



Newsletter / April 2016

Dear Members,

This year, the Jumping Owners Club hit a flying start with its first social function in the United States, at the Winter Equestrian Festival in Wellington, FL. The cocktail & dinner organized during the Grand Prix 5* was a success as over 100 people attended the evening. I would like to renew my gratitude to Mrs Parsky for her much appreciated contribution and helping making it a success. Our efforts in increasing our number of members have been rewarding since some new American owners already joined the JOC. This will contribute to making the Jumping Owners Club become a stronger voice within our sport.

Our second event took place at the Gothenburg Horse Show during the Longines FEI World Cup Jumping Final. We had the opportunity to remind some owners and federations about the existence of the Club.

This year again, On behalf of the JOC, Magali attended the annual FEI Sports Forum to report on the various topics discussed in Lausanne (SUI). You will find a summary of the relevant presentations and discussions on the future of Equestrian Sports, as well as the latest FEI updates regarding the Olympic Games. We heard that many owners were concerned about their horse welfare in Rio and went to talk to as many people as possible to get information.



This year, the Owner of the Year Award will be presented to the owners of Quickly de Kreisker ridden by Abdelkebir Ouaddar during the prestigious Jumping International La Baule (France) in May.

Finally, please find the last "owners Profile" published in Equestrio magazine about top Canadian owner, Mrs Susan Grange and her top-notch facilities in Canada and Florida.

I wish you and your horses a good and exciting outdoor season 2016 with many successes and do hope that you will take an active part in the life of our Club

Kind regards,

Christian Baillet - Chairman

COCKTAILS WELLINGTON & GOTHENBURG

The Jumping Owners Club decided to hold its first social function on the other side of the Atlantic on the occasion of the Winter Equestrian Festival, in Wellington. The venue is considered the most recognizable equestrian sporting facility in America. Indeed, the WEF is the largest and longest-running circuit in horse sports and hosts the world's finest horses and riders. The Palm Beach International Equestrian Center, which organizes the event, is nestled in the heart of an 8,000-acre equestrian paradise in Wellington, Florida.

The US equestrian mecca was the perfect place for the Jumping Owners Club to reach out to a great numbers of international owners since more than 3,000 horses with a net value of well over half a billion dollars compete within the circuit. The Club organized a celebration cocktail and a dinner for all owners on site on Saturday 12th March during the \$380,000 CSI 5* Douglas Elliman Grand Prix.



The evening was a tremendous success with about 100 people attending either the cocktail or the dinner, part of the evening, and sometimes both.

A special thank you goes to Mrs Robyn Parsky for her invaluable help during the evening. Mrs Parsky provided insightful information on the Club's objectives and organisation to the audience. She also emphasised the importance of developing an international network of involved owners worldwide in order to have a voice and contribute to the various debates regarding top-level equestrian sports. We are delighted to have since then welcomed a few new members including, in particular, Mrs Ariel Grange, daughter of Sue Grange, and Mrs Rosalynd Schaeffer, owner of Peter Wyld.

On March 26th, on the occasion of another fantastic Longines FEI World Cup Final, the Club also went to Gothenburg to meet with owners to try to attract new members from all continents.



FEI SPORTS FORUM 2016



The second morning of the 2016 FEI Sports Forum was of major interest to the JOC as it was dedicated to the ongoing discussion regarding the changes of competitions formats required by the IOC for Tokyo 2020.

The session opened with a video filmed in Switzerland and proving that the vast majority of the population had little or no idea about equestrian sports and/or Equestrian Champions.

Alan Abrahamson, Los Angeles Times journalist, Member of the IOC Press Committee made an interesting presentation on the possible improvement in Equestrian Sports communication browsing through the many opportunities. His main points are summarised below:

Our sport needs a wider audience.

we need a younger audience and build a strong teenagers/young people fan base as they are the one sharing on social media.

Abrahamson said “they are self-proclaimed all-knower about everything and yet, no one talks to them”!

The recommendation is to embrace new media, such as Instagram and Snapchat.

Abrahamson concluded by emphasizing how exciting this time was for the FEI and for Equestrian Sports as so many opportunities lied ahead!

Richard Johnson, Director of Communication at the FEI then took some time to introduce the new FEI communication Campaign concept.

Johnson reminded the assembly that **all International Federations will be reviewed and assessed after Rio, especially in terms of media interest and broadcast revenues**. It is vital to work together, making good use of technology and involve everyone: grooms, sponsors, athletes, governing bodies, etc.

Key idea of the campaign, equestrian sports are done in couple: animal and human working together. This is what makes our sport unique. The FEI launched the Two Hearst campaign with the hashtag **#TwoHearts** and **#Roadtorio** so that everyone will be able to contribute. National Federation will receive a tool kit and major press agencies in all parts of the world have been hired to share on social media (China, Russia, USA, etc.).

Check the video: <https://www.youtube.com/watch?v=IpiErumSKLI&feature=youtu.be>

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BROADCASTING EQUESTRIAN SPORTS

The discussion went on to competition formats and TV coverage with **Charles Balchin**, Head of Programmes at IMG Production, in charge of producing and broadcasting all FEI assets.

Mr Balchin reminded the assembly of a simple principle: *KISS - Keep It Short and Simple*.

- The sports must be easy to understand (Equestrian for dummies!)
- There must be drama
- We must create stories to keep people interested.
- Creating story usually implies creating villains and nice guys.
- The infographics are a vital part of the programme with short interview, information etc.

And as for TV, the events must be reliable.

TV Programmes are finalised 3 months in advance. Broadcasters never hear of a 15mn delay in the start of a formula 1 race just because, -we quote- “ it suits somebody’s purpose”.

Those last minute changes are a real nightmare to deal with for broadcasters.

TV channels need to know that the timing announced will be respected. Events must become more professionals and reliable in terms of timing!

FEI President Ingmar De Vos then made a short presentation about the Olympics Agenda 2020.

Facts:

- Change has been required from the IOC. Every meeting the FEI has with the IOC starts by “So, what are you going to change?”.
- There were only 40 nations represented in Equestrian Sports in London 2012.
- 28 sports fight for TV coverage in the Summer Olympics.
- The IOC needs revenues from TV rights and therefore looks at which sports brings the most TV rights contribution. How to increase those revenues in Equestrian sports? Increasing the number of Nations would increase the revenues from TV rights. We know that when a nation lost a chance of medal in a sport, the national TV channel switches to another sport where the country still has a chance of medal.
- Many sports want to get into the Olympics. We need to remain competitive, interesting and easy to understand. Change or be changed!

FEI’s guest **Mr Francesco Ricci Bitti**, President of the Summer Olympic Sports Federation took the microphone to make some clarifications:

- When assessing a sport, the IOC looks at the sport’s attractiveness to young people and to see if they are inclined to take it up.
- The product has to be attractive, not only for the Olympic but for the sake of the sport in general.
- Equestrian sports, even though very traditional, have to find a good compromise between core values & changes to remain attractive.

John Madden, chair of the Jumping Committee added that the Olympic Games were the most successful event there is. The debates need to be positive.

“Let’s join and help them become even better. We have only 200 places allowed. How to increase the number of nations is to reduce the number of athletes per team. It is simple maths. Or we could get rid of the team competitions but nobody wants it”.

The debates went on for a long time with many ideas and points of view raised such as, drop score or not, possibility to bring in a reserve combination at any time, the ratio of Teams Vs Individuals etc.

The FEI will keep on working on all proposals and will come with final proposals during before the General Assembly, in time for people to make a decision before the vote at the General Assembly in November.

Everyone understands the importance of reducing the number of athletes to welcome more nations but nobody really wants it as it would not necessarily mean excellence in the competition. The notion of no drop score also raise concerns about riders being tempted to push a horse that would not be fit to compete. Especially in Eventing, this would become very risky.

All documents are available on the FEI sports forum platform: <http://www.fei.org/fei-sports-forum/supporting-docs-2016>

A forum is also at everybody’s disposal to make proposals, raise concerns and contribute to the discussions. <http://www.fei.org/forum>

The FEI encouraged everybody to take part to the discussion

UPDATE

Official Communication



Rio 2016 Olympic & Paralympic Games – FEI Updates March

The aim of the Olympic Update is to regularly keep all stakeholders regularly informed of matters relating to the Rio 2016 Olympic and Paralympic Games. Please find below the latest important news:

Pre-Arrival Testing

In preparation for the 2016 Olympic Games and Paralympics, the Veterinary Department will be organising a Pre-Arrival Testing (PAT) service. The service will allow National Federations to test horses that have been listed to take part in the events, for substances included on the FEI's Equine Prohibited Substances List.

PAT will comprise a full analytical screen which will start on 21 June 2016 and be available until 14 working days before the horses arrive in Rio. Normal elective testing, which limits testing to up to 4 Controlled Medication, will be available after PAT until 5 working days before the horses arrive in Rio. Samples will be tested by the laboratory that will analyse samples taken at the events.

All information concerning PAT and elective testing, including the associated costs, can be found on the [Rio2016 page on FEI.org](#).

Drinking Water – Horses

It has been reported that horses coming from abroad to Brazil potentially do not like the taste of the drinking water. Whereas the water quality is according to internationally recognised standards, the OC will provide on request ascorbic acid to neutralise the taste and smell of chloride. The FEI Veterinary Department confirms that this safe method is recommended by health authorities.

Hay Importation

Rio 2016 are currently engaging with the relevant Brazilian authorities regarding permits and procedures for the importation of hay. Assuming agreement is reached, information regarding what may be imported, under what conditions, and the associated procedures will be communicated to NFs and NOCs as soon as it becomes available. Further information regarding importation of equine feed, supplements and veterinary medicines can be found in the Equestrian Freight Manual

EQUESTRIAN MAGAZINE

Susan Grange – Canada's Secret To Show Jumping Success

What was your interaction with horses growing up in Canada and competing?

I would buy young horses off the track and bring them up myself. I'd bring them through the hunter division then through jumper divisions. It was a different time then. Now people buy them made and they go in the ring, but I never did it that way.

Tell us about your farm Lothlorien. How did it get its name? What are your facilities like in Caledon, Canada and in Wellington, Florida?

I read *The Lord of the Rings* when I was at university and Lothlorien was supposed to be a beautiful forest. I thought it would be a cool name and different. The main farm in Canada is 450 acres including a track so we can do fitness training, paddocks, a large indoor ring and a smaller one for the young horses, an all-weather ring, and Grand Prix field.

In Wellington we have two barns. The home barn is 30 acres, about ten minutes from the show grounds so you're able to get away. We were able to put in two trails which is unusual for a farm in Florida. Then about five years ago, I purchased the show barn which is attached to the horse show on five acres. It's even closer than the FEI stabling and we're right there. It's fantastic.

You have had the opportunity of working with one of the great riders of all time, Captain Canada, Ian Millar. What has it been like to join forces with Ian?

It's been wonderful. We have a really good working relationship. I started out with a few horses that I had stabled with him. Now I have Dixson here at my farm. We keep the horses fit and conditioned here and he meets us at the shows. I'm very one-on-one with my horses and I like to develop their programs myself. We've had a great relationship and the whole family had a lot of fun. We've been to the WEG's, the Pan Am Games, the Olympics and the European championships together.



It has been said that you chose In Style for Ian with the 2008 Olympics in mind and indeed he won a silver medal, the first equestrian team medal for Canada since 1968. What was that moment like?

That moment was unbelievably exciting and unbelievably nerve wracking. We were the anchor rider so every time you went in the ring the pressure was on. Winning the silver medal was huge for Canada. Canada always had a hard time finding the fourth rider for the team and everybody's horse had to be fit and healthy. In the States it's very different because they probably have 30 options and so much more backing. Canada has done well lately and it's quite remarkable.

Ian comments: "I'm always thrilled to partner with Ariel and Susan. They've been such tremendous supporters of Team Millar and the sport." You also were named 2005 Jump Canada owner of the year. How do you see your contribution to the sport?

If you look at Canadian horses and who owns them it's quite often a family member. Canada has always had a hard time finding people that wanted to be owners. So I think the fact that I've been there with Ian who is one of the top riders and been able to have horses for him has a huge impact on Canada. The support system in the States is at a much higher level and showing there as a rule is at a higher level than Canada. (Although you can't take Spruce Meadows into account when you say that.) I think that in order to be on a level playing field with the rest of the world you have to be able to travel to all the international shows and get experience.

You work with Irish rider Conor Swail who has been on a winning streak with your nine-year-old Simba de la Roque which has included the JLT Stakes at Dublin and CSI3* wins at New Albany, Ohio, Rolex Central Park Horse Show, and the Pennsylvania National Horse Show. What is your working relationship like with Conor and how did you identify the talent in this horse?

I bought Simba earlier in the year and he had a great Fall. He's quite the competitor. He's one of those horses who goes in the ring and gives it his best every time. There aren't too many like that. Conor first bought him – he has always got his eyes open for horses – and stayed at my barn in Florida so I had the opportunity of watching him at a few shows before I decided to purchase him. We aren't sure exactly what he is yet – he's done everything we've asked but he's only nine.

It has been great relationship with Conor but it's a bit tricky – he lives in Ireland but the horses are with me and between us we sit down and make schedules and fitness routines. We get the horses fit and strong and Conor flies in for the shows and in Florida he is there the entire time, and is able to prepare the horses. We get along really well, and it's a mutual respect. He knows when he gets here the horses will be in great shape and ready to go and he knows my background and respects the fact I know what I'm doing. We also work on a lot of gymnastics. It makes the horses smarter. What you're doing is teaching the horse how to jump for themselves instead of the rider telling the horse what to do. I truly believe you can manufacture a horse but the really good ones have to think for themselves.



Swail comments: "I have been looking for a good sponsor all my life. I feel I am very good at what I do. I just needed a good owner like Sue and to have a few nice horses." What makes a successful relationship between owner and professional rider?

My relationship is quite different from a lot of owners because with a lot of owners the rider takes the horse and does the fitness and training and the owner goes and watches whereas I actually run my barn. That's where I get my enjoyment. The training at home to me is the most exciting. I put a lot into the horse myself, and I think the riders have definite respect for that. The excitement of seeing the horse in the Grand Prix ring and winning is knowing all the steps the horse has gone through and the enjoyment of realizing that we finally made it to the top level.

What is your show horse-breeding operation like?

Originally when I started breeding show jumpers I would go to Europe and buy mares and what I mostly do now is embryo transfers. I breed my top horses that are showing and transfer the embryos to a surrogate mare and I don't have to disrupt the career of the mare. It's difficult and expensive. Everything has to be timed to perfection. I have a lot of nice young horses. It's fun to breed them and I love having the babies around. If you breed them yourself you know how they've been handled and they've never been mistreated and they trust you.

What are you most excited about for this upcoming season at the Winter Equestrian Festival?

It's going to be an exciting year for both myself and my daughter, Ariel, who co-owns a number of our horses. What will be most fun is all the eight and nine-year-olds coming along and just getting to the point of big Grand Prix and the excitement of seeing them go to the next level. It's going to be a fun year.

Please find Equestrio's beautiful article on the link below:

<http://equestrio.com/insider/susan-grange-canadas-secret-to-show-jumping-success/>