



# The Buzz - May 2020

Jump Media is bringing you the best of its best each month, curated for your enjoyment. We're showcasing the work that we've loved producing, plus a few extra links just 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



### Martha Jolicoeur: The Evolution of a Horse Haven

EQUESTRIAN LIVING - APRIL/MAY 2020

When Martha Jolicoeur was first introduced to the equestrian Mecca that is Wellington, Florida, it looked slightly different than it does today. It was a modest, horse-show community just beginning to crop up in south Florida with unbridled – and perhaps unrecognized – potential.

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### Tani Zeidler: Inspired by the Love of Horses

CANADIAN HORSE JOURNAL - SPRING 2020

Tani Zeidler was 14 years old when she first discovered a farmer's Quarter Horses living behind the lake cabin where her family spent its summers...Before long, spending time with the horses had progressed to riding, and by the end of that summer, she was jumping over hay bales in the farmer's field.

Those horses sparked an ongoing, lifelong love affair with animals.

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### Lifelong Friends and Business Success

SIDELINES - JUNE 2020

Laura Connaway, Grand Prix Jumper and Equine Insurance Professional

Q: What part do you play in the horse world? As a fourth-generation horsewoman, I've been involved in the horse world my entire life. In 1992, I started my insurance agency, Connaway & Associates, but before that I was just a regular amateur rider competing in hunter-jumper shows.

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### Summer Memories: Looking Back on the Best of the Vermont Summer Festival

THE PLAID HORSE - MAY 18, 2020

Revered as a top choice for horse showing in the Northeast during the warmer months, the Vermont Summer Festival celebrated its 25th anniversary in 2018. The show has long been recognized as a place to develop young horses and give up-and-coming-riders an opportunity to make their mark, all within a perfect family-friendly horse showing atmosphere.

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## ON THE RAIL

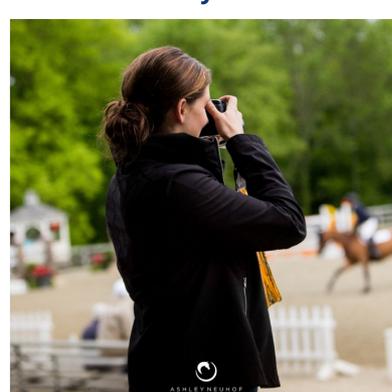
### Who Got It Right: Equestrian PR Successes During COVID-19



Since the World Health Organization (WHO) declared coronavirus (COVID-19) a pandemic on March 11, Public Relations (PR) professionals have been in messaging overdrive. Not since the Great Recession of 2008 have we been so broadly impacted by a singular issue. Even more so than before, clients have been turning to us for strategic communication approaches for stakeholders during an immensely trying time.

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### In Focus: Lindsay Brock



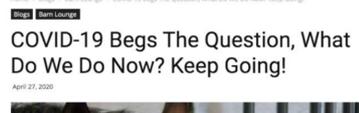
It wasn't until she was 25 that Lindsay Brock picked up a DSLR camera and started shooting. The first shot came from a horse show in the California desert and, from then on, two of her passions would forever be intertwined: horses and photography. Lindsay's formal training came by way of film photography classes in both high school and college where she developed photos within the walls of a dark room.

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## WHAT WE'RE READING

### Jane Ehrhart's Back on The Plaid Horse

COVID-19 Begg The Question, What Do We Do Now? Keep Going!



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### The Equestrian Podcast with Georgina Bloomberg

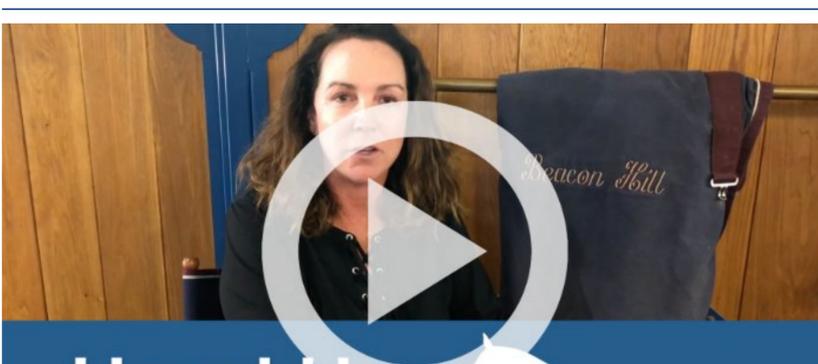


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## LINKS WE'RE CLICKING

- If You Could Use Some New Riding Exercises to Try at Home** - Give These Grid Exercises From [Max Amaya](#), [Sloane Coles](#), and [Jane Ehrhart](#) a Try
- If You're Looking to Become TikTok Famous** - Meet TikTok's Biggest Star (Spoiler Alert: She's Not Sure Why She's So Popular)
- If You Want to Know What Jump Media Does All Day** - Watch Our "Day In The Life"

## WHAT WE'RE WATCHING



Our Jump Media team had fun working with BarnManager on a short series of videos about how top industry professionals utilize the cloud-based software. Click to hear from Stacia Klein Madden about what she thinks of BarnManager and which features her Beacon Hill team utilizes most!

[Watch Here](#)

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