horse, the first thing he did was pull out a contract that spelled out everything

that he expected and what we could expect. In our opinion, that’s a professional. And he stuck by everything he said he was going to do. Jay has been 100 percent honest.”

The 29-year-old trainer was humble about his win, but quick to credit the Kents with the same persona. “They’re great people. They’re great to work for,” he noted. “They trusted me and let me do what I thought was best for the horse, from the get go.” The 2011 Reichert Celebration title places Starnes earnings at more than \$800,000.



Jay Starnes and his wife, Kristy





Bruce Walkuist was the lucky winner of the Western Hauler truck and was the first one to try his key!



A 2-horse 4-Star trailer was donated by Coast-to-Coast Trailer Sales and purchased via auction Saturday evening by these lucky bidders. More on this fundraiser and bidders in Monday's issue of The Reichert Daily News.



Brook Parrish was the lucky winner of the Rock N Roll contest. He is pictured with his mom, Sandra, who actually discovered the "rock" in his "roll." Brook plans to give the ring to his wife.



Gwindy and Larry Ehret bid on one dog and got two during Saturday nights performance. Proceeds from Saturday's event go to the Juvenile Diabetes Foundation.

Saturday Night Festivities

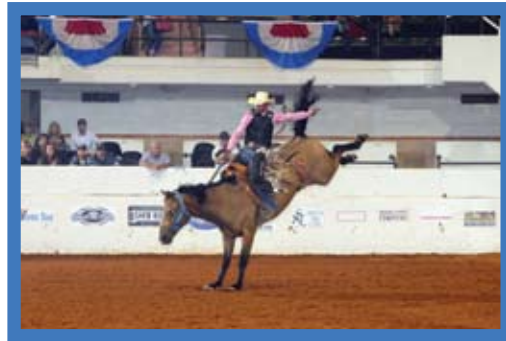


What would a Texas horse show be without the longhorns?

Some bronc bustin' added one more touch of Texas flair before the "Finale" class got underway.



A stagecoach brought the judges into the Will Rogers Coliseum in true Texas style.



CINCH/CRUEL GIRL... a Big Part of the Reichert

As a 5-Star sponsor of the Reichert Celebration, Cinch and Cruel Girl remain heavily involved with the event and its exhibitors. The "mother" company, Miller International, which also owns Rod Patrick Boots, has provided loads of goods for participants of the Reichert Celebration, including jeans and t-shirts for the Youth Team Tournaments, jackets for the NSBA Futurity winners and boots for many of the High-Point winners.

"With the kind of horsemen that the Reichert and these sort of events attract and its credibility with the serious horseman, it just made sense that we'd become a part of it," said Bobby Smith, Vice President of Miller International. "We never learn more than when we're right out there with our customers talking to them and



getting involved with them. It's just a great way to stay close to the customer and satisfy their needs. There's no better research that we can do."

The uniqueness of the Reichert Celebration attracts competitors and enthusiasts of all levels, as well as different aspects of the horse industry, an event trait appealing to many sponsors.

"I don't think there's anybody

working harder to promote our industry and bring new people in," Smith said of the management at the Reichert. "They do for the horseman and the enthusiasts what other people don't do. They're bringing in new twists. They're bringing in excitement and appreciation. They're giving that Amateur the opportunity to compete at this level. And they're addressing all breeds. From POAs to Paints, Apps and Quarter Horses. Where can you come to one venue and be exposed to all those different breeds and the people that love them? It's wonderful."

A hot commodity this year has been the Cinch and Cruel Girl Jackets that have been awarded to the NSBA Futurity winners. Smith wasn't exactly sure just how many had been awarded, but said "it's been a big number. People love them."

Reichert Daily News Editor: Sheri Matthews
Email: sheriforrest@gmail.com
Contributing Writers: Jessica Robbins-Harms
Bridget Cook

Stakes 3 YO Open Western Pleasure Champion

Ms Gracie and Jill Stafford, Mount Airy, North Carolina came out on top of the Stakes 3-year-old Open Western Pleasure to give Jill her first Reichert Celebration win. With no trouble spots during the class, Jill was able to concentrate 100% on showing.

“I was just thinking about making sure she was going to go around the way she should and presenting her to the best of her ability,” said Jill who is an assistant trainer to Donnie Dickerson. “She’s very obedient; she was awesome. This ranks right up there with winning at Congress.”

The win was enjoyed by the whole Dickerson team. “She did a wonderful job, she really did,” said Donnie. “Jill’s worked for me for 13 years and does a great job. She’s been showing her some at home in the junior pleasure around the quarter horse shows, so she was the one who’s been doing it so she showed her here.”

Ms Gracie was purchased by Donnie from the Reichert Sales two years ago from JR (Reichert) and Buzz Walker, but was held

back from the show ring until this year. “She’s been a mare that’s been a little hard to get. This has been our first year showing her – she wasn’t quite strong enough as a 2-year-old so we kept her back for a 3-year-old and she’s been a



Donnie Dickerson, Joe Stafford & Ms Gracie

really nice horse. If you buy them through the sale and you don’t show them as two’s then you can come back to the Celebration and show them as three’s. That’s what I like about buying the colts here is you’ve got two years; you can show them as a 2-year-old or keep them till they are three like this mare,” Donnie said. “Sometimes

as horsemen you’ve just got to make that choice. She was a big, gangly colt and she just wasn’t quite strong enough - she couldn’t stay as soft and easy as she was in there (in the ring). Now she’s bulked up and got enough muscle she can hold it very well.”

The win earned Ms Gracie \$1,500 from the purse and additional Reichert Sale incentive money. “I thought this mare had a lot and seeing her in this competition I’m really proud that she’s done as well as she has here but I think she’s got a lot of future in her,” Donnie said.

Now a show horse, Donnie thinks Ms Gracie was worth the wait and is the type of horse that showmen want. “She’s very quiet and what she shows you on the outside before you go in the pen is what she shows you when you go in there - that’s what most of us want is to make sure you’ve got a show horse when we get in the pen. A lot of them can do a lot of stuff out here but it’s when you go show, that’s where you win.”

GOLDEN GOLDS

Winner of the Youth and the Open Hunter In Hand Mares in the Palomino pen on Saturday was Showoffmyprinciples and Brittany Greig, of Denton Texas. The Youth competitor has been showing horses since she was in second grade.

“It’s very family orientated so this is kind of like a big, fun show,” Brittany said. “This is my first year to the Reichert Celebration and I like it a lot. It’s not too busy and it’s not too slow – it’s a mixture of everything and it has every kind of horse here. It was fun winning here this morning.”

Brittany is now 19 and enjoying her last year of the Youth. “I still want to show but I need to focus on school, I’m studying agricultural education at North Central Texas College in Gainesville, Texas.”



Brittany Greig

2011 REICHERT VENDORS

DAC – Direct Action Co, Inc
 Dale Chavez
 Danny Regan
 Danny Terry
 Dennards Farm & Western Wear
 Down Madison Ave
 Elite Trailer Mgf, LLC
 Equine Blanket Wash
 Equine Sports Medicine
 Essentia
 Etchsketch.com
 Four Shoes Leather Works
 Gary Simms Artist
 Gerri Leigh Pratt
 Hannah Jewelry
 Harris Silver Leather Works
 Hart Equine Chiropractic
 Hasty Horses
 Imagine a horse/ POP Network
 Ingram Insurance
 J Bar J Western
 Jeff Smuck
 Jemison Ent.
 Joan Martin Designs
 Just a Little Western
 Kathy Williams Tail Extensions
 Kay Cotton & Company
 Ken McDavitt
 Kendalls
 Kensington Protective Products
 KO Trading Inc.
 Wayne Hodges Trailer Sales
 98cows.com
 A Winning Investment
 A Wizards Spell
 All That Show Clothing
 American Roan Horse Assn
 Ann's Turquoise Inc.
 Appaloosa Horse Club
 Architectural Metal Fence

Art of Lisa
 Autumn Equine Essentials
 Axtell's Rite Value Pharmacy
 Barbara's Custom Hats
 Berry Fit
 Big Sky Internet Design Inc.
 Brand Chiropractic
 Brute Ropes
 Burke Equine Kinesiology
 Cactus Keys
 Catlin & Kaplow Insurance
 Chaffhaye Inc.
 Choice Barns
 City of Fort Worth CV Bureau
 Classic Equine Equipment
 Classy Courses- Tucker Williams
 Compete Family Med Orthotics
 Connie's Customs
 Cousin's Cleaners
 Cowboy Memories
 Custom Braiding
 Custom Tails
 Lee Myatt "Termite"
 Letterbuck
 Logan Western Supply
 Luskey's/Ryons
 Lyndon Gaither
 M & L Magna Wave Therapy
 M.L Leddy's
 Markel Insurance
 Marti's Tack Shack
 Mystique Accessories
 National Snaffle Bit Assn
 Naumann's Notions
 On The Spots Signs
 Palomino Horse Breeders Assn.
 Pink Spur Trading Co
 Platinum Performance
 Pleasurehorse.com
 Poco Ltd.

Ranch Hand
 Rawhide N Roses
 Read's Jewelry
 Ritzee Designs
 Rockin' J Equine
 Roth Show Equipment
 Russell Trading Post
 Rusty Spur Couture
 S R Gold
 Sabre
 Sagebrush Ranch and Home
 Scentsy Wickless Candles
 Sean Ryon
 Shortys Caboy Hattery
 Show-off Designs
 Singing Cowgirl Shop
 Specialized Saddles
 Sombrero Brands, LLC
 Sonterra Designs
 Stevenson Mobile Show Shine
 Stop Equine Colic
 Stormin Norman Shoe Shine
 Sunburst Bits and Spurs
 Sweet Shop
 Telada Hats & Bling
 Texas Equine Artistry
 Texas Quarter Horse Assn
 Texas Tack
 The Creative Mill
 Tioga Territory
 Topline Equine Massage Therapy
 Trailerbuckles.com
 Triple Crown Nutrition
 Tuning Element
 Vaquera
 Video Horse World
 Western Hauler
 Wild Wild West
 Winning Couture
 Wood's Western

SHOW YOUR REICHERT CARD TO THESE LOCAL BUSINESSES FOR A DISCOUNT!

Billy Bob's Texas
 Show your Reichert Celebration Card
 and get 2 for 1 General Admission
 September 2 thru 11
 Fort Worth Stockyards
 817-454-7117
 www.billybobstexas.com



RIOS INTERIORS
 NATIVIDAD RIOS R.
 Provider
 2817 N. Main Street
 Ft. Worth, TX 76106
 www.riosinteriors.com

Fincher's
 White Finesse
 177 E. Exchange
 Ft. Worth, TX 76104
 Fax: 817-424-1962
 817-424-7100
 www.fincherswhitefinesse.com



10% OFF
 your meal with this ad.
Eddie V's
 PRIME SEAFOOD
 306 W 7TH ST | FORT WORTH, TX
 817-332-8000 • eediev.com

CATTELEMEN'S
 FORT WORTH
 STEAK HOUSE
 Since 1947
 Marti Taylor
 2468 N. Main Street
 Fort Worth, Texas 76106
 817-624-2045
 817-624-1316 FAX
 www.cattlemensteakhouse.com

FORT WORTH STOCKYARDS STABLES
 Stockyards Stables offers overnight and monthly boarding. We are equipped with 12x14 sanded stalls and 24 hour security. We are located in the heart of the Fort Worth Stockyards and five minutes from Will Rogers Equestrian Facility.
 www.fortworthstockyardsstables.com
 stockyardsstables@gmail.com
 817-424-3446

