

California Riding Magazine becomes the official publication of the Inland Empire Hunter Jumper Association.

California Riding Magazine and the Inland Empire Hunter Jumper Association (IEHJA) announce a joint promotional program by establishing Riding as IEHJA's official publication. This program, commencing July 2017, provides benefits for both participants. Riding magazine will provide a forum for publishing IEHJA's end of year horse show, association activities, monthly show reports, member features, trainer highlights and annual awards banquet to name a few topics. IEHJA members and trainers will receive a special advertising rate through this joint venture and all members receive a complementary subscription to the magazine, which has a distribution of 20,000 plus.



IEHJA welcomes the support of *California Riding Magazine*. IEHJA sanctions shows in the Inland Empire, San Bernardino and Orange Counties and the greater San Diego area (in conjunction with the Orange County Horse Show Association and the Greater San Diego Horse Show Association). IEHJA views the partnership as a way to reach potential new members and encourage more participation in their sanctioned shows. IEHJA will proudly recognize Riding magazine on its website, its end of year show premium and other printed show premiums, in e-mail blasts, and place California Riding Magazine banners at its shows. It will also be incorporated in Facebook, Instagram and all other social media platforms where applicable.

Gretchen Clark, owner of the Showcase Training Facility in Redlands and President of IEHJA, is excited about the partnership. Gretchen states: "as an organization IEHJA offers many benefits." The following is quick description of member benefits:

- IEHJA sanctioned quality horse shows; for the 21017 show year offering 12 two day shows and 11 one day show.
- Fall Festival Annual Horse Show held in November at the beautiful Expo Center in the City of Industry.

July 2017 - Powerful Partnership

Written by CRM

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- Cash prizes and two scholarships awarded at Fall Festival
- USHJA approved affiliate membership and outreach programs
- “Red Carpet Annual Awards Banquet” at Santa Anita Race Track: enjoy a day at the races, eat a wonderful brunch and celebrate our winners.
- IEHJA website (www.iehja.org)
- Facebook, Instagram and other social media outlets
- Free trainer membership

The IEHJA Board of Directors encourages potential new members to “check us out” on our website or participate in an upcoming show. Riders can sign up for membership at any IEHJA sanctioned show and start accruing points immediately. Look for our regular updates and articles in *California Riding Magazine*. See you at the next show!

Message from Gretchen Clark, President IEHJA

Today’s equestrian industry comes with many new challenges. As President of IEHJA, my goal is to increase the number of IEHJA sanctioned horse shows, promote education through scholarship programs and encourage sportsmanship by raising the level of competition. The IEHJA year end show held in November at the Expo Center in the City of Industry offers double point for members, IEHJA medal finals, scholarships, USHJA outreach classes and two levels of hunter derbies. IEHJA promotes horsemanship, sportsmanship and a positive competitive attitude for all competitors.