

# A LOOK AT MARTHA JOLICOEUR'S LEADING LADIES

The inaugural Martha Jolicoeur Leading Lady Rider Award, created to honor women in horse sport, was first presented at the Winter Equestrian Festival (WEF) in 2011. Jolicoeur, herself a former international show jumping competitor and now one of Florida's leading realtors, developed the idea as a way of recognizing female athletes in an Olympic sport where men and women compete as equals.

"When I was competing, one of my biggest goals was to try and earn the leading lady rider accolades because it usually meant you were having a banner show," said Jolicoeur, who claimed the American Grand Prix Association (AGA) Rookie of the Year title in 1985.

Jolicoeur's Leading Lady Award, which she presents in memory of fellow realtor and horsewoman Dale Lawler, puts the spotlight on women who achieve success at one of the most competitive show circuits in the world – the Winter Equestrian Festival. Each week, points are tabulated from the WEF Challenge Cup and feature grand prix event to determine the Leading Lady. The Martha Jolicoeur Leading Lady Rider Award is then presented following the grand prix during each week of WEF. In addition, the female competitor who accumulates the most points throughout the 13-week circuit earns the Overall WEF Leading Lady Rider Award.

The list of Leading Lady Award winners over the past decade reads like a who's who of show jumping sport. U.S. Olympians Margie Engle and Lauren Hough, two-time Olympic team gold medalist Beezie Madden, and international riders such as three-time World Cup Final winner

Meredith Michaels-Beerbaum of Germany and two-time Canadian Olympian Tiffany Foster have all claimed the Overall title.

"It's always great to be recognized for consistency throughout the week, and the prizes that Martha offers are super," said Madden, who was the first rider to claim back-to-back Overall Leading Lady titles in 2011 and 2012. "It's nice to have a unique award to keep things interesting, and I've always loved winning this title."

The woman who has won the most weekly Leading Lady titles is a legend in her own right. Florida's own Engle even enjoyed her first facial thanks for one of Jolicoeur's innovative prizes.

"It's always an honor to receive this award, and we really appreciate Martha's dedication to promoting women in horse sport and what makes our sport so special," said Engle, who won the Overall Leading Lady title in 2018.

Canada's Foster agreed, adding, "I think it is awesome that Martha offers this award, and it's also very inspiring for us because she's a leading lady in her own industry."

For the 2021 season Jolicoeur, who is part of the elite Douglas Elliman Real Estate Sports and Entertainment division, and her husband, Dr. Stephen Norton of Norton Dental Arts, will present the leading ladies with a bottle of champagne, a beautiful bouquet of fresh flowers, and a gift certificate for a Hunt Ltd. shopping spree each week.

To learn more about Jolicoeur, visit [MarthasProperties.com](http://MarthasProperties.com) and be sure to follow her on Facebook and Instagram.

## PAST MARTHA JOLICOEUR OVERALL LEADING LADY RIDER AWARD WINNERS:

2011 - Beezie Madden (USA)  
2012 - Beezie Madden (USA)  
2013 - Reed Kessler (USA)  
2014 - Lauren Hough (USA)  
2015 - Meredith Michaels-Beerbaum (GER)  
2016 - Tiffany Foster (CAN)  
2017 - Laura Chapot (USA)  
2018 - Margie Engle (USA)  
2019 - Amanda Derbyshire (GBR)  
2020 - Jessica Springsteen (USA)



*Great Britain's Amanda Derbyshire (left) accepts the 2019 Overall Leading Lady title from Martha Jolicoeur and Dr. Stephen Norton. © Sportfot*