

# JULIE Hoefling

**F**ollowing in her sister's footsteps led Julie Hoefling to a life-long love of horses and the goal to compete at the national level.

Growing up in Akron, Michigan, Julie attended her first 4-H meeting with the Caro Hoofprinters 4-H Club when she was barely one month old, tagging along with her parents and her sister Melissa, who is eight years older. Along with her parents, Julie and her brother would often go along to Melissa's horse shows. Soon enough, Julie was showing Lead Line classes on her sister's horse, Bo, a 16-hand Appaloosa.

Julie's family bought her own show horse, Poisons Prescription, or Doc, whom she showed throughout her Youth career at 4-H, open shows and small circuit shows through Michigan. "Life commitments, college and moving took me outside of horses for almost ten years," she said.

Two years ago, Julie found her way back to horses, and recently bought her dream horse, Shadys Impulse, whose barn name is Tuggers. "I bought him from Annie Craig, and he was in training with Ray and Nikki Riddle in Texas," Julie said. The Riddles' daughter, Hayley, had successfully showed the gelding in Western Pleasure and Western Riding events.

"I'm currently showing Tuggers in Novice Amateur all around events including Western Pleasure, Western Riding, Halter and Horsemanship," Julie said. "We are adding Showmanship now, which is one of my favorite events. He is such a sweet, quiet horse and is very honest. He's teaching me a lot and is really forgiving of my mistakes. It is a great fit."

Julie and Tuggers will compete in the AQHA Level 1 Championship Show in 2016, and also plan to show at the Arizona Sun Circuit and Fall Championship shows. "The NSBA World Show and the Congress are definitely on my list for this year as well," she said. "I've always dreamed of a top ten placing at the Congress and I am dying for an NSBA trophy, so we are hoping to accomplish those goals in 2016."

When she's not showing or riding, Julie works as director of marketing for Kahala Brands. "Although Cold Stone Creamery is the largest brand we own, I don't work on their marketing, but I do oversee marketing for six other brands for our company, and I get to reap the benefits of having Cold Stone ice cream in the building," she said. Julie lives in Scottsdale, Arizona, with her husband, Jerry, who is a golfer, along with her two Dachshunds, Floyd and Lucy.

When asked about a recent equine performance that amazed her, Julie remembered watching Mechanic show at the 2014 All American Quarter Horse Congress. "My sister and I watched him show in Hunter Under Saddle, and we both had goose bumps," she said. "He's just such a cool and versatile horse. I love his look, and I love how he stands out in a crowd. We were sitting pretty high up in the stands, but it was obvious which one he was, as he just had a presence about him that makes everyone look at him. I like that in a horse!"

Julie's trainer, Christy Snyder, is the person she most looks up to in the horse industry. "Christy grew up and trained with the best in our industry, and her knowledge of the industry is really extensive," Julie said.

"She's determined, feisty and doesn't back down. She always has a plan, and usually Plans B, C and D! She finds the best way for you to accomplish your goals within your budget and your lifestyle. She gets to know you as a person. Our relationship is much more than trainer and client – she's become one of my best friends!"

Julie considers herself relatively new to NSBA, but she looks forward to becoming more involved in the association. "I've watched from afar for many years," she said. "I'm definitely looking forward to getting to know more NSBA members, making friendships along the way and showing with everyone!"



# SHANNON *Vroegh*

The love and support of family is woven throughout Shannon Vroegh's horse career. It started with the first pony Shannon's parents bought her when she was ten. "My mom, Linda Anderson, really got me started and passed her love of horses to me. She hauled me up and down the road to countless horse shows," Shannon said. "My dad actually built my first horse barn. He turned a pig lot into a barn, and I ran with it from there. I can't thank my parents enough for all they have ever done for me."

In addition to her parents, Shannon worked with several professionals before starting her own business. "I spent a lot of time at Lawrence Hansch's farm in Vincent, Iowa," she said. "He taught me to be soft, and I'll never forget, to always be one step ahead of the horse, and that you can out-think them. He also introduced me to Larry Hansch, whom I learned so much from. Along with the knowledge, I've made life-long friends in the industry."

Shannon attended Coe College in Cedar Rapids, Iowa, and worked for trainer Mike Minor while there. "I learned so much from Mike, and I went from loving the all around events to Western Pleasure because of him," she said.

Today, Shannon operates Show Horses By Shannon, where she has coached numerous APHA world champions, Congress champions and NSBA money earners. She specializes in Trail, Western Pleasure and Western Riding events and is assisted by Hannah Lind.

Shannon looks forward to campaigning a number of horses in 2016. "I am really looking forward to showing Shes Extremely Hot in all the three year old events," she said. "She's been one of the most talented two year olds I've ever had, and was a finalist in the Congress Open and Limited Open Two Year Old Western Pleasure classes. We also have several coming two year olds and a group of show horses and clients who are going to be very exciting to watch."

Some of Shannon's other favorite horses include Only Good Intentions, an APHA gelding that has been excelling in Trail and has earned APHA Open and Youth champion titles and nearing his Superior Youth and Open All Around; Presidential Affair, an AQHA mare who has earned a Congress reserve champion title, top five futurity finishes and more than \$25,000 in earnings; and Some Sweet Machine, a Congress and reserve AQHA world champion for Shannon's daughter, Mallory.

"My first Congress championship for a client was Rockum N Shockem's win in the 11 & Under Western Pleasure for my client, Julie Albaugh," Shannon said. "We had several wins from there, but I don't think you ever forget your first win as a horse trainer. The Congress has been my favorite horse show to attend from that day forward!"

Like her mother before her, Shannon feels fortunate to share her passion for horses with her own daughter, Mallory. "My favorite part of horse showing is being able to share it with my daughter," she said. "Mallory has been able to show some great horses to Congress championships or reserve world titles. I'm so very proud of her and admire her for all she has accomplished and the young lady she has become."

"I also really need to thank everyone who has helped her along the way from Jason Gilliam to Hannah Lind, Beckey Schooler and Larry Hansch.

Trainers like these are what make our association great. They have taken my daughter in and taught her so much."

Shannon appreciates living in the NSBA community. "I love the horse show community, and I can't think of a better group to raise my daughter around," she said.

"I have been fortunate to have a lot of family and also client support. It seems like more and more of our clients become like family and best friends. I really want to thank all of our clients for standing behind me, and putting your faith in Hannah and me as your trainers. We have an awesome group that makes Show Horses By Shannon look really good!"

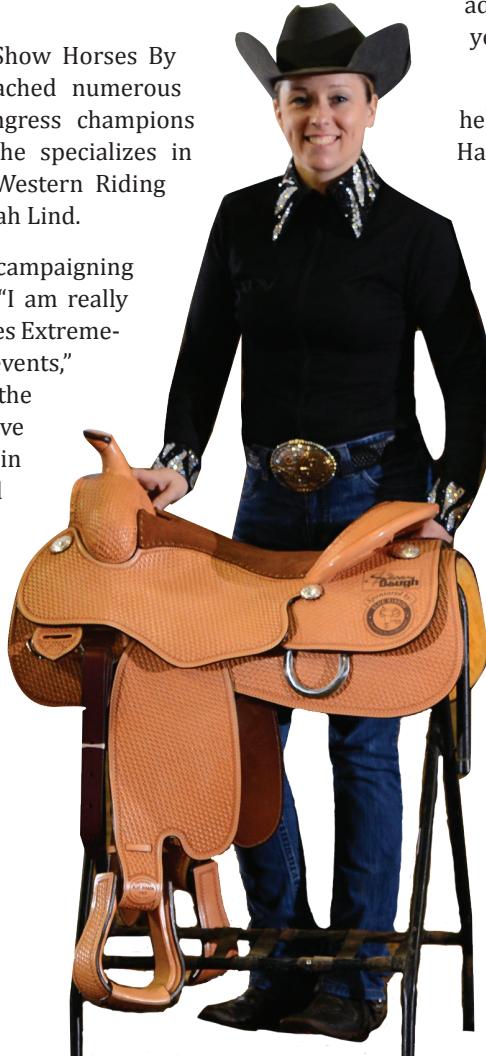


Photo by Shane Rux