



# The Buzz - January 2021

Jump Media is bringing you the best of its best each month, curated for your enjoyment. We're showcasing the work that we've enjoyed producing, plus a few extra links for fun! We'd love to hear your comments and feedback, so drop us a line at [Jennifer@jumpmediallc.com](mailto:Jennifer@jumpmediallc.com).

## IN THE NEWS

### Jennifer x2

#### EQUESTRIAN LIVING MAGAZINE

Consummate professionals Jennifer Wood, who started Florida-based Jennifer Ward Media, and Canadian Jennifer Ward, founder of Starting Gate Communications, were friends working on parallel tracks. They had been pursuing virtually the same career path while doing everything from event promotion and running press rooms at shows to dealing with athlete promotion, among the many other publicity services related to horse sports.

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### Georgina Bloomberg Graces the Cover of Dover Saddlery Catalog

Eager for some new riding clothes to kick off the new year in style? Or seen to replace some old gear that's ready to be better days? Head to Dover Saddlery, where you can get all you need for yourself and your horse. We are loving their latest catalog cover, featuring Georgina Bloomberg and her horse Paola 233.

[Shop Now](#)



### The Show Will Go On: How Capital Challenge and Washington International Horse Show Pivoted for 2020

#### THE COMPETITIVE EQUESTRIAN

No one could have predicted the calamity that was 2020. The global pandemic trickled down into all aspects of everyday life, and the year was unprecedented to say the least. As anyone who has spent even a little time around horses has come to learn, nothing is predictable. The same rule applied to what became of the 2020 show jumping circuit.

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### Starring in the Supporting Role: How Three Assistant Trainers Are Building a Foundation for Their Future

#### EQUESTRIAN LIVING MAGAZINE

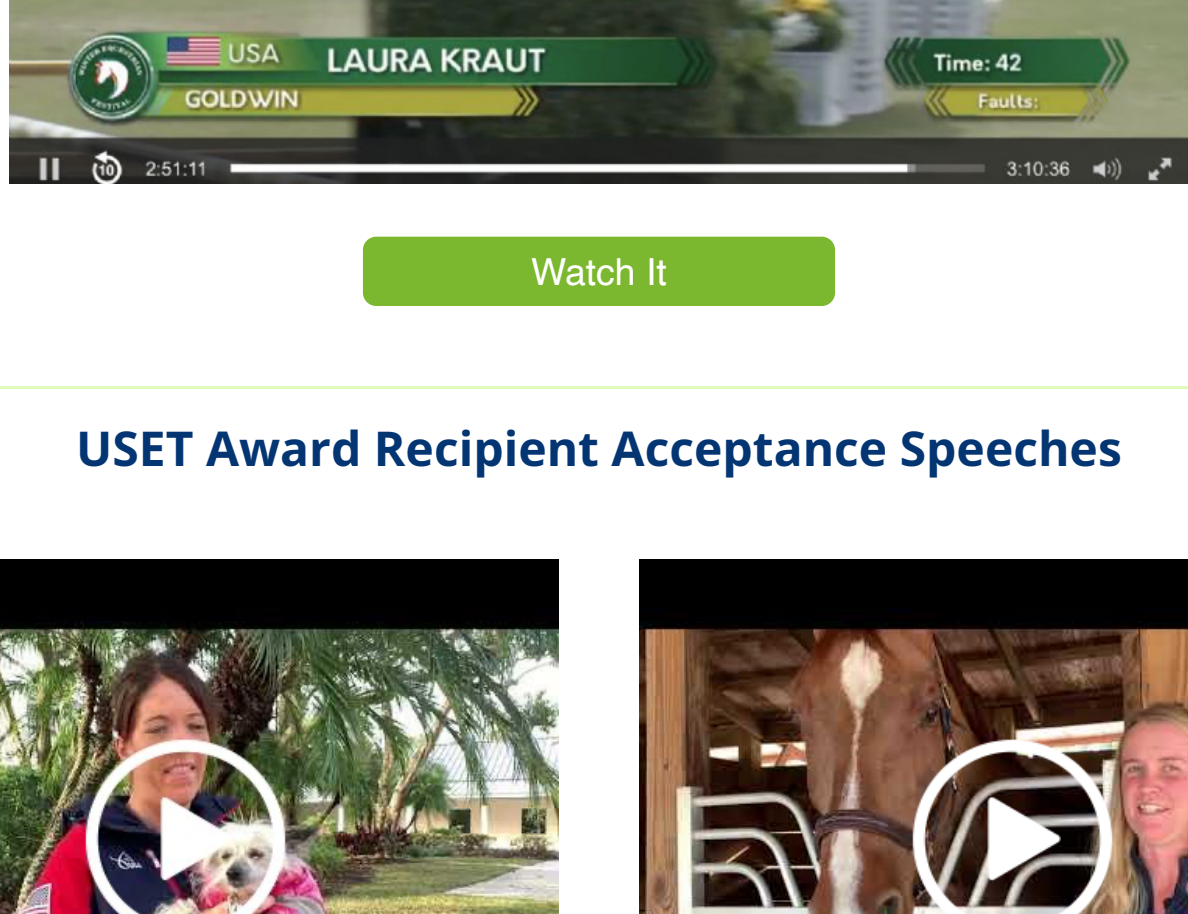
Young professionals TJ O'Mara, Cody Wooten, and Leigha Schrader have forged their own paths as assistant trainers, recognizing the opportunities presented and making the most of them in their own ways. Whether working with someone new or with a team they've known for a long time, each one of these young equestrians has found the role that's right for them at this stage in their career.

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## WHAT WE'RE WATCHING

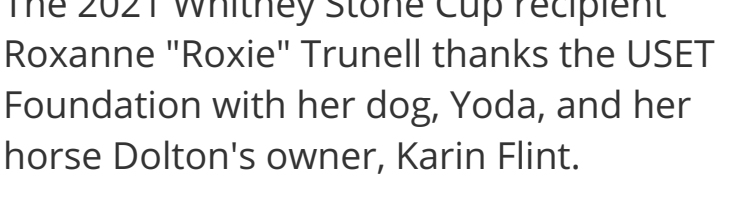
### Martha Jolicoeur Leading Lady Riders on WEF Livestream

The Winter Equestrian Festival is not allowing spectators for the 2021 season, but that doesn't mean you can't still get a front-row viewing experience via the Palm Beach International Equestrian Center livestream. Watch riders like Erynn Ballard, Adrienne Sternlicht, and Laura Kraut accumulate points toward overall Leading Lady Rider for 2021.

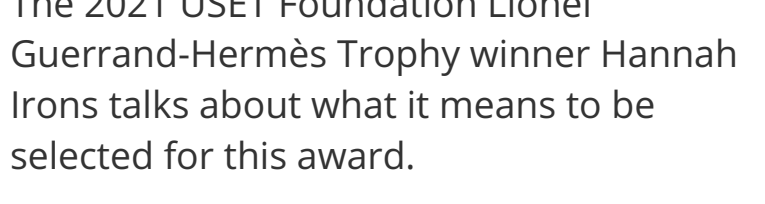


[Watch It](#)

### USET Award Recipient Acceptance Speeches

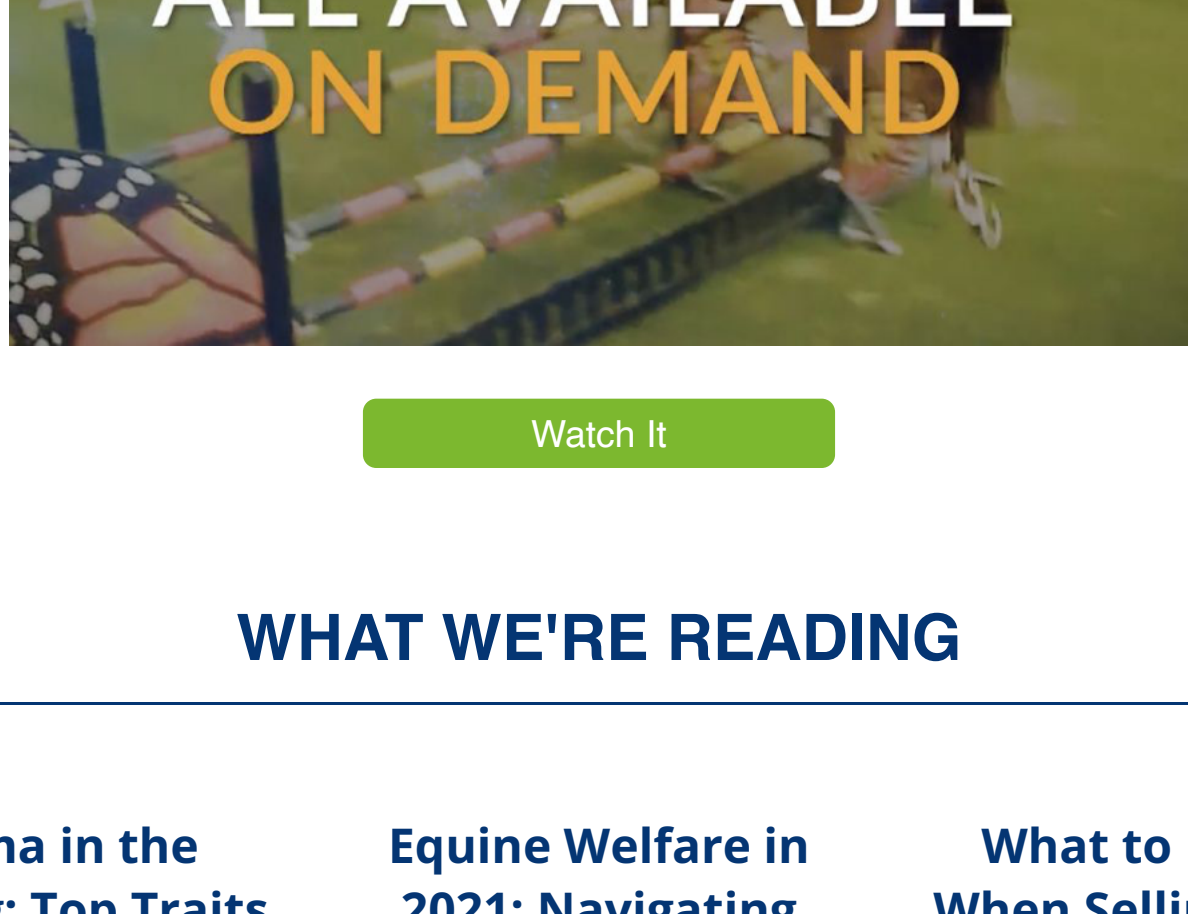


The 2021 Whitney Stone Cup recipient Roxanne "Roxie" Trunell thanks the USET Foundation with her dog, Yoda, and her horse Dolton's owner, Karin Flint.



The 2021 USET Foundation Lionel Guerrand-Hermès trophy winner Hannah Irons talks about what it means to be selected for this award.

### H&C+ Offers USEF Horsemastership Clinic with Anne Kursinski, Beezie Madden, and McLain Ward On Demand

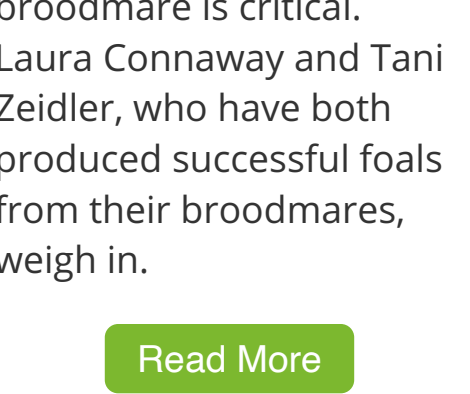


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## WHAT WE'RE READING

### Mama in the Making: Top Traits of a Successful Broodmare

#### THE PLAID HORSE

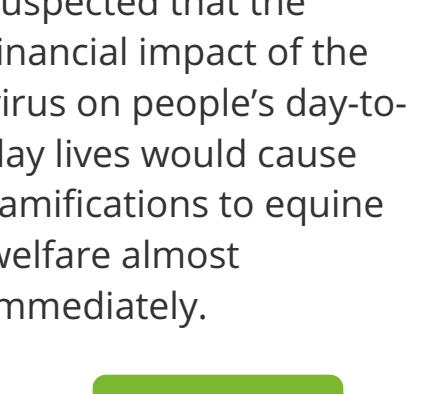


When it comes to breeding horses, there isn't one rule of thumb that can guarantee successful offspring, but having a solid and reputable broodmare is critical. Laura Connaway and Tani Zeidler, who have both produced successful foals from their broodmares, weigh in.

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### Equine Welfare in 2021: Navigating Numerous Unknowns

#### HORSE NETWORK

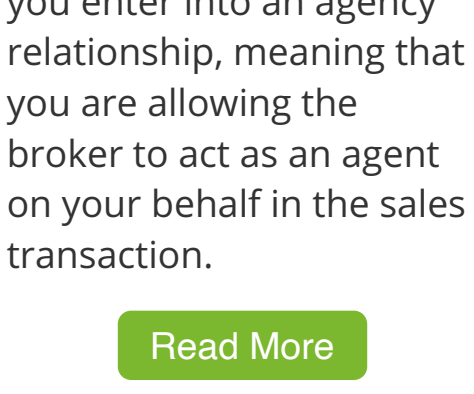


When COVID-19 tore through the country last year, Erin Clemm Ochoa, CEO of Days End Farm Horse Rescue (DEFHR), Woodbine, MD, initially suspected that the financial impact of the virus on people's day-to-day lives would cause ramifications to equine welfare almost immediately.

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### What to Know When Selling Your Horse Through a Broker

#### SIDELINES MAGAZINE

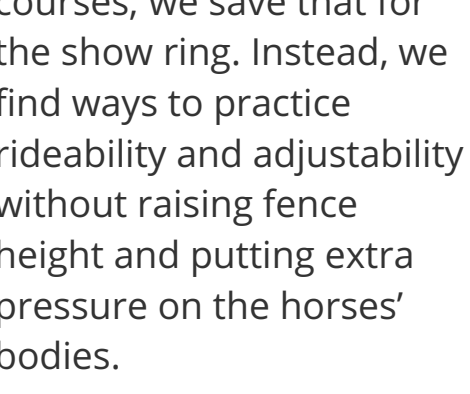


Horse brokers can serve a very useful purpose and help ease and facilitate the daunting process of selling your horse. When you enlist the help of a broker, you enter into an agency relationship, meaning that you are allowing the broker to act as an agent on your behalf in the sales transaction.

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### Four Flatwork Exercises from Max Amaya

#### THE PLAID HORSE

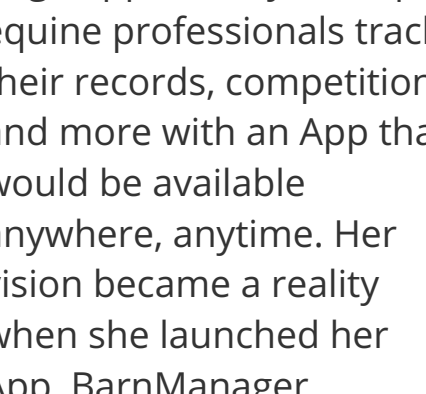


At home, we don't spend much time jumping big courses; we save that for the show ring. Instead, we find ways to practice rideability and adjustability without raising fence height and putting extra pressure on the horses' bodies.

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### Q&A with Nicole Lakin, Founder of BarnManager

#### STATE LINE TACK

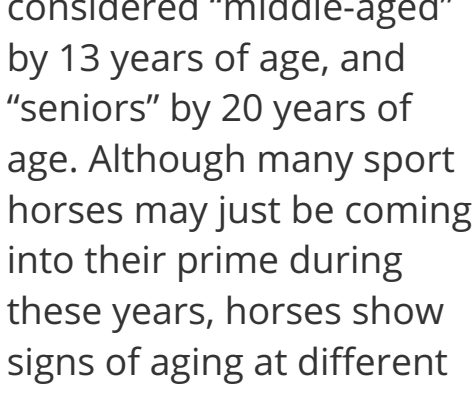


Nicole Lakin quickly saw a huge opportunity to help equine professionals track their records, competition, and more with an App that would be available anywhere, anytime. Her vision became a reality when she launched her App, BarnManager.

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### Considerations for the Aging Performance Horse

#### THE PLAID HORSE



From a veterinary perspective, horses can be considered "middle-aged" by 13 years of age, and "seniors" by 20 years of age. Although many sport horses may just be coming into their prime during these years, horses show signs of aging at different rates just like humans do.

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## LINKS WE'RE CLICKING

The USET Foundation will host the "Tee Off to Tokyo" Golf Classic at The Wanderers Club in Wellington, FL, on Monday, February 22. [Take a Swing](#)

Download the World Equestrian Center - Ocala mobile app to immerse yourself in the WEC experience. [Download on the Apple App Store](#) or [Download on Google Play](#)

We all agree with Conan O'Brien's thoughts on the word "Orwellian". [See the tweet](#)

## A BIT OF GOOD NEWS

### Ágnes Keleti, the Oldest Living Olympic Champion, Celebrates 100th Birthday



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### Girl Scout Cookies Will be Sold Online Nationwide This Year



[Read On](#)

## SOCIAL WE'RE SHARING

