



The Buzz - April 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.

IN THE NEWS



Must-Have Traits To Look For in a Grand Prix Jumper

THE PLAID HORSE

For many horse shoppers, the process starts with a checklist of must-haves for the perfect mount. For riders competing at the top levels in the Grand Prix jumper ring, however, the list of must-haves is more nuanced. The process also varies as some choose to breed their own horses, while others rely on purchasing horses. We spoke with Sloane Coles and Laura Connaway, both successful in the Grand Prix ring, to understand more about some of the different approaches to finding horses capable of excelling at the highest ranks.

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Understanding the Equine Neck

DRESSAGE TODAY

Traditionally, when a horse's gait feels off or lacks its usual impulsion, it is often assumed to be an issue of lameness. Thanks to improved diagnostic imaging tools and techniques now readily available to veterinarians, they are able to more accurately pinpoint problem areas that produce a decline in performance. It's not always the legs or hooves that are the sites of the problem. With increasing frequency, the neck is being diagnosed as the root of common lameness, soreness, and performance issues.

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Adrienne Sternlicht Secures Overall Martha Jolicoeur Leading Lady Rider Title

JUMP MEDIA

"To win overall Leading Lady is testament to a consistent circuit, great horses, and a great team, and I'm really fortunate to have all three of those," said Sternlicht, 27, who was a member of the U.S. gold medal team at the 2018 FEI World Equestrian Games. "I am grateful to have had a consistent circuit, as well as a great group of horses and people behind me. The WEF circuit is definitely a grind, so to be able to show up week after week with consistent performances is incredibly meaningful to me."

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WHAT WE'RE WATCHING

The Dutch Masters On Demand on H&C+

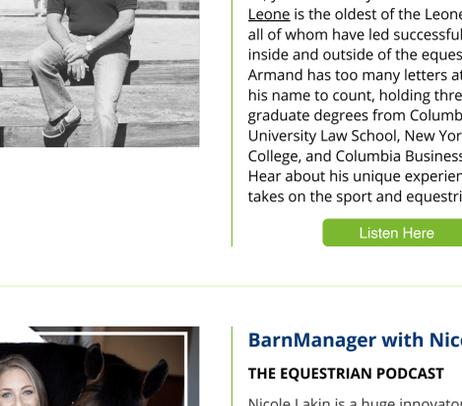
The prestigious Dutch Masters took place April 23-25, 2021, and was livestreamed on [Horse & Country TV](#). If you missed the live event, you can catch all classes on demand via their premium streaming service, H&C+. Nineteen of the world's top 25 show jumpers competed in this CSI5* event, which served as the first leg of the 2021 Rolex Grand Slam of Show Jumping.



[Watch It](#)

The Land Rover Kentucky Three-Day Event on USEF Network

Coined the "best weekend all year," the Land Rover Kentucky Three-Day Event, presented by MARS Equestrian, made its return in 2021 and did not disappoint. Rewatch three thrilling phases of equestrian sport that took place April 21-25, 2021, featuring some of the world's top eventing riders taking on very challenging courses at both the four- and five-star levels.



[Watch It](#)

WHAT WE'RE LISTENING TO



The Past, Present and Future with Armand Leone

WHAT'S YOUR WHY PODCAST

If you're involved in the equine industry at all, you most likely know his name. [Armand Leone](#) is the oldest of the Leone brothers, all of whom have led successful careers inside and outside of the equestrian sport. Armand has too many letters attached to his name to count, holding three post-graduate degrees from Columbia University Law School, New York Medical College, and Columbia Business School. Hear about his unique experiences and his takes on the sport and equestrian law.

[Listen Here](#)



BarnManager with Nicole Lakin

THE EQUESTRIAN PODCAST

Nicole Lakin is a huge innovator in the equestrian space as the creator of [BarnManager](#). After seeing a need in the industry, Nicole was able to start a company based off her personal experience in stable management. BarnManager is an online software and app that allows equestrian professionals and managers to better organize their horses' care. Listen to hear about her journey to create BarnManager and her early days riding with Taylor Swift. Yes, THAT Taylor Swift.

[Listen Here](#)



Palm Beach Equine Clinic's Dr. Selina Watt on Alternative Therapies

THE PLAIDCAST

Alternative therapies, such as veterinary medical manipulation, acupuncture, and herbal medicine, can be a great way to maintain our horses' health at all levels of the sport. Dr. Selina Watt, DVM, of [Palm Beach Equine Clinic](#), who is part of [Palm Equine Acupuncture & Veterinary Chiropractic](#), joined the Plaidcast to discuss the therapies she frequently uses as a veterinarian and how they can improve performance in sport horses.

[Listen Here](#)

WHAT WE'RE READING

A Case for Reinstating the Eight-Fault Penalty for Falls

SIDELINES



The upcoming Olympic Games in Tokyo will be the first time since 1968 that show jumping teams will compete in a Nations' Cup format with three horse/athlete combinations per nation and no drop score. A three-person team with no drop score was designed in part to increase the number of participating nations at the Olympic Games and to make scoring easier to understand. It also maintains suspense through to the final rider of the final round. With the three-person format, the score of the last rider always matters.

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Equine Rescue Provides Safety Nets For Adopted Horses

HORSE NETWORK



Lisbon is a 12-year-old registered Egyptian Arabian mare that arrived at Days End Farm Horse Rescue with a number of other horses as part of a seizure at a farm in Carroll County, MD, in 2017. Lisbon's owner had once been an attentive caretaker for his Arabian and Arabian crosses. The horses had been his primary hobby and passion and he cherished them greatly. However, after an extreme personal loss, he became incapable of caring for them.

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Hiring Trainers for Your Farm: Employee or Independent Contractor?

HORSE NETWORK

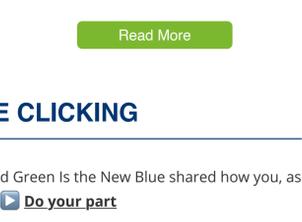


As the owner of a boarding or training barn, you're likely going to hire people to give you a hand to help train customers. Before you make a hire, you'll also need to consider whether you want to bring people on as independent contractors or as employees. Even if you are only paying the worker with a 1099 as an independent contractor, you still need to have workers compensation insurance for any injury that occurs while someone is working at your farm.

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One Step at a Time: Sloane Coles Offers Insight on How to Walk a Course

THE PLAID HORSE



The most important aspect of course-walking is to form your plan. The plan is subject to change depending on the format – whether the class is a jump-off, power-and-speed, or speed – and your goal for the specific class. I often show the client horses to prepare them to compete later on in the week with their owners. The plan I execute for a course early in the week will look different from the plan for the course I walk with a client on Sunday for a classic when they are aiming to ride a fast round and win.

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LINKS WE'RE CLICKING

- 🌍 April was Earth Month 🌍 BarnManager and Green Is the New Blue shared how you, as an equestrian, can step in and save the planet! 📺 [Do your part](#)
- 🏌️ If you're a golf fan, check out these photos from the USET Foundation's Tee Off to Tokyo event in February! 📺 [See them here](#)
- 🎥 The Lawn Tennis Association and TikTok are joining forces for the social media platform's first ever live sporting event, the Billie Jean Cup! 📺 [Learn how you can watch](#)

A BIT OF GOOD NEWS

How Publicist Remi Barbier Built a Modern PR Agency

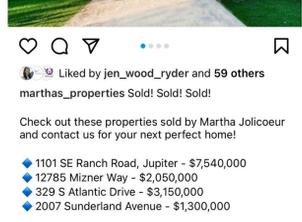
FASHION WEEK DAILY



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How Moms Won the 2021 Oscars, From Juh-Yung Youn to a Pregnant Emerald Fennell

VOGUE



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SOCIAL WE'RE SHARING

jumpmediallc
Liked by hnrjmpr and 66 others
jumpmediallc How lucky are we to call this planet home! 🌍 Happy Earth Day from Jump Media!

marthas_properties
Liked by jen_wood_ryder and 59 others
marthas_properties Sold! Sold! Sold!
Check out these properties sold by Martha Jolicoeur and contact us for your next perfect home!

- ◆ 1101 SE Ranch Road, Jupiter - \$7,540,000
- ◆ 12785 Mizner Way - \$2,050,000
- ◆ 329 S Atlantic Drive - \$3,150,000
- ◆ 2007 Sunderland Avenue - \$1,300,000