



S W E E T P R O F E E D S Q U A R T E R L Y N E W S L E T T E R

Tana's 2010 Season

Two time WNFR qualifier and the 2007 Ladies Barrel Racing Champion of the Calgary Stampede, Tana Poppino sits down with EquiPride for a little Q & A to talk about the 2010 Barrel Racing Season. Talking about the highs and lows, injuries and strategies, Tana shares some insight on what it takes to be a professional barrel racer.

EP: Tana, every time I see you at an event, it seems that you are friends with just about everyone there. Is it just because Tana Poppino is such a fun name to say, is it your personality, what's your secret?

Tana: I love people. We all are here to make the most out of life, and I think we should enjoy it together.

EP: You are one of the best barrel racers in the world right now. Where exactly are you ranked?

Tana: Currently 10th.

EP: So you've been down for almost two months and you still are ranked in the top ten in the world? You must have some pretty impressive horses.

Tana: God has blessed me with two of the nicest in the world. Amigo tries his heart out every time. Goose is so talented. He just hasn't figured out how to handle it all yet.

EP: How would you describe the differences in riding style for both horses?

Tana: I have to keep Amigo calm and relaxed into the first barrel, then I get after him. Goose needs to be revved up so he'll run. I push him all the way to each barrel. I really stay off Amigo's head at the barrels and just let him turn them. I have to help Goose and kick him around the barrels or he shortens his stride and he hits the barrel. I sometimes use an over-and-under on Goose. I'd never think about hitting Amigo or we'd be in the next county before I could blink an eye!



EP: Do both horses like the EquiPride or does one like it better than the other?

Tana: Goose eats everything that doesn't eat him first, so he'll clean his up ASAP. Amigo is a picky eater, so sometimes he eats his EquiPride, and sometimes he leaves it for later.

EP: How long have you been on the product and what is your feeding regimen?

Tana: Amigo has been getting it since the 2006 NFR. He gets a scoop or half a scoop in the morning, depending on if he'd eaten it from the day before. Goose gets a scoop morning and night. If we are on the road and he's running hard, I'll give him two scoops at a feeding.

EP: With Amigo getting hurt, how has Goose responded to the extra pressure and how does the injury affect your strategy for qualifying and competing in the NFR when that rolls around?

Tana's 2010 Season

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Tana: Goose hurt himself in March, and we hadn't completely gotten him over that. The added pressure of having to jump in and run almost every day in July wasn't a good thing. Although we found another injury, he had developed some bad habits in compensating for the soreness.

I, too, had developed some bad habits and with no time to "reprogram" ourselves between rodeos, it got worse. So, I finally decided to vet release out for three weeks and go home, heal up, reprogram both of us to get our confidence back before we competed again. It will be after Labor Day when we return to competition, so we have three weeks to win enough to secure our spot in the top 15 so we can go to the NFR. I will begin rehabbing Amigo in another week or so, and he'll be ready in October.

EP: Do you have a website where people can follow how you're doing?

Tana: http://www.tanapoppino.com/on_the_road.htm

EP: I understand that you have a weekly radio show on Spurradio.com every Tuesday at 1 pm Central. What is it called? How did you get started with Spurradio.com and what is the show about?

Tana: Talkin' with Tana. Catchy isn't it?! That's what we do, each week. We talk about where we've competed the last week and what's coming up. Ken Fisbeck, the host, and I discuss different aspects of pro rodeo and barrel racing.

EP: So everyone tune in Tuesdays at 1 pm Central and listen to Tana and her run to the NFR! So if all goes well, are Goose and Amigo both going to be ready to ride in the Finals?

Tana: You bet.

EP: What is your best memory of the season so far?

Tana: Winning Guymon. It was awesome. I went to college out there at Panhandle State, so I have competed there for many years. There were a record number of girls entered this year, 166. Since we won second in the first go, we had to run next to last which was 11th on the ground in the second go, and we ran the second-fastest time of the rodeo, and won the average. He may be 15, but he can still do it!

EP: Well, Tana, EquiPride Nation is rooting for you! Our thoughts and prayers will be with you, Goose, and Amigo on success this season, but before we go I always gotta ask, what would you say to anyone that hasn't tried EquiPride before?

Tana: It is a great all-around supplement, like one-stop shopping. It makes my feeding time easier, and it's really affordable. It keeps my guys healthy, and that's one less thing I have to think about. That's it for now. Remember, discover your God-given talents, give your dream to God, work hard, trust Him, and never, never give up.



Shelby Janssen

The Next Generation of Superstar Barrel Racers

Shelby Janssen from Austin, Minnesota knows how to lay a run down with the best of them. She is only 19 but she possesses the skills of a veteran and the energy of a rookie.

EquiPride discovered her at the 2010 BBR in Oklahoma City. We were so impressed with her confidence and how well she presented herself, that we basically decided to sponsor her on the spot. Then we saw her run.

She is as exciting to watch run as she is impressive to talk to. Shelby looks like she is flying down through the barrels. Her amazing mare "Hot Playboy Chick" or Bunny, has some obvious speed and the two run with a great unison and cohesion.

The pair have accomplished quite a few accolades. They ran the fastest times at BBR finals and ran the fastest time at the NHSRA finals in 2009. She also won her performance.

Shelby was the Reserve Champ for the NHSRA Finals in 2007, but turned down her trip to go to the Youth World MBHA where she placed in the top 20.

She was selected to the 2007-2008 Wrangler All-Star Rodeo Team. In recognition of her past accomplishments in the classroom and rodeo arena, Shelby was selected to represent student-athletes from all across North America.

Now going to Vernon College in Vernon, Texas, she got her pro card early this summer and filled her permit with the first PRC rodeo she went to. She was one for one in Pro Events as she won her first Pro Rodeo by 2 tenths in Brahm, Minnesota. Go Shelby!





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The Benefits of Equipride's Amino Acid Profile

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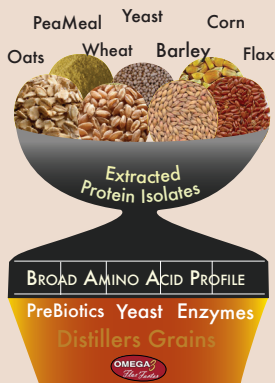
Protein is made of amino acids, and horses actually have an amino acid requirement rather than a requirement for protein. Amino acids are needed to maintain and produce muscle, enzymes and hormones, and play key roles in many different body processes.

What makes Equipride so unique is that we get our protein from SEVEN different sources!

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The Seven Sources of Protein in Equipride



As Equipride virtually provides all the amino acids that your horses could ever need, Equipride supplies the building blocks to your horses for optimal health.

For instance, while we don't specifically add MSM or Glucosamine to Equipride, we do provide everything needed for the body to create it. Thus eliminating the need for joint supplementation.

Amino acids are very exciting.



EQUIPRIDE

THE NEW LOOK

As you may have already noticed, the pails of Equipride has been given a facelift.

Look for it at your local dealer or shopping location.