



The Buzz - October 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@jumpmediac.com.

IN THE NEWS



Putting the Horse First Pays Off for Foster at the Washington International Horse Show

Chronicle of the Horse
In 2017, Andy Ziegler and his wife, Carlene, of Artisan Farms were planning to scale back slightly in their horse ownership. But before they took their foot off the gas, they wanted to make sure Tiffany Foster, who both worked for them and was a close friend and former employee for Eric Lamaze, was set up for success in the future. And part of that future rested on a seven-year-old called Figor.

[Read More](#)



10 Equestrians To Know

Equestrian Living Magazine
Two Jump Media clients were featured in Equestrian Living Magazine's "10 People To Know," which focuses on 10 heroes doing good in their communities, raising others up, helping animals in need, and making the world a better place. DeEtte Hillman, the equine programs director at [Days End Farm Horse Rescue \(DEFHR\)](#), was highlighted for her role in helping rescue and rehabilitate horses as well as educating the community. [Palm Beach Equine Clinic \(PBEC\)](#) was showcased for providing pro bono health care for the horses at Vinceremos Therapeutic Riding Center.

[Read More](#)



Show Time: 2021 Capital Challenge Horse Show

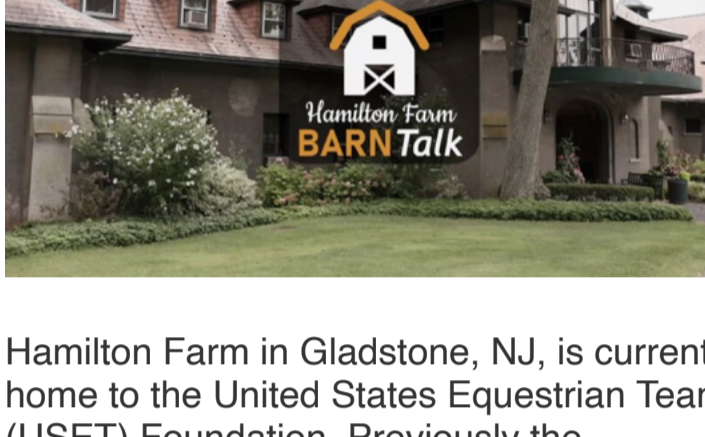
Sidelines Magazine
Jump Media captured some memorable moments of hunter, jumper, and equitation competition during the 2021 Capital Challenge Horse Show in Upper Marlboro, MD. Photographs of the major champions and class winners were featured in Sidelines Magazine's "Show Time" section.

[Read More](#)

WHAT WE'RE WATCHING

Gladstone/Hamilton Farm Barn Talk

HORSE & COUNTRY

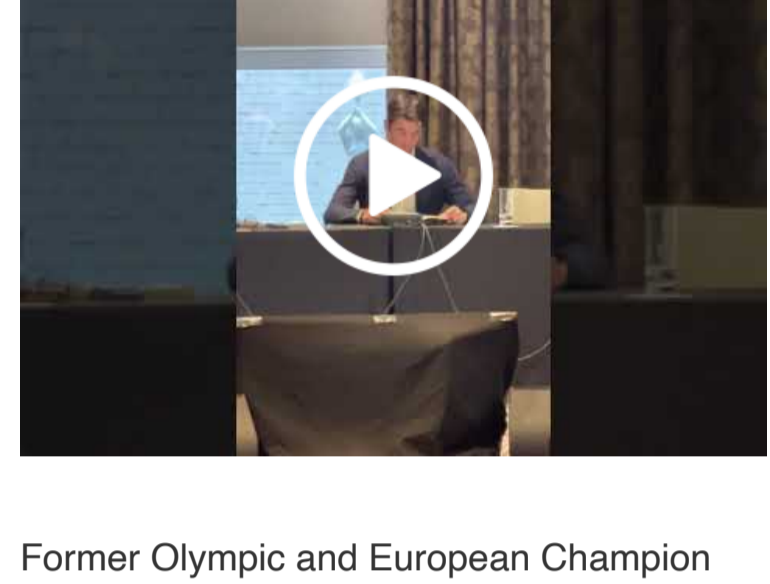


Hamilton Farm in Gladstone, NJ, is currently home to the United States Equestrian Team (USET) Foundation. Previously the headquarters for the United States Equestrian Team, it has a storied history that is captured in a new episode of Horse & Country's Barn Talk, a documentary-style series covering a range of subjects and topics.

[Watch Here](#)

Steve Guerdat Addresses Olympic Format at FEI General Assembly

International Jumping Riders Club



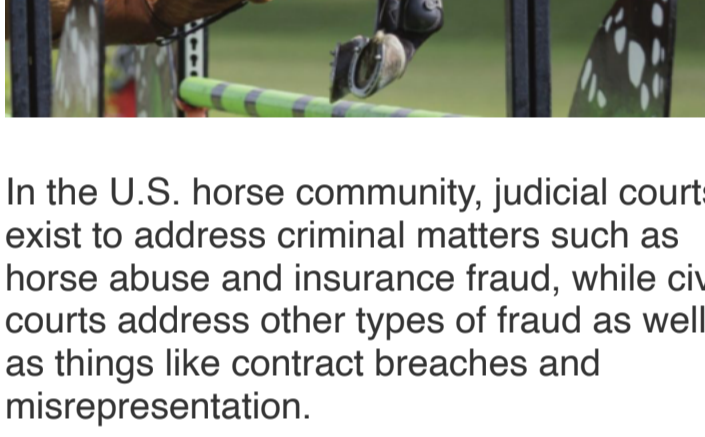
Former Olympic and European Champion Steve Guerdat of Switzerland spoke at the FEI Hybrid General Assembly in Antwerp, Belgium, on behalf of the International Jumping Riders Club (IJRC) about the Olympic format.

[Watch Here](#)

WHAT WE'RE READING

The Olympic Movement's Role in Equestrian Athletes' Right To Compete

SIDELINES MAGAZINE



In the U.S. horse community, judicial courts exist to address criminal matters such as horse abuse and insurance fraud, while civil courts address other types of fraud, as well as things like contract breaches and misrepresentation.

[Read More](#)

Equestrian Journalism: Where Did It Go?

IN STRIDE



It's fun to reminisce about the "good old days," when we all jumped bigger fences over outside courses on the grass. But in reality, I'm grateful for how our world and sport have evolved since I began competing back in the 1970s.

[Read More](#)

Community, Transformation, Inspiration: How Horse & Country Expands the Equestrian Lifestyle Through Digital Content

EVENTING NATION



For as much media consumption as is available to us at any given point in time, it's often disappointing to find few options when it comes to media geared toward equestrian sport enthusiasts. This is the problem that Heather Killen, CEO of Horse & Country, has aimed to fix. Killen has helped the company become the go-to source for equestrian entertainment.

[Read More](#)

Evolution of Riders per Country Since 2015

HIPPOMUNDO



With access to almost seven years worth of sports results, Hippomundo is using this data to look at how the sport has evolved over this period by discussing the evolution of the number of riders and the average amount of prize money won per rider per country per year.

[Read More](#)

WHAT WE'RE LISTENING TO

Navigating Difficult Conversations

EQUESTRIAN B2B PODCAST



The Equestrian B2B Podcast features conversations with business leaders and entrepreneurs in the equestrian industry. This episode's guests, Jena Antonucci and Lauren Spriesser, have had plenty of experience with tough conversations. Learn how they manage to get through and survive these difficult interactions.

[Listen In](#)

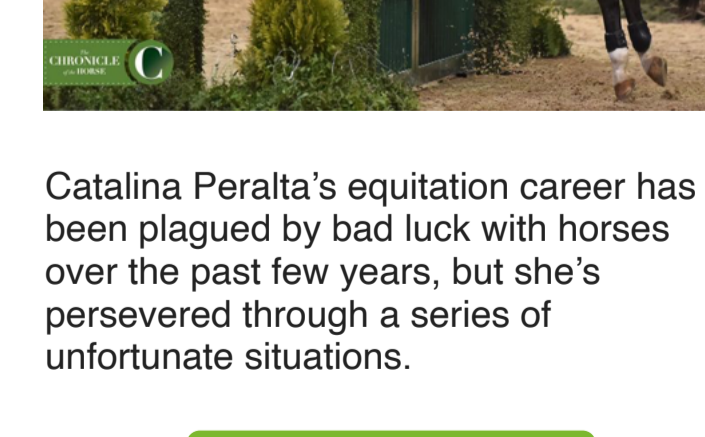
LINKS WE'RE CLICKING

- Two Zebras Are Out and About in Maryland. [Read About the Zebra Adventures Here](#)
- The Ponies Were Back for the 2021 WIHS. [Watch the Shetland Pony Races Here](#)
- Not Sure What To Get Your Equestrian Friends for the Holidays? [Click Here for an Equestrian Holiday Gift Guide](#)
- Did You Know It Is Illegal To Post a Picture With a Watermark? [Read Why You Should Buy the Picture Here](#)
- Have You Watched the WUSA9 Coverage From WIHS? [Watch Betty Oare's Interview Here](#)

A BIT OF GOOD NEWS

Peralta Takes a Tumultuous Path to the ASPCA Maclay Finals Reserve Championship

CHRONICLE OF THE HORSE

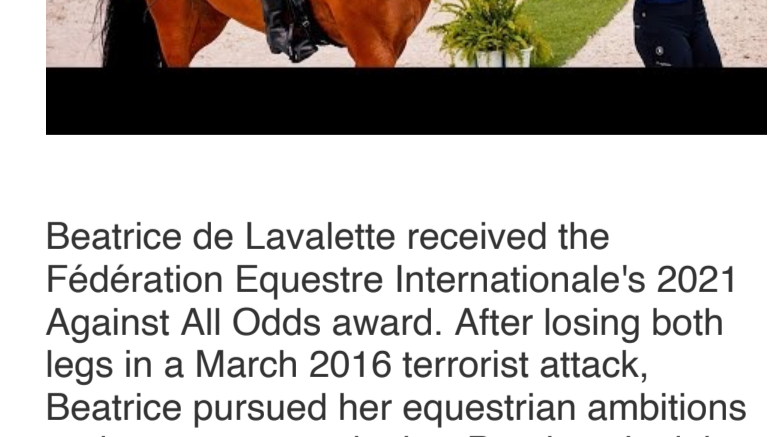


Catalina Peralta's equitation career has been plagued by bad luck with horses over the past few years, but she's persevered through a series of unfortunate situations.

[Learn More](#)

Beatrice de Lavalette Earns the FEI Against All Odds Award

FEI



Beatrice de Lavalette received the Fédération Equestre Internationale's 2021 Against All Odds award. After losing both legs in a March 2016 terrorist attack, Beatrice pursued her equestrian ambitions and went on to make her Paralympic debut in Tokyo in the sport of Para Dressage.

[Learn More](#)

SOCIAL WE'RE SHARING

