



## The Buzz - March 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



#### When Forces Align With Jump Media

##### WHAT'S YOUR WHY

Jump Media co-founders Jenn Ward and Jen Wood talk with Helen Dillon, host of the What's Your Why podcast, about the genesis of Jump Media and how they have grown into one of the largest full-service equestrian public relations agencies in the world. Jenn and Jen also shed light on how they built their respective careers in the industry and share tips for those wanting to follow a similar career path.

[Listen Here](#)



#### Q&A: Can You Insure a Horse During an EHV Outbreak?

##### HORSE NETWORK

The current EHV-1 outbreak in Europe has many wondering about the role of equine insurance and if it's even possible to get insured if your horse has potentially been exposed to EHV-1. Laura Connaway, grand prix jumper rider and president of Connaway & Associates Equine Insurance Services, Inc., addresses the questions her firm is commonly asked in these types of situations and elaborates on what horse owners can expect from insurance carriers during this time.

[Read More](#)



#### Pro Pop Quiz: What Is Humane Education and How Does It Play a Role in Equine Rescue?

##### HORSE & STYLE

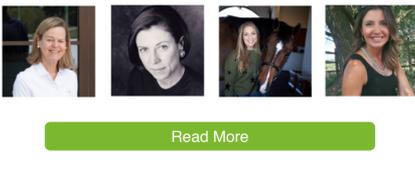
Humane education is the idea that we can create a compassionate and caring society and end the cycle of violence and abuse by developing empathy, understanding, and respect for people, animals, and the environment. It's something that the team at Days End Farm Horse Rescue believes in wholeheartedly.

[Read More](#)

### ON THE BLOG

#### The Women of Jump Media

As Women's History Month draws to a close, the team at Jump Media would like to recognize some of the women we have the privilege of working with and who inspire us every day. These women have all combined their passions for horses with their careers and we are proud to introduce them to our readers.

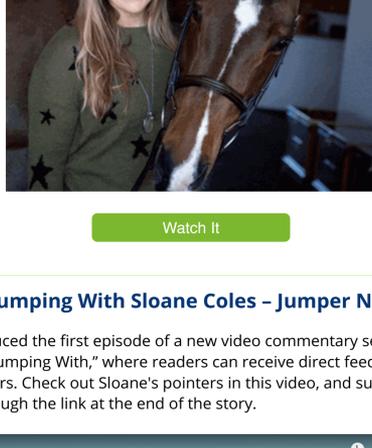


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### WHAT WE'RE WATCHING

#### Equine Business Growth Through Tech, Featuring Nicole Lakin of BarnManager

Strider hosted a virtual professional development panel for equine business owners featuring Nicole Lakin of BarnManager as a panelist. Nicole and the other panelists, Juliana Chapman of The Tech Equestrian and Helena Harris of Stall and Stable, discussed the myriad of ways tech can be used to scale up equine business operations, tech tools that have (and have not) worked throughout the equine industry, key services and tools that equine business owners can adopt to accelerate business growth, and more.



[Watch It](#)

#### Go Jumping With Sloane Coles - Jumper Nation

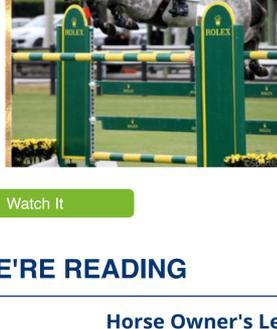
Sloane Coles produced the first episode of a new video commentary series from Jumper Nation called "Go Jumping With," where readers can receive direct feedback from some of the sport's top riders. Check out Sloane's pointers in this video, and submit your own favorite round through the link at the end of the story.



[Watch It](#)

#### On Demand: Martha Jolicoeur's Leading Ladies at WEF

We can't believe there is only one week left of competition at the Winter Equestrian Festival 2021! The female riders have been quite impressive this season, and many of the big events, including the \$500,000 Rolex Grand Prix CSI5\*, are still available to watch on demand. Stay tuned to see who wins the Overall Martha W. Jolicoeur Leading Lady Rider Award for the 2021 WEF season!



[Watch It](#)

### WHAT WE'RE READING

#### Dr. Scott Swerdlin: A Vet With a Vision

##### SIDELINES

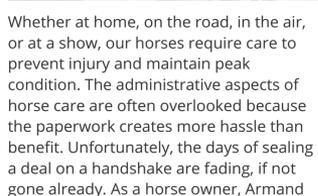


Dr. Scott Swerdlin is living a dream he never knew he had. Today, he sits at the helm of Palm Beach Equine Clinic, one of the world's most renowned equine veterinary facilities, but Scott was once just a boy with a passion for polo. While he admits his early introduction to horses led to the conviction that he wanted to be an equine veterinarian, he never imagined it would lead him to the pinnacle of horse sport.

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#### Horse Owner's Legal Guide to Care

##### HORSE NETWORK



Whether at home, on the road, in the air, or at a show, our horses require care to prevent injury and maintain peak condition. The administrative aspects of horse care are often overlooked because the paperwork creates more hassle than benefit. Unfortunately, the days of sealing a deal on a handshake are fading, if not gone already. As a horse owner, Armand Leone of Leone Equestrian Law wanted to make sure you have the documentation and contracts necessary for proper horse welfare.

[Read More](#)

#### Success Story: Reduced PBECC to Discover Horse's Sinus Cyst

##### PAULICK REPORT



Respiratory health can easily be overlooked, especially in hot conditions and for a horse performing at the top of its sport. You can't exactly spot breathing changes the same way you do lameness, and the typical owner or rider does not pay close attention to a horse's breathing patterns for subtle irregularities or inconsistencies.

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#### The Emancipation of Hard Luck Louie

##### HORSE NETWORK



Within just two months, Days End Farm Horse Rescue took in a total of 33 critically ill horses from two different rescue missions. Louie Lane, a blind 15-year-old Appaloosa gelding, was one of those horses. He arrived in December from a local and long-running trail riding stable that also offered lessons, boarding, and sales. As one of the stable's primary horses, Louie dutifully and carefully carried hundreds of people during his tenure - navigating trails and patiently helping the stable's customers learn to ride.

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### LINKS WE'RE CLICKING

📷 Get camera ready! With nicer weather on the way, here are five tips for posing for photos with horses [▶ See them here](#)

📖 BarnManager highlighted some of the top international female equestrians in a blog post this month [▶ Read it now](#)

🐎 For anyone who loves watching freaky-fast jump-offs, Gabby the Papillon takes it to a new level [▶ Watch her go](#)

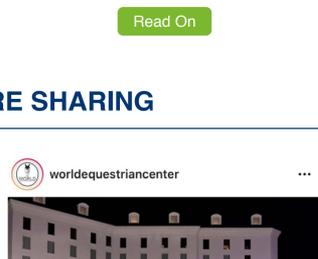
### A BIT OF GOOD NEWS

#### Seven Reasons Why Equestrians Would Survive the Apocalypse



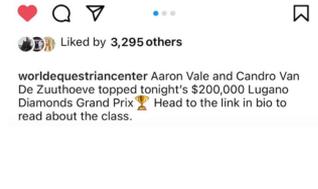
[Read On](#)

#### Krispy Kreme Will Give Americans a Free Doughnut Every Day This Year - If You've Been Vaccinated



[Read On](#)

### SOCIAL WE'RE SHARING



To learn more about Jump Media and the services we offer, visit [www.jumpmediallc.com](http://www.jumpmediallc.com).