



NEWSLETTER// AUGUST 2014

## WELCOME!

Dear Friends,

I am very pleased to present to you the newest Jumping Owners Club newsletter before I meet some of you in Caen during the FEI World Equestrian Games 2014.

This is an important event for those of us who have a horse competing and I look forward to sharing the excitement of the competition with you all. Best of luck on a successful championship. May the best combination win, and the fair-play and clean sport triumph.



The JOC will seize the opportunity of this important event to organise special social functions during the Show-Jumping week.

Rolex and the JOC are organising a Welcome Drink for all Jumping horse owners (members and non-members) on **2nd September 2014** at 11am in their VIP lounge, located in the Official Village of the Games. Invitations will be sent by email. Given the limited space, we recommend you confirm your presence by phone: +41 78 608 03 23 or by email: [info@compear.ch](mailto:info@compear.ch).

Last but not least, Rolex is pleased to invite the Jumping Owners Club members to an exclusive visit of a stud farm on Friday 5 September, followed by lunch at the Château d'Audrieu (see next page for more details). If you are able to join us, further details will be sent to you nearer the time.

Finally, the 2013 Owner of the year will be presented on the 6th of September before the start of the 3rd individual round. Rolex, our long-term sponsor, is also pleased to welcome you in their VIP lounge, located in the official village of the Games for an informal lunch, on the day of your choice. Feel free to visit them and enjoy some quality time, aside from the thrill of the Games.

Let's enjoy the Games!  
Kind regards,

Christian Baillet - Chairman

# JUMPING OWNERS CLUB ACTIVITIES DURING THE WORLD EQUESTRIAN GAMES

## **September 2nd 2014, Welcome Drink, 11am**

Rolex, proud sponsor of the Alltech FEI World Equestrian Games request the pleasure of your company for a Welcome Drink in the Rolex VIP Lounge located inside the Villa des Jeux (invitation and Map included). As a token of appreciation, all Show Jumping horse owners have been invited to take part in this celebratory cocktail.

## **September 5th 2014, Daytrip to Haras de la Quesnay with lunch at Chateau d'Audrieu (Relais & Châteaux)**

09:00 Meeting and coffee at Château d'Audrieu (address: Château d'Audrieu, 14 250 Audrieu, France)

09:15 Departure to Haras de la Quesnay (transportation provided by Rolex)

10:00 Arrival on site and visit of the stud-farm (facilities, stables, history)

11:30 Departure to Château d'Andrieu

12:30 Lunch with all participants, together with other Rolex VIPS staying at the Château for the duration of the Games.

Please note that the Club can help you find transportation or any further information you might need. Kindly note that confirmation is compulsory for both events. Contact Mrs Dubois Vaucher at +41 78 608 03 23 or [info@compear.ch](mailto:info@compear.ch)

## **September 6th 2014, Owner of the Year Award**

The Jumping Owners Club will proudly present the Owner of the Year Award on September 6th 2014, just before the beginning of the 3rd individual round, at the d'Ornano Stadium.



## EMMANUÈLE PERRON-PETTE & ARMAND PETTE

The story is first and foremost about a couple who combine several lives with the same energy and enthusiasm. Owners of, amongst others, Orient Express\*HDC and Silvana\*HDC, who were preselected for the Olympic Games/World Equestrian Games ridden by Patrice Delaveau and Kevin Staut respectively, this winning pair crosses paths with both men and women. In a unique pas de deux, they created the Haras des Coudrettes and subsequently the Jump Five label – thus going back to the power of numbers. Because with Armand and Emmanuèle, 1+1= 5 and true happiness lies in the realm of possibilities.

### What are your aims for success in 2014?

E.P.P: The coming year is not short on deadlines! There is enough reason to quake in one's boots and to dream, starting with the final of the World Cup in Lyon next April. These include the World Equestrian Games in Caen which presents enormous challenges – but everything in its own time...

A.P: And don't forget the young horse qualifications at Fontainebleau. This meeting is both the culmination of the work of the whole stud team as well as our commitment as breeders. The last two championships focused on two young fillies bought not yet weaned and completely raised at the Haras des Coudrettes. In 2012 Tallyne de la Pomme who was the champion for five years ridden by Julie Gadat and in 2013 Twenty du Plessis won the final for six year-old mares with Rémi Morteau.

### What are your feelings regarding toplevel showjumping?

E.P.P: Our sport has developed a lot, notably when it comes to technique. The course designers certainly need a lot of imagination and talent to achieve the right balance between the level of difficulty that factors in the health of our horses and a course design that is sufficiently technical to enable an adequate selection during the trial. All that remains is how to make our sport attractive enough to ensure the largest media turnout possible.

A.P: It is true that this discipline can appear very strictly coded and requires a certain sharing their experience, their skills and appropriate infrastructures. The economic factor plays a key role in success! We wanted a system in which we were all players (riders and owners). It is also this difference that makes this such a great adventure. To see top riders working in the same stables daily, swapping horses, listening to each other, encouraging each other and just working together: that is the dream. That is what the five of us were seeking to achieve when we created the ethos of Jump Five. Isn't it hard for a couple to work together?

E.P.P: Certain events are different from the norm – such as the Gucci Paris Masters - and do a thorough job in promoting our sport.

### **Let's talk about Jump Five.**

E.P.P: The start of this adventure is the meeting of men and horses. Nothing strategic – just exchanges, a desire to work together and to share similar values. Jump Five was born of the association between the Haras des Coudrettes and the riders to whom we had entrusted some of the stud's horses. The aim was to group talent and combine experience to build a future together, based on athletic values in shared infrastructures.

A.P: We wanted to make sense of the way in which we worked together and at the same time make all the players Patrice Delaveau, Kevin Staut and Olivier Guillon secure with a single goal of maintaining the highest level.

E.P.P : This type of association was unheard of in France. It allows all parties to retain their autonomy and their way of working while sharing their experience, their skills and appropriate infrastructures. The economic factor plays a key role in success! We wanted a system in which we were all players (riders and owners). It is also this difference that makes this such a great adventure. To see top riders working in the same stables daily, swapping horses, listening to each other, encouraging each other and just working together: that is the dream. That is what the five of us were seeking to achieve when we created the ethos of Jump Five.

### **Isn't it hard for a couple to work together?**

E.P.P : We were petrified because it was a first. We led our professional careers completely independently. And in addition, this was about our passion...

A.P : We are still petrified (laughter)! But we know each other inside out. Sometimes one takes over depending on the other one's free time. But I can't ever imagine choosing a horse without Emmanuèle and I don't think she could either: it's a kind of partnership. And sometimes I have to seduce her into agreeing with my choices (laughter)... I don't know if we would have taken on all these projects alone. What is sure is that neither of us has ever stopped the other!

E.P.P : More than anything, we are very lucky to work with amazing people who support both of us! —



## ROLEX AND SPONSORSHIP: A PERFECT MARRIAGE

Rolex has supported individual excellence and the quest for perfection since its foundation early in the 20th century. Sponsoring is not only a distinctive part of the brand's tradition, in keeping with the ethos of its visionary founder, Hans Wilsdorf; the relationship with explorers and sporting men and women has also helped mould the timepieces that have made Rolex a world leader.

The roots of Rolex's affinity for sports and human achievement can be traced back to the pioneering origins of the company. In 1905, when Hans Wilsdorf set up his watchmaking firm in London, he was influenced by the swift changes sweeping through society at the beginning of the 20th century. In an era when wristwatches were still regarded as fragile items of apparel, he was determined to create a wristwatch that would be robust, precise and reliable, adapted to ever more active lifestyles. Hans Wilsdorf was "convinced of its enormous potential in a sportsminded country [...] like Great Britain".

Rolex's founder would repeatedly demonstrate an uncanny ability to take the pulse of his times in the subsequent decades. His capacity for innovation extended to every conceivable domain, from watchmaking technology to intellectual property – such as the creation of the resonant brand name Rolex in 1908 – and to avant-garde marketing.

Hans Wilsdorf laid foundations for testimonial advertising and support for sports in the 1920s when he developed the cornerstone of the company's success, the world's first waterproof wristwatch, the Rolex Oyster. In 1927, the year after the Oyster was launched, he equipped a young sportswoman, Mercedes Gleitze, with the innovative wristwatch when she swam the English Channel. At the end of her arduous swim, after more than 10 hours in the water, the watch emerged in perfect working order. Her feat was splashed in an advertisement across Page 1 of Britain's Daily Mail newspaper. Mercedes Gleitze was the first Englishwoman to swim the Channel and effectively the first Rolex Testimonee, a witness to the uncompromised performance of the Oyster who also demonstrated its real-life qualities. It became the wristwatch that defied the elements, an essential feature for those engaged in exploration or sports.

If you would like to keep reading please click on the [PDF attached](#).



## ANNE CATHERINE, JEAN GUILLAUME, PIEYRE - NEW ARRIVALS, HIGH ASPIRATIONS

Passion, drive and dedication are the fundamentals of horsemanship. It was with the aim of being in harmony with these principles that the Pieyres acquired the Ecuries de la Renfile, near Geneva in Switzerland. Owners of four horses, the Pieyres have crossed to the other side of the fence and have every intention of offering their perspective on things to the equestrian world.

### **You became involved in this adventure although you weren't professionals. Tell us about it?**

AC: Absolutely – I have university degrees in economics and art history and I worked for auction houses as well as the banking world where I had different experiences but I had never really found my place. My grandmother had horses at home and each time I was able to spend my holidays with her I loved it and I think that that was when I really got bitten by the bug. So riding and horses have always been a passion but one that I indulged in as a hobby. My dream has finally come true and I am delighted that we had the opportunity of acquiring the Ecuries de la Renfile.

### **And how is this investment in the stables going ?**

AC: When we took over the stables, there was clear desire to strengthen all equitation related services. It wasn't just about finding accommodation for our horses. We wanted to realize the expectations that we had always had as clients, thereby make it possible for our clients to enjoy the benefit of it as well. This concerns two major elements: the project of the Ecuries de la Renfile is meant as an equestrian center for our clients, with the service that we provide. It is also intended as a center of excellence. It involves riding for us and our children incorporating the sports aspect and the competitive hub that we want to develop.

### **Now that you are professionals in this equestrian world, how do you perceive it? Is there a change in the way amateurs and professionals see things ?**

AC: For the past few years already, the equestrian world has been developing rapidly and has become far more professional. Horses and riders of exceptional quality, and riders too, and everything is becoming increasingly technical and increasingly difficult. That is certainly one of the key developments. As far as I am concerned, this is a double-edged sword: sports challenges require intensive training for the both rider and horse, as in every advanced sport. However, one has to respect the animal and consider its well-being. The boundary is sometimes a bit vague and it would be easy to exceed the limits. Nevertheless, today there seems to be a return to a more responsible ethic that shows greater respect for the horse and I am very happy about that. As far as I am concerned, ethics are essential.

JG: Looking at this sport with a more detached view, I have the impression that showjumping is undergoing a similar evolution other sports underwent 20 or 30 years ago. I am particularly referring to F1, which, 30 years ago,

still included a number of amateur enthusiasts and has today become a veritable global business. My impression is that horse-trading has become a key driver in the current evolution of our sport and the showcasing of events. It seems that for many it is the only way to make economic sense in this profession today. It is an interesting combination of globalization and professionalism at an impressive level.

### **If you had the opportunity, what would you bring to the party, develop or improve?**

AC: I am extremely concerned with the next generation and the promotion of young people in the sport. If it were possible, I would invest in this at the international level. I often look at things from a mother's perspective and I know how difficult it is for young people to access top level competition and the best trials. Spaces are very limited. We were able to accompany our daughter Laetitia to the Saut Hermès in Paris in March which was an amazing and enriching experience.

### **How do you see the sport evolving over the next ten years?**

We already have incredibly technical trials and I ask myself where this is all leading to... Increasingly targeted horse breeding? They are already super-athletes when I compare them to the horses I rode when I was young – there is no resemblance! The “professionalization” is taking place through new nations of riders and owners who get involved and open massive doors. We will try and go as far as possible but with a certain ethos which is already very present. Let's hope they are not setting out to win no matter what the cost!

### **With regard to the image in the public eye, do you think the sport will become more accessible ?**

AC: There is more of an increased openness. The horse world is attracting more attention. I think that this is going well – competitions like the Saut Hermès and the Gucci Paris Masters are very successful and in their wake, more and more competitions are broadcast on television, notably thanks to the efforts of the International Equestrian Federation. The organizers are also attaching ever greater importance to the beauty of competitions which take place in very prestigious locations, big cities or mountain resorts... This encourages the public to take an interest in our sport by facilitating access to the top level!

### **We have had wind of a project with a very well-known personality...**

AC: We are organizing a two day course with Nelson Pessoa. This experience will be open to 16 riders. We are very happy with this initiative and can't wait for it to take place. Being able to organize this kind of event at our stables is a project that is very dear to me. We want the stables to be open to various schools of riding with broad-mindedness and share these experiences with our youth. This is very satisfying ! We are also in touch with other international riders, but we can't say any more for the time being... —

## **ON SATURDAY APRIL 19TH 2014, THE JUMPING OWNERS CLUB HELD ITS GENERAL ASSEMBLY DURING THE FEI WORLD CUP FINALS IN LYON.**

For the first time, the General Assembly was open to non-members as well. Despite their busy schedule, important owners from different continents attended the meeting and shared their views on the developments of show jumping. Key speakers were invited to do a presentation on various aspects of major importance to horses owners such as horse-welfare, harmonisation of series running on various leagues and the information needed from the FEI. Frank Rothenberger, Course Designer of the FEI World Cup Final explained what the real challenges were and what he had to take into consideration when building championship courses. Frank gave a very useful insight on the difficulties of course building when riders with very different levels were competing. John Roche, FEI Jumping Director FEI made an interesting presentation on the discipline developments and updated the members on Series, Championships and upcoming nations in Equestrian Sports. John McEwen, FEI Vice President and recognised veterinarian explained the changes currently being discussed by the various governing bodies and the efforts made by all stakeholders for the welfare of the horses. The Jumping Owners Club members, represented by their Chairman, Mr Christian Baillet, extended their gratitude to the speakers for taking the time to answer all of their questions and for leading a very interesting discussion. The Jumping Owners Club with FEI will hold its next meeting during the FEI World Equestrian Games in Normandy.



# FEI REGULATION UPDATE: HIND BOOTS

The following policy is effective as of 1 July 2014:

- If an athlete is uncertain as to whether the boots he/she intends to use during an event are allowed, he/she or his/her representative should show the boots to the Chief Steward for his/her opinion before the boots are used in training or in competition.
- In addition, athletes are to be made aware that hind boots must be removed and placed again on the horse's legs in the presence of a Steward while in the warm-up arena prior to entering the competition arena for certain competitions. (If bandages are used in place of boots, athletes are not required to remove the bandages in the warm-up arena.) This procedure is compulsory for competitions for which boot and bandage control is mandatory, that is the Nations Cup, Grand Prix, and the competition with the highest prize money, and is at the discretion of the Chief Steward for other competitions.
- As an alternative to carrying out this procedure at the time designated by the Steward an athlete may ask his/her groom to take the boots to the in-gate and place them on the horse's legs in front of the Steward prior to the combination entering the arena.
- The Steward has the authority to intervene if a boot is deemed excessively tight by instructing that the boot be removed and put on again correctly. [Stewards are to note that it is normal for a horse's gait to be somewhat affected immediately after boots have been removed and re-placed.] If an athlete or his/her groom refuses to remove and re-place the boot(s) when instructed to do so by the Steward, a Yellow Warning Card will be issued to the athlete in question.
- If it is deemed impossible or unsafe to remove the hind boots in the warm-up arena prior to the combination entering the competition arena, due to an extremely excited or nervous horse, the boots of the horse in question are to be removed by the athlete/groom following the athlete's round upon leaving the arena and inspected by the Steward. This inspection may be carried out during the boot and bandage control if the boot and bandage control is carried out for the competition in question.
- This procedure does not replace boot and bandage control after completion of an athlete's round for competitions for which boot and bandage control is mandatory (refer to JRs Art. 244.1).



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