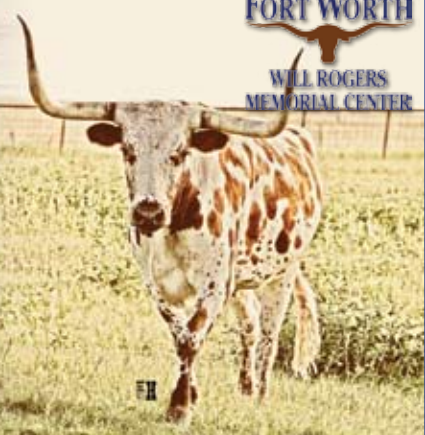


2011
Reichert
Celebration

 Founded in Iowa in 1999

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A FAMILY CELEBRATION!

For Becky Galyean & Golden Moonlite



Becky Galyean and "Little Goldie"

Last night's introduction at the Ron Reichert Memorial 3-Year-Old Limited Horse Non-Pro Western Pleasure Class tugged on many heartstrings with a special tribute to the late Ron Reichert. Ron passed away April 16, 2009, but his legacy continues through his family and friends, as well as the dedicated showmen and incredible horses that he helped introduce to the industry through the founding of the Reichert Celebration and his commitment to the equine business.

The family ties of both the winning horse and rider ran deep last evening, and a more gracious competitor couldn't have picked up the Championship. Becky Galyean rode Golden Moonlite to the victory and \$4,000. She earned two No.1 spots and two seconds

under four judges. "I was pleased with her. She responded to all the gaits. She performed well and moved well. She showed really good," Galyean said of the mare they call "Little Goldie."

The mare and her rider have a family history of Reichert wins, as Golden Moonlite is out of the good mare, Old Gold Machine, that carried Galyean's husband, Gil, to the Reichert's 2006 2-Year-Old Western Pleasure Challenge Championship. She's by Only In The Moonlite and was from the stud's first foal crop. With the combined talents of both horses, the Galyeans felt the cross would be fitting. "He loped really good and she trotted really good," she said of the mare's sire and dam. "So we did kind of have high hopes for her." Although the Galyeans didn't breed the mare themselves, they bought her as a foal and had big plans for her.

"We pretty much raised her," said Galyean. "She's been at the farm since she was a baby. We tried breaking her out last year and she just wasn't quite ready, so



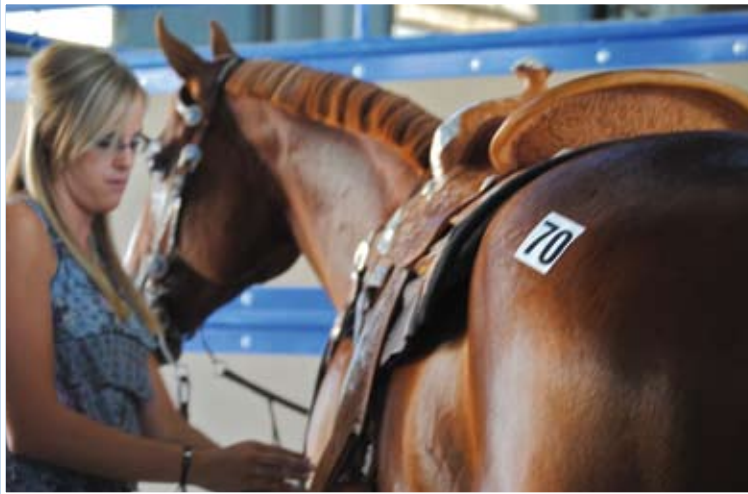
Brody Galyean picked up a Lead Line win earlier in the week on Golden Moonlite's dam, Old Gold Machine.

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JOHN JUSTIN	WATT ARENA	WR COLISEUM	TRAIL TOWN
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★ It's Sale Time! ★

2011 REICHERT SALE OFFERS BIG INCENTIVES!



On Saturday, Sept. 10, some of the industry's top equine prospects will run through the sale ring during this year's the 2011 Reichert Celebration Sale - and many will go on to earn big bucks in the next two years in the Reichert Sales Stakes Classes.

The annual Reichert Sale is marked on the calendars of many leading breeders, owners, trainers and showman and for good reason. Any yearling purchased at the Reichert Sale this year is granted two paid entries into next year's Reichert Celebration to compete in two of the 12 Western Pleasure Stakes classes. If they are not shown next year, they have another shot in 2013 and can show in two of the seven 3-year-old Western Pleasure classes offered. There is also a Hunter Under Saddle portion which allows those 40 yearlings sold to compete next year in two of the three HUS Stakes classes at with no entry fees.

Next year will offer more Trail Stakes classes for the 3-and 4-year-olds, and new Non-Pro Trail classes for 3 through 5-year-old horses. There will also be 4- and 5-year-old Western Riding Stakes classes added to next year's agenda for a total of \$234,500 in added money and an abundance of Stakes classes for riders of all levels.

New this year at the Reichert Sale is a special Pony Of the Americas (POA) division! The stakes portion of the sale is limited to 30 POA yearling ponies and will grant them two entries into the Special POA 2-Year-Old Stake Classes in 2012. There will also be a POA Show Pony section at the sale, as well as a Show Horse and Broodmare section.

The Reichert Sale is like none other in the show horse world. Consigners pay a set fee to enter their horses and then receive 10 percent of any purse money won by that horse in 2012 or 2013 Reichert Stakes Classes. "That's insurance at its finest,"

says J.R. Reichert. "That should put confidence in the buyers because (consignors) are not going to spend that much money to put an average horse in the sale."

Adding to all of these reasons to purchase a horse through the Reichert Sale are the added bonuses received ...on top of hefty purses. The Reichert Celebration gives owners the chance to earn more money than ever recorded in the history of the Western Pleasure industry. If a yearling purchased at the Reichert Sale wins the Equine Sports Medicine 2-Year-Old Western Pleasure Challenge, the Reichert Celebration will award them \$220,000 on top of the \$100,000 purse already up for grabs!

With that incentive in place for Saturday night's competition - which has several sale horses from last year entered - there is the potential for history to be made once more! If you fancy color, the Reichert sale offers a bonus for that, too! Any sale horse that comes
continued on page 3...



2011 REICHERT SALE!!

Continued from page 2...



back to compete in the Color Classic will receive an extra \$25,000 if they win, \$15,000 for second, and an additional \$10,000 for placing third. There is also another \$5,000 granted to the highest placing limited rider not

in the top 5 and \$5,000 to the highest placing limited rider not in the top 10.

The Reichert Sale was founded in an effort to bring the industry's best horses to the forefront and has done just that. Among many World

Champions and Congress winners that have gone through the Reichert Sale ring as yearlings is Vital Signs Are Good, one many consider as one of the greatest show mares to ever enter the pen. She went on to win 27 Congress Championships and 13 World Championships.

"There have been a lot of World Champions, famous horses, congress winners that have come through the sale," said J.R. Reichert. "It's kind of like the farmer brings their fruit to town to sell. The breeders need a place to sell their horses, so we've created that unique market for the yearlings. That's why we started the Stakes. They can come back and win some good money for the new owners."

ALL THE WAY FROM WHERE?

The Prevedels traveled all the way from Italy to attend the Reichert Celebration

There are many horsemen that traveled a good distance to attend this year's Reichert Celebration, but not many came as far as Karin and Ruggero Prevedel of Italy. The couple run KPR Quarter Horses in Pordenone, and breed and raise and train many of the countries top horses. They attend U.S. events regularly, but this was their first trip to the Reichert Celebration, as it previously conflicted with a major show in their own country.

"To keep getting better quality and keep up with the horse business," Karin said of why they stay involved with the American horse industry. "It just keeps evolving. It keeps getting better. That's why we come over here a lot, just to keep updated with what the horses are doing - how they're riding them, how they're training them and how



Karin and Ruggero Prevedel

they're breeding them."

There are several differences in the American equine industry and the European equine industry, the main one being the scale of the sport. The Prevedels purchase several horses each year in the states and ship them back to Italy. They also keep a limited number

in training with U.S. competitors, including Gil Galyean and Tom and Carrie Chown.

The biggest difference in training between the two countries is the age which horses are shown. The German Futurity is a main event for their industry and the youngest horses shown are 3. "They don't show them as 2-year-olds in Germany," Karin explained. "A lot of them believe in waiting on horses a little more. There are a lot of people don't even put a saddle on them until they're 3."

While the Prevedels have been known to be top bidders at industry sales, Karin said they didn't intend to buy anything in Saturday's sale, but there's always a chance. "Sometimes it's hard to keep your hands tied," she said with a laugh.

LISA FARRELL CLAIMS SECOND WIN!



Lisa and James Farrell with James' sister, Joanne (right).

Invitation Zip, owned by Kay Onofre, has been one busy guy this week. According to his riders, Lisa and James Farrell, he has been shown about every day this week, but has handled it like a champ...literally.

The bay gelding picked up the 3-Year-Old Signature Trail class win on Thursday morning and will be shown again on Saturday in the Stakes Trail event. "He's doing great," Lisa said of the horse. "He's

only 3 and he's stronger than some of my older horses. He's probably one of the best babies I've ever had."

The Farrells purchased the horse through the Reichert Sale as a yearling and said it wasn't until after they signed the check that they realized just what they had. "We just happened to look over and see him. He just looked really cute. He was coming up for bid and we bid on him and got him,"

she said.

They then realized that the gelding was bred by JR Reichert, and that he came from a solid training program run by Buzz Owen of Walking O Ranch. "He does a nice job with his babies," Farrell said of Owen. "He keeps the program simple. No hidden factors anywhere. What you buy is what you get. No surprises."

The horse also possessed some quality bloodlines – he is by Time To Zip It Up and out of Private Invitation, by Invitation Only. "The bloodline was just a bonus," said James Farrell. "Kind of an afterthought."

Thursday's victory was Lisa's second win this week. She also earned the 4-Year-Old Signature Trail title Wednesday on Selectively Dun. The Farrells, Durham, Conn., hauled eight horses to this year's Reichert Celebration, seven of which were purchased at previous Reichert Sales. They confirmed that they will definitely be bidding on Saturday.

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AROUND THE SHOW...



DOIN' IT YOURSELF...

Works Quite Nicely for Justin Purselley and Talk About Zippo

Mild mannered Justin Purselley, Burleson, Texas, hides an array of talent behind a timid fifteen-year-old smile. According to his dad, Johnny Purselley, Justin is a strait A student and had the high score on the TAX test in his high school as a freshman. He has a World Championship under his belt, and already has his future plans set in stone. "I'm working with a vet right now, and I plan on going to A & M and becoming an equine vet."

Justin's colorful 11-year-old APHA gelding, Talk About Zippo, has quite a story himself. He has over 1,000 points and nine Superiors in APHA, with seven different people. "He's pretty great, he's taught a lot of different people how to ride and show," Justin said. "I really like him and he's got quite a personality. He does great in Western pleasure, I'm just not as skilled in that. I really enjoy doing halter and showmanship."

Talk About Zippo, better known as Vince or Old Man, and Justin took Reserve in a color class on Tuesday behind Fred Tabor, not too shabby for a kid without a trainer.

This Purselley family rearies their own horses for the show ring. They were recently reunited with another branch of their family that rides cutting horses. "As fate would have it, we are all back together in the same barn now," Johnny said. "I'm at my uncle's place right now, and he has about 70 head of cutters there. I used to show cutters, from the time I was seven, until about 13 years ago."

Several things played a role in Johnny changing disciplines, and one of them was riding with Scott Sugg, Gainesville, Texas. Johnny gives Sugg credit for helping him with pleasure horses, when all he really



Justin Purselley and Talk About Zippo.

knew was cutting. "I started showing Western pleasure in 2002 and went to work with Scott Suggs that year. It's hard with the feed and cattle prices like they are, and were," Johnny said. "I enjoy this more, you can't control cattle, and I think this is a more fair playing field for people. My boys really enjoy this too, and it's something we can do together."

Justin's brother, Jude, is six and won the lead line



Justin's father, Johnny Purselley.

Tuesday on Vince. "He has more buckles than his brother, which really drives Justin crazy," Johnny said, laughing. "Mainly because Jude is usually on his brother's horse when he wins."

A FAMILY CELEBRATION!

continued from cover...

we just kicked her out in the pasture and let her grow up a little bit. We decided this winter to get her back out and she just got better and better. She's been so much fun to show."

The plans for the mare are to show her as long as she's in the barn. As Galyean attested, trainer-owned horses tend to change hands. "Obviously, anything we own is always for sale," she said with a laugh.

On top of a busy show schedule at the Reichert this year, the Galyeans' two boys, Garrett, 11, and Brody, 7, are in school and keeping their mom burning up the roads between Fort Worth and their hometown of Purcell, Okla. Between football practice and horse showing, she said she's not sure if she's going show

again this week.

The family now has two victories from this year's Reichert, as Brody picked up a Lead Line win earlier in the week on Old Gold Machine, herself. Whether Gil can keep up with the winning string is yet to be determined, but he'll have a shot at the big one on Saturday night!

As Shes Walkin Away, the mare that carried Rusty Green to the 3-Year-Old Maiden Western Pleasure win on Wednesday night, earned the Reserve title in the Ron Reichert Non-Pro last night with Ray Arnora in the saddle. The two finished third under three judges and first under one to add another \$3,000 to the mare's record for the week.

BEHIND THE SCENES at THE REICHERT CELEBRATION...

Tip Your Hats to the Individuals That Make A Big Difference

Amongst the busy hustle and bustle of the horse show, there are many friendly people scattered throughout the Will Rogers Memorial Center that, while they aren't here as owners, exhibitors or trainers, are just as dedicated to the success of the Reichert Celebration.



Maggie Espinosa helps keep the barn aisles tidy.

Whether they're finding an RV spot, dishing out shavings, sweeping the barn aisles or serving up a tasty sandwich and glass of sweet tea, the employees at WRMC are a big part of the venue's welcoming reputation. "It think it's part of our Fort Worth culture," said the center's sales manager, David Reeves. "We're all proud of our city and proud of our culture. Our staff is a great team. Most of them are from Fort Worth. We're very lucky to have the team we have."

Talk of how accommodating the staff at WRMC has been to the Reichert Celebration has been heavily circulating since the start of the show - and they're equally as appreciative to the reciprocated courtesy. Robena Aguirre is a customer representative in charge of RV spots and shavings and, while it can be a challenging

position, she said the visitors have been very pleasant to deal with. "They're real friendly," she said. "We always get the 'Yay, we're in Texas' attitude.' I haven't had one angry person yet."

Miranda Hardison's sweet smile has welcomed many to a tasty barbecue sandwich at the Coburn's spot in the Richardson Bass Building. She's been dishing out the goods for more than 11 years and said the folks at the Reichert have been some of her favorite. "I've met a lot of nice people and I think I've made some friends," she said.

Like numerous trainers in the past, Zuidema was granted assistance from the NSBA Trainers Crisis Fund, which offers services to trainers and their families impeded by such accidents. The fund was established by trainer Steve Heckaman, who was involved in a car accident in 1997 that put him in a coma for several months. A few years after his recovery, Heckaman founded the



Miranda Hardison

fund while on the NSBA Board of Directors.

"A lot of the horse people were very helpful and very generous, and started fundraisers to help offset some of the medical expenses," Heckaman said. "I had insurance, but insurance doesn't pay everything. My medical bills ran up over \$1 million."

When Heckaman got back on his feet he researched similar funds that other associations had and formed one for the NSBA. The NSBA Trainers Crisis Fund has granted more than \$100,000 for those in need.

"Any time there is a catastrophe and you're the breadwinner in the family, the income is going to stop. Whether it's helping meet the deductible for the health insurance, whatever the immediate need is - the crisis fund is there to provide financial assistance."

The guidelines for those who qualify for the crisis fund are available on the NSBA website, but are also evaluated by a committee for approval.

"We look at every application on a case-by-case basis," Heckaman explained. We discuss the liability and their availability of any insurance or any additional income." Had it not been for the Trainers Crisis Fund, Zuidema said he's not sure what his family would have done. The finances from the fund helped them pay their bills until he was able to start earning an income again.

"We didn't have any insurance," said Zuidema. "As soon as they found out, they were right there. They basically got us through it. They just made it happen."



Robena Aguirre (left) and Sales Manager David Reeves.

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